



Clean Nigeria Campaign

Implementation Strategy

Towards an Open Defecation Free Nigeria | 2025 - 2030

Revised November 2024



FOREWORD

Nigeria's journey toward becoming Open Defecation Free (ODF) is both ambitious and urgent. With an estimated 23% of the population practicing open defecation, the consequences are dire. Beyond the health and social impacts, open defecation also affects productivity and the economy. These factors underscore the urgent need for improved sanitation to address the public health crisis, reduce child mortality, and protect our vulnerable populations.



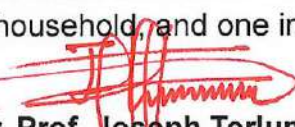
The 'Clean Nigeria: Use the Toilet' Campaign is a call to action, a commitment to ensuring that our nation thrives in health, dignity, and sustainable growth. This implementation strategy for the Clean Nigeria Campaign serves as our blueprint for achieving an ODF Nigeria by 2030. Drawing from lessons learned from successful approaches and challenges encountered in the implementation of the campaign, this strategy outlines clear goals, innovative approaches, and actionable steps to end open defecation and accelerate access to sanitation and hygiene across all states. It is built on the foundation of collaboration, with a focus on government leadership, private sector partnerships, and grassroots engagement. It is a testament to our resolve to create inclusive solutions that address urban, rural, and underserved communities.

I urge everyone to see their role in this transformative journey. Whether as policymakers, development partners, business leaders, or community champions, achieving a Clean Nigeria devoid of open defecation is a shared responsibility. Together, we can move from plans to action and from challenges to triumphs in creating a nation where every Nigerian can live with dignity, health, and pride.

The Federal Ministry of Water Resources and Sanitation will continue to provide the enabling environment, leadership, and coordination required to implement this strategy and achieve results by working with government agencies at national and subnational levels, civil society organizations, development partners, the private sector, and other stakeholders.

Sanitation is not just about infrastructure—it is about human dignity, health, and opportunity. Every child deserves to grow up in a clean and safe environment. Every household deserves access to facilities that protect them from preventable diseases. And every community deserves the opportunity to thrive without the hindrance of poor sanitation.

Let us make the vision of an open defecation free Nigeria a reality – one community, one household, and one individual at a time.


Engr. Prof. Joseph Terlunum Utsev, FNSE
Honourable Minister,
Federal Ministry of Water Resources and Sanitation, Abuja

ACKNOWLEDGEMENT

The development of the revised implementation strategy for the Clean Nigeria Campaign reflects the collective commitment and unwavering dedication of numerous individuals, organizations, and stakeholders who share a vision of a healthier, more dignified, and open defecation free (ODF) Nigeria.

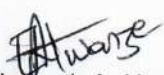
We express our profound gratitude to the Presidency for the leadership of the Steering Committee and for providing strategic guidance to the Campaign and the leadership and management of the Federal Ministry of Water Resources for its steadfast coordination of the Clean Nigeria Campaign.

We also extend our heartfelt appreciation to our development partners, including UNICEF, the World Bank, WaterAid, Self Help Africa, and other organizations, whose technical expertise, financial support, and advocacy have been pivotal in shaping this framework. Their commitment to improving sanitation and hygiene in Nigeria has been a source of inspiration throughout this process.

Special thanks go to the State Governments, Local Governments, community leaders and volunteers whose collaboration and dedication to advancing community-led initiatives have laid the groundwork for impactful implementation of the Campaign. The active participation of civil society organizations and private sector partners has further enriched the strategy with innovative ideas and sustainable approaches.

Finally, we acknowledge the efforts of the technical working group who brought their expertise to the development of this implementation strategy. Your hard work, dedication, and professionalism have ensured the creation of a robust, inclusive, and practical roadmap for implementation.

Together, we can realize the vision of a clean and open defecation free Nigeria, where every household has access to safe sanitation, every community thrives in dignity and health, and our nation achieves sustainable progress. Thank you all, for being part of this transformative journey.



Elizabeth A. Ugoh
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ABBREVIATIONS AND ACRONYMS

ALGON	Association of Local Governments of Nigeria
ASPG	African Sanitation Policy Guidelines
CHEWs	Community Health Extension Workers
CLTS	Community-Led Total Sanitation
CLTS++	Community-Led Total Sanitation Plus Market-based Sanitation
CNC	Clean Nigeria Campaign
CNC-TWG	Clean Nigeria Campaign Technical Working Group
CSOs	Civil Society Organizations
CWIS	Citywide Inclusive Sanitation
EHOs	Environmental Health Officers
FCT	Federal Capital Territory
FMEEnv	Federal Ministry of Environment
FMWRS	Federal Ministry of Water Resources and Sanitation
FSM	Faecal Sludge Management
IEC	Information, Education, and Communication
KPIs	Key Performance Indicators
LGA	Local Government Area
LTGS	Local Government Task Groups on Sanitation
M&E	Monitoring and Evaluation
MBS	Market-Based Sanitation
MDAs	Ministries, Departments, and Agencies
MFIs	Microfinance Institutions
MIC	Ministry of Information and Culture
MOWH	Ministry of Works and Housing
MSPs	Multi-Stakeholder Platforms
FMY	Federal Ministry of Youth
NEWSAN	Network for Water and Sanitation
NGF	Nigerian Governors' Forum
NBS	National Bureau of Statistics
NESREA	National Environmental Standards and Regulations Enforcement Agency
NGOs	Non-Governmental Organizations
NORM	WASH National Outcome Routine Mapping
NPHCDA	National Primary Health Care Development Agency
NTGS	National Task Group on Sanitation
NOA	National Orientation Agency
NWRI	National Water Resources Institute
ODF	Open Defecation Free
PPCP	Public-Private-Community Partnerships

PPPs	Public-Private Partnerships
SBC	Social Behaviour Change
SDG	Sustainable Development Goals
SMEDAN	Small and Medium Enterprises Development Agency of Nigeria
SMS	Safely Managed Sanitation
STGS	State Task Groups on Sanitation
TBOs	Toilet Business Owners
UBEC	Universal Basic Education Commission
UNICEF	United Nations Children’s Fund
USAID	United States Agency for International Development
VHPs	Village Health or Hygiene Promoters
WASH	Water, Sanitation, and Hygiene
WASHCOMs	Water, Sanitation, and Hygiene Committees
WASHFIT	Water, Sanitation, and Hygiene Facility Improvement Tool
WASHIMS	Water, Sanitation, and Hygiene Information Management System

EXECUTIVE SUMMARY

Nigeria is committed to achieving the Sustainable Development Goal (SDG) 6.2, which aims for universal access to equitable sanitation and hygiene by 2030. Despite progress in water access, sanitation remains a significant challenge. Only 18% of Nigerians use safely managed sanitation services, and approximately 48 million people still practice open defecation. The lack of adequate sanitation facilities contributes to severe health consequences, including the annual death of 87,000 children under five due to diarrhoea, and an economic loss of about ₦455 billion annually.

Achieving nationwide ODF status in Nigeria faces significant challenges. Limited funding and investment hinder the expansion of sanitation infrastructure, while weak governance and poor enforcement of policies lead to ineffective implementation. Community engagement remains insufficient, with cultural practices and inadequate behavior change initiatives slowing progress. The lack of private sector involvement limits innovation and resources. Rapid population growth (2.6% annually) and climate change strain infrastructure, while insecurity and economic instability disrupt program implementation. Addressing these challenges requires integrated solutions focused on financing, governance, community engagement, and resilience.

The Revised Clean Nigeria Campaign Implementation Strategy

The Clean Nigeria: Use the Toilet Campaign (CNC), launched in 2019 alongside Presidential Executive Order 009, aims to eliminate open defecation and improve access to safely managed sanitation across the nation by 2025. However, progress has been slower than anticipated, with only 135 out of 774 Local Government Areas (LGAs) achieving Open Defecation Free (ODF) status. Recognizing the need to accelerate efforts, the CNC Implementation Strategy has been reviewed and updated for the period 2025–2030.

The CNC establishes the following goals for the nation:

VISION	<i>A Clean Nigeria where everyone has access to and uses a toilet.</i>
MISSION	<i>To inspire, motivate, and empower every individual and stakeholder in the country to engage, collaborate, support, and take action in developing and using safe toilets and practicing handwashing with soap by the end of 2030.</i>
GOAL	<i>Eliminate open defecation and declare all LGAs and states ODF by 2030.</i>

Strategic Pillars

The CNC Implementation Strategy is anchored on six strategic pillars designed to address these challenges and achieve the campaign's goals. These pillars frame the Strategy's more specific objectives. The order of pillars and objectives does not indicate any prioritization, and many are intertwined. The six pillars and their associated objectives are as follows:

Pillar	Specific Objectives
Pillar 1: Enabling Environment: Policy, Regulations, and Institutions	Establish a robust enabling environment through updated policies, regulations, and institutional frameworks to support and sustain ODF status.
Key Actions: <ul style="list-style-type: none"> 1.1 Review and finalize policies, plans and strategic frameworks including updating the ODF Roadmap, context-specific LGA-wide ODF plans and National faecal sludge management (FSM) framework. 1.2 Strengthen legal frameworks and enforcement mechanisms. 1.3 Enhance community engagement and awareness on sanitation bylaws. 1.4 Adapt the ODF Protocol to be context-sensitive and boost ODF sustainability. 	
Pillar 2: Partnerships, Coordination, and Collaboration	Foster effective partnerships among government agencies, private sector actors, civil society organizations, and development partners to drive cohesive ODF interventions.
Key Actions: <ul style="list-style-type: none"> 2.1 Strengthen coordination platforms at national, state, and local levels. 2.2 Enhance private sector partnerships through strategies and engagement frameworks. 2.3 Improve inter-governmental collaboration with harmonized ODF action plans. 	
Pillar 3: Public Finance	Mobilize and optimize public financing for sanitation by increasing budgetary allocations, ensuring timely fund releases, and promoting innovative financial mechanisms.
Key Actions: <ul style="list-style-type: none"> 3.1 Conduct strategic budget advocacy and policy influence to increase allocations. 3.2 Build capacity in budget planning and advocacy among MDAs and NGOs. 3.3 Enhance budget tracking and transparency. 3.4 Promote innovative financing mechanisms like sanitation revolving funds and vouchers. 	
Pillar 4: Service Delivery Models and Arrangements	Strengthen sanitation service delivery models and promote innovative, inclusive, and climate-resilient solutions to ensure equitable and sustainable access.
Key Actions: <p>Community-Based Demand Creation and Social Behaviour Change:</p> <ul style="list-style-type: none"> 4.1 Update and adapt Community-Led Total Sanitation and demand creation methodologies. 4.2 Expand hygiene promotion in communities. 4.3 Improve WASH in institutions like schools and healthcare facilities. <p>Market-Based Approaches and Financing:</p> <ul style="list-style-type: none"> 4.4 Develop and strengthen Toilet Business Owner (TBO) networks and local supply chains. 4.5 Facilitate Public-Private-Community (PPC) partnerships for public sanitation facilities. 4.6 Enhance sanitation financing for both demand and supply sides. 4.7 Promote innovations and adoption of new technologies. 4.8 Establish and enforce service and infrastructure standards and quality Assurance 	

Sustaining ODF Status:	
4.9 Strengthen state and LGA-level strategies for ODF sustainability.	
4.10 Develop comprehensive climate-resilient FSM systems.	
Pillar 5: Communications and Advocacy	Strengthen advocacy and communication to increase public awareness, drive behavioural change, and garner stakeholder support.
Key Actions:	
5.1 Revitalize advocacy strategies with updated messaging.	
5.2 Revitalize ODF Media and communications strategies and campaigns	
5.3 Develop and implement targeted campaigns to mobilize youth, women groups, and traditional and religious leaders as sanitation champions and influencers	
5.4 Leverage multi-sectoral partnerships for awareness campaigns.	
Pillar 6: Monitoring, Evaluation, Learning and Accountability	Establish robust monitoring, evaluation, and accountability systems to track progress, identify gaps, and inform decision-making.
Key Actions:	
6.1 Improve state and LGA M&E and performance tracking systems.	
6.2 Enhance Monitoring, Performance and Accountability Mechanisms at the State, LGA and Community Level	
6.3 Promote knowledge sharing and learning through annual retreats, forums and learning exchanges	

Implementation Arrangements

The Clean Nigeria Campaign (CNC) operates through a multi-level coordination structure to ensure effective collaboration and accountability. At the federal level, the CNC Steering Committee, chaired by the Vice President, provides strategic oversight. The National Task Group on Sanitation (NTGS) offers policy and operational guidance, while the CNC Secretariat coordinates activities and liaises with state platforms. Technical expertise is provided by the CNC Technical Working Group (CNC-TWG).

At the state level, the State Steering Committee oversees campaign implementation, supported by the State Task Group on Sanitation (STGS), which brings together technical stakeholders to address state-specific challenges. At the local government level, the Local Government Task Group on Sanitation (LTGS) leads advocacy, awareness, and grassroots mobilization efforts. Community-level implementation is led by Water, Sanitation, and Hygiene Committees (WASHCOMs) and other community development structures such as Environmental Health Offices, which promote behaviour change, maintain facilities, and foster community ownership.

Monitoring, Evaluation, and Review

The CNC Implementation Strategy will include a robust framework for monitoring, evaluation, and review to ensure that interventions are impactful and sustainable. Key performance indicators (KPIs) will be developed to measure progress, aligning closely with the campaign's objectives. Baseline studies will establish reference points, and targets will be set at national, state, and local levels. For data collection and management, the CNC will leverage the Water, Sanitation, and Hygiene Information Management System (WASHIMS) and the CNC website to create a centralized and reliable data repository. Standardized

data collection tools will be used across all levels to ensure consistency and comparability. Reporting mechanisms include monthly, quarterly, and annual reports, supported by data validation processes and visual dashboards for accessibility. Evaluations will include a mid-term review in 2027 and an end-term evaluation in 2030 to assess the campaign's impact and inform future adjustments. Annual strategy reviews and stakeholder consultations will ensure the strategy remains relevant and incorporates new evidence and lessons learned.

Conclusion

The CNC Implementation Strategy for 2025–2030 provides a comprehensive framework to accelerate progress toward eliminating open defecation in Nigeria by 2030. By addressing key challenges through strategic pillars and fostering collaboration among all stakeholders, the strategy aims to create a sustainable and inclusive sanitation ecosystem. The renewed commitment, robust implementation arrangements, and emphasis on monitoring and evaluation position the campaign to make significant strides in improving public health, environmental sustainability, and the well-being of all Nigerians.



BACKGROUND AND CONTEXT

Nigeria is a signatory to the global agenda of the Sustainable Development Goals (SDG). Achieving universal access to equitable sanitation and hygiene services by 2030 is a significant global challenge, aligned with SDG 6.2. This goal requires establishing systems for safe excreta management and ensuring everyone has access to adequate sanitation and open defecation is eliminated. It also emphasizes the special needs of women and girls and prioritizes handwashing with soap and water to reduce disease transmission.

While much progress in closing access gaps has been achieved in the water subsector, sanitation remains stagnant. About 157 million Nigerians are off-track to achieve the SDG sanitation target 6.2 as only 1 in 5 (18%) of the population use safely managed sanitation (SMS) services. Up to 48 million people are practising open defecation and at least an additional 42 million people are using unimproved on-site facilities with no formal structures for faecal waste management and treatment. Progress in ending open defecation lacks momentum with gaps in access remaining unchanged since 2018. The situation in institutions and public places is equally poor and there are significant disparities across different demographics (Figure 1). This leads to severe health consequences, including the annual death of 60,000 children under five due to diarrhoea, and an economic loss of about N455 billion naira annually.¹²

Figure 1: Sanitation and Hygiene Snapshot in Nigeria³



There has been slow and uneven progress in ending open defecation in Nigeria. About **48 million people** (1 in 4 people or 23% of the population) are defecating in the open.



Up to **70% of schools**, **88% of health care facilities** and **80% of markets and motor parks** lack basic sanitation facilities.



167 million Nigerians (83%) lack basic handwashing facilities. Despite 99% awareness of handwashing practices, only 4% consistently wash hands with soap and water at critical times, reflecting significant skill and practice gaps.



Gains made in the sanitation drive are hampered by population growth (rate at 2.4%), effects of climate change, insecurity across the northern region, and economic fluctuation in the country.



Equity in Access to Sanitation and Hygiene Services: The poorest households (48%) are 48 times more likely to practice open defecation than the wealthiest (0.9%). Rural families (31%) are four times more likely to defecate in the open than urban counterparts (8%), with the North Central leading in open defecation at 47.1%.

¹ World Bank. (2012). Economic impact of poor sanitation. World Bank.

² World Health Organization. (2019). Burden of disease attributable to unsafe drinking-water, sanitation and hygiene: 2019 update. World Health Organization.

³ Federal Government of Nigeria. 2021. WASH National Outcome Routine Mapping. Federal Ministry of Water Resources, National Bureau of Statistics.



Impact of Sanitation on Water Quality: 66% of Nigerians consume water contaminated with E. coli, elevating the risk of cholera and other waterborne diseases.



Achieving ODF and hygiene goals by 2030 will cost \$2.7 billion (₦4 trillion)⁴, with 75% of this burden on households. Government funding for ODF alone requires ₦168.75 billion annually, while broader sanitation goals demand significantly higher allocations.

Efforts to date:

The Federal Government of Nigeria has demonstrated significant political will to improve Water, Sanitation, and Hygiene (WASH) services through various initiatives:

- **Launch of the Partnership for Expanded WASH Framework (2016 – 2030):** A long-term framework addressing water, sanitation, and hygiene in rural areas
- **National ODF Roadmap 2016. – 2025:** A comprehensive strategy with defined milestones and budgets to end open defecation by 2025.
- **National WASH Sector Revitalization Action Plan and Presidential Declaration of the State of Emergency in 2018:** Action plans to revitalize the sector.
- Establishment of the **WASH Information Management System (WASHIMS) and WASH National Outcome Routine Mapping (NORM) data platform:** Data-driven platform for routine tracking and monitoring of progress.
- **Launch of the Clean Nigeria: Use the Toilet Campaign in 2019 and Presidential Executive Order 9:** A national drive to accelerate efforts toward safe sanitation and the Presidential Order operationalizing the Clean Nigeria Campaign.

⁴ IMF - Technical Assistance Report—Additional Spending Toward Sustainable Development Goals, ODF Roadmap and CNC Implementation Strategy

RATIONALE FOR THE REVIEW OF THE IMPLEMENTATION STRATEGY

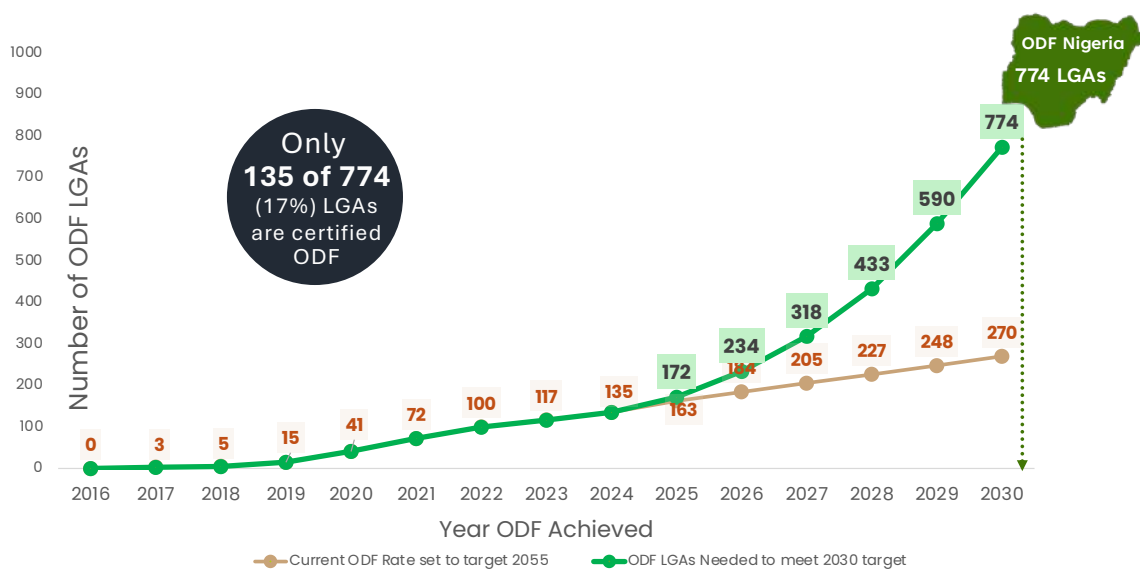
Nigeria will not meet its 6.2 targets at the current pace. Acceleration is Needed.

The 'Clean Nigeria: Use the Toilet' campaign, launched in 2019, aims to drive a national effort to end open defecation and improve access to safely managed sanitation, in line with SDG 6.2 and the National ODF Roadmap. The CNC's official launch was followed by the signing of Executive Order 009, "The Open Defecation-Free Nigeria by 2025 and Other Related Matters Order," to operationalize the campaign.

To meet this target, the Campaign strategy outlined plans to strengthen systems for expanding sanitation solutions at all levels, institutionalize knowledge management systems, and expand partnerships for capacity development. Additionally, improving financing and governance structures is essential for effective sanitation program management and significant progress towards achieving an ODF Nigeria by 2025.

Despite significant efforts, progress has been slower than anticipated. Only 135 out of 774 LGAs have been validated as ODF, including 10 LGAs pre-campaign and 125 achieved during the campaign period. This leaves 639 LGAs and 6 area councils in the Federal Capital Territory (FCT) still needing to achieve ODF status by 2025. The current data for population practicing open defecation stands at approximately 48 million. Due to a high population growth rate of 2.6% per annum, this number is projected to increase to 60 million by 2030. At the current pace, Nigeria is off track to meet the SDG 6.2 target by 2025, far beyond the 2030 deadline.

Figure 2: Progress in achieving ODF Status



Current Challenges in Sanitation and Hygiene

The sanitation sector in Nigeria is currently affected by multiple challenges that hinder progress toward achieving ODF during the CNC implementation period. Insufficient funding and investment in sanitation infrastructure have limited the expansion and improvement of facilities. Governance challenges, including weak institutional frameworks and poor enforcement of sanitation policies, have led to ineffective implementation of existing strategies and regulations.

Limited community engagement and inadequate behavioural change initiatives have impeded progress, as deeply ingrained cultural practices and a lack of awareness about the importance of sanitation contribute to the persistence of open defecation and poor hygiene practices. Additionally, there is limited private sector engagement in the sanitation sector, resulting in a lack of innovation and insufficient resources to scale up sanitation solutions.

The effects of rapid population growth, estimated at 2.6% per annum, exacerbate these challenges. Climate change impacts, such as increased flooding and droughts, affect water availability and sanitation infrastructure. Insecurity in certain regions, particularly in the northern part of the country, hinders the implementation of sanitation programs. Economic fluctuations also affect the government's ability to allocate sufficient resources to the sanitation sector and households' ability to pay for or construct toilets.



Lessons from the Implementation of the ODF Campaign in Nigeria

The implementation of the ODF campaign in Nigeria has provided valuable insights into the critical factors that contribute to success and the challenges that need to be addressed. Drawing from both local experiences and international best practices, the following key lessons have been identified:

<p>Leadership from the highest Level both at the national and state level is important.</p>	<p>Strict post-ODF monitoring and supervision to prevent slippage back to open defecation practices</p>
<p>There is need for consistent and regular behaviour change and awareness ODF programmes at scale.</p>	<p>Mobilizing resources and strengthening partnerships can rapidly scale successful interventions</p>
<p>Institutional coordination among various ministries, departments, and agencies is crucial.</p>	<p>Fostering partnerships with the private sector leverages resources, expertise, and innovation. Encouraging market-based sanitation approaches can increase access to products and services, stimulate economic growth, and ensure sustainability of sanitation initiatives.</p>
<p>Enhancing governance and accountability through strengthening of institutional frameworks, policy enforcement, and regulatory oversight is needed to ensure effective implementation and sustainability of sanitation interventions.</p>	<p>Introduction of appropriate and affordable technologies that are culturally acceptable, and sustainable is vital</p>
<p>There is need for integration and consistent application of demand creation and hygiene promotion methodologies to ensure that communities are adequately triggered, mobilized, and supported throughout the process.</p>	<p>Data-Driven decision-making is needed through enhancing monitoring, evaluation, and learning systems informs policy and programmatic interventions. Reliable data enables the identification of gaps, assessment of progress, and adaptation of strategies to changing circumstances.</p>

Thus, considering the lessons both from local and international practice of ODF initiatives, this Clean Nigeria Campaign: Implementation Strategy (2025 – 2030) has been developed.

The Review Process

Recognizing the need to reinvigorate efforts and accelerate progress toward an Open Defecation Free Nigeria by 2030, the CNC underwent a comprehensive review of its implementation strategy. This process was inclusive and collaborative, engaging a wide array of stakeholders to ensure that the revised strategy is robust, contextually relevant, and aligned with national priorities.

Stakeholder Engagement:

The review process brought together members of the CNC Steering Committee, which comprises high-level representatives from various MDAs, development partners, civil society organizations (CSOs), non-governmental organizations (NGOs), the private sector, religious and traditional leaders, youth representatives, and other key stakeholders. The MDAs represented in the Steering Committee include Federal Ministries of Water Resources and Sanitation, Health, Environment, Education, Finance, Budget, and National Planning, Women Affairs, Youth, Agriculture and Food Security, National Water Resources Institute, NEWSAN, and National Orientation Agency.

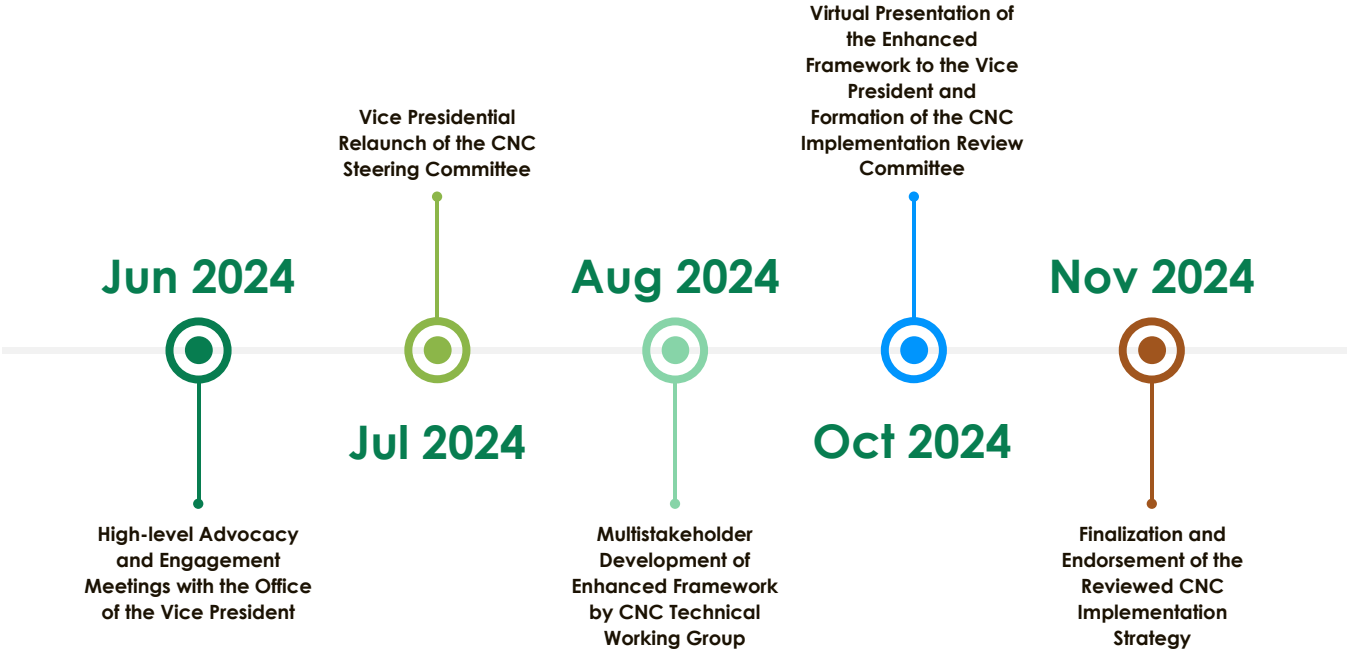
Development partners such as UNICEF, the World Bank, WaterAid, Self Help Africa, and the private sector and technical sector specialists, provided technical assistance and shared global best practices. NGOs, including NEWSAN, contributed grassroots perspectives, highlighting on-the-ground experiences and community needs.

Between June and November 2024, the CNC underwent a series of high-level advocacy meetings, strategy reviews, and collaborative efforts to refine its Implementation Strategy (Figure 3). The Vice President spearheaded the relaunch of the CNC Steering Committee, requested the submission of an enhanced framework, and endorsed the finalized strategy after rigorous multistakeholder consultations. Key milestones included workshops to address strategic gaps, the formation of a Review Committee, and the finalization of the strategy with clear goals, roles, and resource mobilization plans, setting the stage for its official launch on World Toilet Day, 19 November 2024.

The collaborative review process resulted in a strengthened implementation strategy that is:

- **Inclusive and Participatory:** Reflecting inputs from a diverse group of stakeholders, ensuring that multiple perspectives and expertise inform the approach.
- **Evidence-Based:** Incorporating data and lessons learned from previous implementation efforts, as well as international best practices.
- **Strategically Aligned:** Ensuring coherence with national development plans, policies, and the Sustainable Development Goals.
- **Action-Oriented:** Defining clear objectives, activities, timelines, and responsibilities to facilitate effective implementation.
- **Resource-Focused:** Outlining strategies for resource mobilization, including government funding, private sector investment, and development partner support.

Figure 3: Timeline for the Review Process:



Moving Forward

The finalized CNC Implementation Strategy sets the foundation for accelerated action toward eliminating open defecation in Nigeria. With renewed commitment from all stakeholders and a robust framework guiding efforts, the campaign is poised to make significant strides in improving sanitation and hygiene across the nation. The strategy emphasizes strengthening governance and accountability, scaling up behaviour change interventions, mobilizing resources and partnerships, promoting innovation and private sector involvement and enhancing monitoring, evaluation and learning.

The strategy's launch on World Toilet Day symbolizes a renewed national commitment to addressing sanitation challenges. It calls upon all Nigerians—government officials, community leaders, private sector actors, development partners, and citizens—to work collaboratively toward the shared goal of an Open Defecation Free Nigeria by 2025, ultimately improving public health, environmental sustainability, and the well-being of all.



THE CLEAN NIGERIA CAMPAIGN NATIONAL STRATEGIC PLAN

The vision, goals, objectives, and strategies outlined in the CNC are designed to eliminate open defecation and achieve nationwide ODF status by 2030 (Figure 4). Disproportionately impacted populations, identified through national-level data, will guide stakeholders in focusing limited resources where they will have the greatest impact. Indicators and quantitative targets will be used to measure progress toward the goal of a clean, open defecation-free Nigeria.

This vision, mission, goals and objectives and the CNC will be achieved through investing six strategic pillars, each with specific objectives designed to drive the transformative changes needed to achieve ODF at scale. The pillars, objectives, and strategies are cross-cutting and adaptable to various aspects of sanitation and hygiene improvement. Their order within the campaign is not intended to signify prioritization but to reflect the interconnected nature of the efforts.

Table 1: Goals of the CNC Campaign

Vision The vision of the CNC implementation strategy is to have “A Clean Nigeria where everyone has access to and uses a toilet” .	Mission The campaign’s mission is “To inspire, motivate, and empower every individual and stakeholder in the country to engage, collaborate, support and take action in developing and using safe toilets and practicing handwashing with soap by the end of 2030” .
Campaign Goal The overall campaign goal is to eliminate open defecation and declare all LGAs and states ODF by the 2030 .	This will be achieved by mobilizing all stakeholders and required resources from the Government of the Federal Republic of Nigeria, the ministries, departments and agencies (MDAs) across all levels, all public and private institutions, civil societies and NGOs, and bilateral and international partners to achieve the Clean Nigeria vision.

The strategic pillars to achieve the vision of an ODF Nigeria by 2030 is anchored in several principles. These include evidence-based actions, inclusivity, transparency and accountability, collaboration and partnership, sustainability and innovation. It is also anchored on the principle of government leadership and shared responsibility at all levels, from the LGAs to the states and the federal level. Last but not least, the strategic pillars aim to put people in the lead, through specific actions that promote civic engagement for ODF.

Under the leadership of President Bola Ahmed Tinubu and anchored by the Federal Ministry of Water Resources and Sanitation (FMWRS), the Campaign involves all MDAs, State Governments, citizens' groups, and non-state actors to play a role to end open defecation.

Box 1: Strategic Pillars of the CNC Campaign

Strategic Pillars

Pillar 1: Enabling Environment: Policy, Regulations and Institutions: Establish and strengthen a robust enabling environment through updated policies, regulations, and institutional frameworks to support and sustain ODF status.

Pillar 2: Partnerships, Coordination and Collaboration: Foster effective partnerships, coordination, and collaboration among government agencies, private sector actors, civil society organizations, and development partners to drive cohesive and efficient ODF interventions nationwide.

Pillar 3: Public Finance: Mobilize and optimize public financing for sanitation by increasing budgetary allocations, ensuring timely fund releases, and promoting innovative financial mechanisms to accelerate access to safe sanitation services.

Pillar 4: Service Delivery Models and Arrangements: Strengthen sanitation service delivery models and innovative, inclusive, and climate-resilient sanitation solutions to ensure equitable and sustainable access across urban, rural, and peri-urban areas, while leveraging community and market-based approaches for lasting ODF outcomes.

Pillar 5: Communications and Advocacy: Strengthen advocacy and communication to increase public awareness, drive behavioural change, and garner stakeholder support for sanitation initiatives, ensuring alignment with the CNC's goals and objectives.

Pillar 6: Monitoring, Evaluation, Learning and Accountability: Establish robust monitoring, evaluation, and accountability systems to track progress, identify gaps, and inform decision-making, ensuring transparency and continuous improvement toward achieving national sanitation targets.



Pillar 1: Enabling environment: Policy, Regulations and Institutions

The primary objective of this pillar is to establish a robust enabling environment that fosters and sustains ODF behaviours across Nigeria. By strengthening policies, regulations, and institutional frameworks, this pillar aims to create a supportive legal and institutional landscape that encourages the consistent use of toilets, disincentivizes the practice of open defecation, and ensures effective enforcement of sanitation laws. This concerted effort will contribute significantly to lasting behaviour change, improved public health, and the achievement of Nigeria's ODF goals.

Key Initiatives and Successes:

Nigeria has taken several critical steps to create a supportive enabling environment for its ODF campaign. **Executive Order 009**, titled "*The Open Defecation-Free Nigeria by 2025 and Other Related Matters Order*," empowers legislative frameworks for anti-open defecation measures and ensures accountability across government tiers. This legal backing has enabled the development of policies and regulations to drive compliance and enforcement at federal and subnational levels.

Leveraging existing structures, such as Environmental Health Officers (EHOs), Community Health Workers, WASH Committees, and Community-Based Volunteers, has significantly supported enforcement and monitoring efforts. These actors serve as the frontline workforce, bridging the gap between policy and grassroots implementation. High-level political commitment has been pivotal in securing resources, advocating for sanitation priorities, and facilitating the enactment of state-specific ODF roadmaps and bylaws. These roadmaps have been instrumental in budget advocacy, enabling states to align resources with their sanitation goals effectively.

Community feedback mechanisms, such as mobile courts, have successfully engaged communities in monitoring and compliance, fostering a sense of ownership and accountability. Support from development partners, such as UNICEF and WaterAid, has enhanced policy formulation, capacity building, and the adoption of international best practices. Furthermore, the mobilization of EHOs under the Ministry of Environment has strengthened public health protection by ensuring compliance with sanitation laws. Collectively, these initiatives have laid a strong foundation for advancing the sanitation agenda and promoting sustainable behaviour change.

Existing Challenges:

Despite notable progress, several challenges continue to hinder the effectiveness of policies and institutional frameworks in Nigeria. Enforcement mechanisms for anti-open defecation laws remain weak, with penalties often outdated, insufficient, or inconsistently applied. This lack of robust deterrents undermines compliance and reduces the impact of sanitation regulations.

Public awareness about existing sanitation laws and their benefits remains low, contributing to poor adherence in many communities. The abuse of authority during enforcement efforts has further eroded trust between communities and authorities, creating resistance and diminishing the effectiveness of compliance measures.

Frontline workers, including EHOs, Sanitary Inspectors, and Community Health Extension Workers (CHEWs), face resource constraints, such as inadequate funding, training, and monitoring tools, limiting their ability to implement and enforce sanitation regulations effectively. Vulnerable households without the means to construct toilets are often penalized without receiving adequate support, highlighting the inequity in implementation and the need for inclusive policies. Additionally, the absence of climate-resilient and gender-responsive considerations in some policies limits their ability to address the unique needs of diverse populations.

Key Actions Moving Forward:

The CNC aims to address these challenges through a series of targeted interventions under Pillar 1. It will support the update the national ODF Roadmap and action plans to extend beyond 2025, incorporating climate resilience, gender equity, and social inclusion to meet the needs of diverse populations. Legal frameworks will be strengthened by revising bylaws, developing enforcement tools, and establishing community-driven feedback mechanisms. These efforts will ensure fair and proportionate penalties while fostering community participation in monitoring and enforcement.

Public awareness campaigns will be launched alongside updated bylaws to educate communities about sanitation laws and their importance. The ODF Protocol will be revised to integrate innovative sector approaches and address challenges specific to insecure regions. This context-sensitive adaptation will enhance the protocol's effectiveness and sustainability across diverse environments. These strategic activities aim to create an enabling environment that supports long-term sanitation goals and sustainable behaviour change.

The following interventions will be undertaking from 2025 – 2030:

Pillar 1: Enabling Environment: Establish and strengthen a robust enabling environment through updated roadmaps, regulations, and institutional frameworks to support and sustain ODF status.	
Specific Objective 1.1	Review and Finalize Key Policies, Plans and Strategic Frameworks
Activity 1.1.1	Comprehensive update of the ODF Roadmap and budgeted action plans: The revised national ODF Roadmap will align with the CNC Implementation Framework, extending its timeline to 2030 and incorporating climate resilience, gender equity, diversity, and social inclusion. State-specific roadmaps will be adapted to include actionable and budgeted plans. These roadmaps will also define clear goals, timelines, budgets, and responsibilities for sustaining ODF status.
Activity 1.1.2	Develop a National Faecal Sludge Management (FSM) Framework: The Federal Ministry of Environment (FMEEnv) will complete the development of a unified framework that will guide sustainable FSM practices. Comprehensive guidelines and tools will be established to standardize FSM practices at subnational levels, supporting the sustainability of ODF efforts. A national framework will guide the adaptation of FSM solutions to diverse contexts in Nigeria, such as urban slums, rural areas, regions with challenging geology, and areas prone to climate impacts.

	Collaboration with relevant government agencies to work with states to create and enforce standards for faecal sludge collection, transport, treatment, and disposal. Models developed in Bauchi state will be replicated in other states.
Activity 1.1.3	Support LGAs in developing context-specific LGA-Wide and city-wide inclusive sanitation (CWIS) Strategies and Plans for ODF Achievement: LGAs will be create tailored sanitation strategies aligned with state ODF roadmaps through participatory needs assessments, capacity-building workshops, and continuous technical support. These strategies will involve microplanning to address local challenges, define specific actions, and integrate community-led approaches to drive demand creation, strengthen supply chains, and sustain behaviour change. For urban areas, LGAs will develop CWIS plans will focus on equitable and sustainable sanitation solutions, including FSM systems, innovative service delivery models, and financing mechanisms.
Specific Objective 1.2	Strengthen Legal Frameworks and Enforcement
Activity 1.2.1	Revise and strengthen sanitation bylaws: State and LGA sanitation bylaws will be updated to include clear rules, penalties, and enforcement mechanisms, ensuring alignment with national ODF goals.
Activity 1.2.2	Develop community-driven enforcement systems and guidelines: Tools and strategies will be developed to empower communities to actively participate in the development of byelaws, as well as monitoring and enforcement of sanitation laws through feedback systems and reporting mechanisms.
Activity 1.2.3	Develop capacity of frontline workers: Targeted training and resources will be provided for EHOs, Sanitary Inspectors, and CHEWs to enhance their enforcement capabilities.
Specific Objective 1.3	Carry out Community Engagement and Awareness on Sanitation Byelaws
Activity 1.3.1	Carry out consistent public Awareness Campaigns: Awareness campaigns will be conducted with each launch or revision of bylaws to educate communities on sanitation laws, penalties, and the importance of adhering to ODF practices. Key sanitation messages will be integrated into community demand creation activities, campaigns, and market-based events to maximize their impact.
Specific Objective 1.4	Carry out Context-Sensitive and Sustainability Adaptation of ODF Protocol

Activity 1.4.1

Review and Revise the ODF Protocol: The protocol will be reviewed and adapted to incorporate new innovations in the sector, as well as strategies for addressing challenging, insecure and hard-to-reach regions. The CNC will also integrate robust, context-sensitive strategies within the Protocol to strengthen long-term sustainability and resilience in maintaining ODF status.

Pillar 2: Partnerships, Coordination and Collaboration

The objective of Pillar 2 is to strengthen relationships and enhance collaboration among key actors contributing to the Clean Nigeria Campaign, including government MDAs at all levels, the private sector, CSOs, international development partners, and other influential stakeholders. By fostering robust partnerships and ensuring effective coordination, this pillar aims to harmonize efforts across federal, state, and local governments, thereby maximizing the impact of interventions to eliminate open defecation and improve sanitation nationwide. Strengthening these relationships will contribute significantly to achieving ODF status by creating a unified front that leverages the strengths and resources of all stakeholders involved, avoids duplication of efforts, promotes knowledge sharing, and ensures that interventions are efficiently implemented. The principles of inclusivity, transparency, alignment, mutual accountability, and sustainability will guide the implementation of this pillar.

Key Initiatives and Successes:

Several initiatives have been undertaken in the past that can be leveraged to enhance partnerships, coordination, and collaboration to improve sanitation outcomes. At the national and state levels, Inter-Ministerial Steering Committees have aligned policies, mobilized resources, and monitored progress, demonstrating the importance of a unified approach to sanitation initiatives. Similarly, State Task Groups on Sanitation (STGS) have facilitated multi-sectoral collaborations, successfully driving planning and implementation in some states. A shining example of coordinated leadership is Jigawa State, where the Governor's active involvement in monthly ODF Taskforce meetings led to its achievement as Nigeria's first ODF state in 2022. These successes underscore the critical role of high-level political commitment in achieving sanitation goals.

Support from development partners such as UNICEF, WaterAid, Self Help Africa, the World Bank, USAID and other humanitarian agencies like Action Against Hunger has bolstered these efforts, providing technical assistance, funding, and the adaptation of global best practices to the Nigerian context. At the grassroots level, community-led initiatives have been instrumental in mobilizing households, promoting hygiene education, and sustaining behaviour change, showcasing the power of local engagement. In addition, Public-Private Partnerships (PPPs) have strengthened the sanitation market by engaging Toilet Business Owners (TBOs) and artisans to meet the demand for affordable and sustainable sanitation solutions, which have also driven economic growth in communities. Furthermore, microfinance collaborations have empowered households and entrepreneurs to access loans for constructing toilets and expanding sanitation businesses, bridging the gap in financial accessibility and scaling impact.

Existing Challenges:

Despite these successes, the partnerships and coordination landscape in Nigeria faces several critical challenges that hinder progress. State Task Groups on Sanitation and Local Government Task Groups on Sanitation often lack consistent functionality, with irregular meetings, unclear mandates, and inadequate resources hampering their ability to drive the sanitation agenda effectively. This inconsistency leads to fragmented efforts, where actors often work in silos, resulting in duplication of initiatives, inefficient resource use, and service delivery gaps.

The limited engagement of local governments exacerbates these challenges, as inactive or non-existent LTGS leave grassroots sanitation efforts uncoordinated and underserved. Additionally, private sector involvement remains insufficient due to barriers such as regulatory hurdles, lack of incentives, and limited financing options. Efforts to establish a cohesive private sector coordination platform for WASH have been unsuccessful, further impeding innovation and scalability. Communication gaps among stakeholders contribute to misaligned objectives, delays, and inefficiencies, while capacity constraints across both governmental and non-governmental actors—including limited human resources, technical expertise, and funding—reduce their ability to collaborate effectively, implement programs efficiently, and monitor progress accurately.

Key Actions Moving Forward:

To address these challenges and build on past successes, the CNC has outlined a series of strategic activities for 2025–2030 under this pillar. These include revitalizing coordination platforms like the STGS and LTGS by providing clear mandates, adequate resources, and targeted training. Additionally, the CNC plans to strengthen private sector partnerships through the development of engagement strategies, advocacy toolkits, and structured platforms like TBO networks and multi-stakeholder partnerships. Harmonized ODF action plans will align efforts of all relevant MDAs across federal, state, and local levels, ensuring a unified and coherent approach. Further, robust inter-governmental collaboration will be promoted through streamlined plans and strengthened accountability frameworks, laying the groundwork for sustainable progress toward an open defecation-free Nigeria.

These efforts aim to create an inclusive and collaborative environment where every stakeholder plays a critical role in achieving national sanitation goals. From 2025 to 2030, the CNC will implement several strategies to strengthen partnerships, coordination, and collaboration:

Pillar 2: Partnerships, Coordination and Collaboration: Foster effective partnerships, coordination, and collaboration among government agencies, private sector actors, civil society organizations, and development partners to drive cohesive and efficient ODF interventions nationwide.	
Specific Objective 2.1	Strengthen Coordination Platforms
Activity 2.1.1	Establish or Strengthen ODF Task Forces or Steering Committees: The CNC will advocate for creating and fortifying ODF Task Forces and Steering Committees led by high-level government authorities at state and local levels. These committees will receive adequate funding, personnel, and logistical support to ensure effective and sustainable operations. Governors will lead state-level ODF Task Forces and Steering Committees, which will monitor progress and report to the national Inter-Ministerial Steering Committee chaired by the Vice President. This structure will enhance accountability, encourage problem-solving, and enable timely strategic adjustments.

Activity 2.1.2	Revitalize the STGS: STGS functionality will be enhanced by providing clear mandates, resources, and training to lead ODF efforts, conduct regular meetings, carry out strategic planning and monitor progress effectively.
Activity 2.1.3	Activate and Strengthen the LTGS: Existing LTGS will be reactivated, and new ones established where necessary, with all stakeholders providing training, resources, and guidance for grassroots-level coordination and community mobilization.
Activity 2.1.4	Define clear mandates, terms of reference, and guidelines for coordination bodies: The CNC will support in defining clear mandates, terms of reference for all coordination bodies, including ODF Steering Committees, STGS and LTGS that can be replicated across all LGAs. This will be supported by policies that grant them authority and resources to fulfil their functions effectively.
Specific Objective 2.2	Enhance Partnerships and Coordination with Private Sector
Activity 2.2.1	Develop a comprehensive Private Sector Partnership Strategy for Sanitation. The CNC will conduct a Partner Landscape Analysis to identify potential private sector partners whose goals align with WASH and CNC objectives. Engagement frameworks and advocacy toolkits will be developed to outline partnership opportunities and benefits. Policies and incentives, including tax breaks, public recognition, and subsidies, will be collaboratively designed to encourage private sector investment in sanitation.
Activity 2.2.2	Engage in continuous active outreach and stakeholder engagements. The CNC will initiate structured workshops, conferences, and bilateral meetings to connect with private sector partners, including microfinance institutions and commercial banks. These engagements will highlight mutual benefits and drive investment in sanitation, creating structured and sustained collaborations.
Activity 2.2.3	Establish and strengthen state-level TBO Networks. The CNC will facilitate the establishment of state-level TBO Networks to foster collaboration among TBOs, local manufacturers, and artisans. These networks will function as platforms for promoting synergy, knowledge sharing, and peer learning. By uniting diverse stakeholders, TBO Networks will ensure a unified approach to addressing community sanitation needs and enhancing service delivery. The networks will act as a bridge between TBOs, government bodies, private sector entities, and community organizations. Through regular meetings, workshops, and forums, stakeholders will exchange knowledge, address challenges, and share innovative solutions.

Activity 2.2.4	<p>Develop a national private sector coordination and management framework. A robust framework for managing private sector partnerships and coordination will be implemented, ensuring regular performance assessments and effective communication among stakeholders. The CNC will explore establishing a coalition or alliance of private sector partners to foster coordination and amplify their contributions to the sanitation sector.</p>
Activity 2.2.5	<p>Expand and strengthen Multi-Stakeholder Platforms (MSPs). Multi-Stakeholder Platforms at national, state, and local levels will include government agencies, private sector actors, CSOs, development partners, and communities. These platforms will foster collaboration, knowledge sharing, and coordinated efforts to achieve WASH goals.</p>
Specific Objective 2.3	Improve Inter-Governmental Collaboration
Activity 2.3.1	<p>Develop and implement harmonized ODF action plans across MDAs. The CNC will facilitate the development of unified action plans across federal, state, and LGA levels to align objectives, strategies, and activities with the CNC Implementation Framework. This harmonization will ensure coherence, synergy, and effective collaboration across all tiers of governance, enabling faster progress toward ODF goals.</p>

Pillar 3: Public Finance

The Clean Nigeria Campaign requires sufficient resources from the government to realize its goals. The objective of Pillar 3 is to secure sufficient public financing to realize the goals of the CNC in eliminating open defecation and improving access to sanitation services across the country. This pillar aims to increase budget allocations and ensure timely releases of funds for sanitation services at the federal, state, and local government levels. By mobilizing and efficiently utilizing public resources, this pillar will contribute significantly to the implementation of sanitation programs, infrastructure development, and the sustainability of ODF status nationwide. The key principles guiding this pillar include transparency, accountability, equity, and sustainability in public finance management for sanitation.

Key Initiatives and Successes:

Several key initiatives have laid a solid foundation for improving public financing for sanitation in Nigeria. States like Jigawa have demonstrated leadership by allocating dedicated budgets for sanitation, leading to significant progress toward achieving ODF status. Sanitation revolving funds in Bauchi and Oyo states have enabled low-income households and entrepreneurs to access affordable loans for constructing toilets and expanding sanitation businesses. Additionally, sanitation voucher programs in Sokoto, Zamfara, and Kebbi states have supported 30,000 poor households in accessing sanitation facilities. Public-private partnerships have proven effective, particularly in facilitating access to credit for households and growing sanitation enterprises. Advocacy and budget tracking initiatives by civil society and development partners have promoted transparency and accountability, further emphasizing the economic, health, and social benefits of investing in sanitation.

Existing Challenges:

Despite these successes, significant challenges remain in public finance for sanitation. Many states experience delays or incomplete budget releases, which stall sanitation programs and impact project outcomes. While some states have developed ODF roadmaps, these plans are underutilized for advocacy or strategic implementation, resulting in insufficient funding. The low prioritization of sanitation in government budgets, coupled with limited capacity for budget planning among MDAs, and donor dependency across partner-supported states, hinders the sector's progress and undermines sustainability of sanitation programmes. Weak tracking and accountability mechanisms for sanitation budgets exacerbate inefficiencies and capacity gaps in budget planning and advocacy, particularly among MDAs and NGOs, hinder effective resource mobilization. Additionally, vulnerable populations often lack access to financial support, perpetuating inequities in sanitation access.

Key Actions Moving Forward:

Building on successes and addressing challenges, the CNC will implement targeted interventions to enhance public financing for sanitation. Advocacy and policy influence efforts will focus on developing policy briefs and engaging high-level stakeholders, such as the Nigerian Governors' Forum and ALGON, to secure increased allocations and timely releases. Capacity-building programs will address gaps by training MDAs, NGOs, and other key stakeholders on budget advocacy and planning, utilizing standardized templates aligned with ODF action plans. Transparent budget tracking systems will be established to

monitor sanitation expenditures and outcomes, ensuring accountability. To promote innovative financing, sanitation revolving funds will be expanded, climate finance opportunities explored, and sanitation vouchers and targeted subsidies implemented to support vulnerable households. These activities collectively aim to strengthen public financing mechanisms, reduce donor dependency, and ensure sustainable progress toward ODF goals.

To enhance public finance for sanitation, the CNC will undertake the following activities:

Pillar 3: Public Finance: Mobilize and optimize public financing for sanitation by increasing budgetary allocations, ensuring timely fund releases, and promoting innovative financial mechanisms to accelerate access to safe sanitation services.	
Specific Objective 3.1	Carry out Strategic Budget Advocacy and Policy Influence
Activity 3.1.1	Development of policy briefs: Policy briefs will be created to emphasize the economic, health, and social benefits of investing in sanitation. These documents will guide high-level discussions on increasing budget allocations and ensuring timely fund releases for sanitation initiatives.
Activity 3.1.2	Engagement of high-level stakeholders for Budget Advocacy: Advocacy missions will target influential bodies such as Governors, the Nigerian Governors’ Forum (NGF) and the Association of Local Governments of Nigeria (ALGON). These engagements will prioritize sanitation in state and local budgets and mobilize political support for ODF goals. Efforts will ensure sanitation is integrated into the operational budgets of all relevant MDAs, fostering a multi-sectoral approach to financing sanitation initiatives. Special advocacy missions will be conducted with relevant MDAs for the inclusion of Sanitation within their budgets.
Specific Objective 3.2	Conduct Capacity Building in Budget Planning and Advocacy
Activity 3.2.1	Develop Budget Templates: Comprehensive budget templates will be developed to include detailed cost estimates for all key sanitation activities necessary to achieve and sustain ODF status. These templates will cover aspects such as operational funds for monitoring, enforcement, capacity building, and implementation, ensuring no critical components are overlooked. They will be tailored to align with ODF action plans developed by states, LGAs, and MDAs to promote consistency and synergy across all levels of governance. The templates will also incorporate provisions for equitable resource allocation, addressing the needs of vulnerable populations and ensuring that funding is directed toward impactful and sustainable sanitation interventions. Additionally, guidance documents will accompany these templates to support stakeholders in their preparation and presentation of well-justified and prioritized budget proposals.

Activity 3.2.2	Training and Technical Support: Capacity-building programs will be implemented to train government officials in budget planning, financial management, and advocacy for sanitation funding. Comprehensive training programs will also be conducted for NGOs, CSOs and other stakeholders to enhance their ability to advocate for increased sanitation funding and utilize advocacy tools effectively.
Specific Objective 3.3	Enhance Budget Tracking and Transparency
Activity 3.3.1	Conduct Periodic Budget Analyses: Periodic analyses of sanitation budget allocations, releases, and expenditures will be conducted across federal, state and local governments. Findings will be published to promote transparency and provide actionable insights for stakeholders.
Activity 3.3.2	Establish Budget Performance Tracking: A system will be developed to monitor and report on the performance of sanitation budgets, including expenditures and outcomes. This tracking will enhance accountability and enable timely corrective actions.
Specific Objective 3.4	Promote Innovative Financing Mechanisms
Activity 3.4.1	Expand Sanitation Revolving Funds: Building on models in Bauchi and Oyo, revolving funds will be introduced in more states to provide affordable loans for sanitation businesses and low-income households.
Activity 3.4.2	Explore Climate Finance Opportunities: Evidence, proposals and advocacy tools will be developed to access climate finance opportunities, including generating carbon credits. This will recognize the link between sanitation systems and greenhouse gas emissions and open new funding streams for sustainable sanitation solutions.
Activity 3.4.3	Explore Targeted Subsidies and Sanitation Vouchers: Evidence and advocacy tools will be developed to support the use of sanitation vouchers and targeted subsidies. These mechanisms will focus on providing financial support to vulnerable households, enabling them to construct and maintain toilets while ensuring equitable access to sanitation. Guidelines for implementation and replication will also be created.

Pillar 4: Service Delivery Models and Arrangements

This pillar aims at establishing and strengthening sustainable, inclusive, innovative and adaptable sanitation and hygiene service delivery models and arrangements that empower communities to achieve and maintain ODF status and provide universal access to safe sanitation and hygiene. These include systems, partnerships, and operational frameworks that ensure consistent, accessible, and sustainable sanitation services that meet the needs of diverse populations across urban, rural, and peri-urban areas, and different contexts. This strategy addresses critical gaps in sanitation access, quality, and equity to accelerate and maintain ODF status nationwide. By fostering partnerships, empowering communities, and leveraging technology, CNC will create a resilient, community-centered sanitation system that meets the diverse needs of Nigeria's urban, rural, and peri-urban populations. The principles of Inclusivity, Equity, Gender Transformation, Community Ownership, Affordability, Resilience, Collaboration, Quality, Sustainability, Accountability, Behaviour Change, and Innovation will collectively guide the CNC's service delivery models.

The CNC Strategy will be centered on community- and market-based approaches, ensuring that context-specific sanitation strategies are promoted, climate resilience is explicitly addressed across all service delivery models, sustainability is factored in, and sanitation services are accessible, equitable, and reliable, empowering communities to achieve and maintain ODF status and promoting long-term health, dignity, and environmental well-being across Nigeria.

The following key components will be the focus of the strategy:

A. Community-Based Demand Creation and Social Behaviour Change

The CNC Strategy will focus on engaging communities in creating demand for sanitation and hygiene services through CLTS, hygiene behaviour change programmes and other participatory approaches. Social Behaviour Change (SBC) strategies will be tailored to drive community-wide commitment to adopting and maintaining safe sanitation practices, promoting handwashing practices, and reinforcing the health, dignity, and environmental benefits of a clean environment. Through behaviour change campaigns, community mobilization, and local champions, this approach will encourage ownership and active participation in sustaining ODF status.

Key Initiatives and Successes:

Nigeria has made significant strides in community-based sanitation through several initiatives. The adoption of CLTS as the primary rural sanitation strategy since 2008 has been pivotal, with triggering exercises conducted in over 60,000 communities across all 36 states and the FCT. Approximately 70% of these communities have achieved ODF status, contributing to the certification of 135 LGAs as ODF. The CLTS approach has empowered communities to collectively identify and eliminate open defecation, fostering ownership and sustained behaviour change. Institutional triggering and town hall meetings have further enhanced inclusion and transparency, enabling communities to participate in decision-making and implement locally driven solutions.

Hygiene promotion initiatives, guided by the National Hygiene Promotion Guidelines and the Hand Hygiene for All (HH4A) Roadmap, have been effective in encouraging low-cost handwashing solutions and engaging vulnerable populations. Additionally, frameworks like the 3- and 5-Star Approach for WASH in Schools and WASHFIT for healthcare facilities have improved sanitation infrastructure and hygiene education in institutions, empowering students and healthcare workers as sanitation advocates.

Existing Challenges:

While community-based approaches like CLTS have shown promise, they face limitations in diverse contexts such as urban areas, conflict zones, and regions with unique geological challenges. Equity and inclusion gaps persist, with the poorest households often unable to access sanitation facilities. The lack of access to basic handwashing facilities remains critical, with only 18% of the population having access. Volunteerism among WASHCOM members and networks like Village Health or Hygiene Promoters (VHPs) often declines after ODF triggering and most times after certification, as priorities shift and motivation wanes. This challenge is compounded by the lack of structured incentive mechanisms to recognize and reward their efforts. Institutional settings also face maintenance and management issues, leading to underutilization of sanitation facilities. Furthermore, sustaining long-term behaviour change proves difficult without ongoing engagement and support, underscoring the need for tailored, context-sensitive, and inclusive strategies.

Key Action Moving Forward:

Drawing from these successes and challenges, the CNC will update CLTS methodologies to include culturally sensitive, context-specific tools for diverse settings. Strategies will be developed to ensure equity and inclusion, particularly for vulnerable populations, while enhancing hygiene strategies and integrating hygiene promotion into ODF programming. The CNC will implement targeted strategies to enhance citizen engagement. These strategies will focus on incentivizing volunteerism and strengthening community structures and ensure sustainable sanitation practices. In institutions, national guidelines for WASH in Institutions will be reviewed and updated, focusing on sustainable maintenance models and targeted behaviour change campaigns. These activities aim to address the gaps identified, ensuring inclusivity, sustainability, and enhanced community engagement in achieving sanitation and hygiene goals.

Pillar 4: Service Delivery Models and Arrangements: Strengthen sanitation service delivery models and innovative, inclusive, and climate-resilient sanitation solutions to ensure equitable and sustainable access across urban, rural, and peri-urban areas, while leveraging community and market-based approaches for lasting ODF outcomes.	
Specific Objective 4.1	Strengthen CLTS and Demand Creation Approaches
Activity 4.1.1	Develop context-Specific CLTS and demand creation Tools: CLTS manuals will be updated to include culturally sensitive, and inclusive messaging tailored to diverse contexts such as urban areas, conflict-affected and insecure regions, areas facing

	high poverty and areas with challenging geology or climate impacts. The CLTS manual will also be reviewed with the aim of embedding hygiene promotion within CLTS and other sanitation initiatives, ensuring that handwashing becomes a natural extension of ODF programming. Finally successful interventions such as town hall meetings and institutional triggering forums will be integrated.
Activity 4.2.2	<p>Capacity building for facilitators, frontline workers, and community development groups within local and state administrative structures: Train facilitators, including EHOs, CHEWs, and local volunteers, on updated CLTS methodologies emphasizing inclusivity, cultural sensitivity and adaptability.</p> <p>The CNC will train established community health workers and Community Development Structures to promote sanitation behaviours, hygiene practices, monitor compliance and ODF maintenance. The CNC will fully integrate CHEWs and EHOs into sanitation programs, providing them with training, resources, and support to promote sanitation behaviours, hygiene practices, and ODF maintenance at the grassroots level. Concurrently, the CNC will consider and support community development structures that cover all sectors of health and wellbeing, as exemplified by models in Lagos and Katsina. These structures will ensure that sanitation is part of the broader community development agenda. This training will ensure these frontline workers can deliver effective education and support at the grassroots level, fostering sustainable sanitation practices.</p>
Activity 4.2.3	<p>Integrate Sanitation into Community Mandates and Establish Incentive Mechanisms: Incentive mechanisms will be established for WASHCOM, Volunteer Health or Hygiene Promoters, Nutrition Mobilizers, and other community volunteer structures, including stipends, community recognition, and opportunities to participate in sanitation marketing. Sanitation responsibilities will be integrated into broader community mandates to ensure maintaining ODF status becomes a collective priority.</p>
Specific Objective 4.2	Expand Hygiene Promotion in Communities
Activity 4.2.1	<p>Conduct Human-Centered SBC Research: Understand specific community barriers to hygiene and develop locally relevant solutions. This will be used to tailor hygiene promotion guidelines and strategies to local contexts using insights from research.</p>
Specific Objective 4.3	Improve WASH in Institutions: Schools and Healthcare Facilities
Activity 4.3.1	<p>Sanitation and Hygiene in School Curricular: Education MDAs will collaborate to embed sanitation and hygiene principles into school curricula, ensuring students are educated on maintaining ODF status and hygiene practices both in and out of school.</p>

Activity 4.3.2	Update National Strategies for WASH in Healthcare Facilities: National strategies will incorporate the WASHFIT framework to enhance WASH infrastructure and train healthcare workers in hygiene best practices.
Activity 4.3.3	Review National Guidelines and Standards for WASH in Institutions: National guidelines for WASH in schools and healthcare facilities will be reviewed and standardized, with a focus on maintenance protocols, monitoring systems, and sustainable management models.
Activity 4.3.4	Carry out Specialized Behaviour Change Campaigns for WASH in Schools and Healthcare facilities: The CNC will work in collaboration with health and education MDAs to develop and implement targeted and continuous sensational SBC ODF and hygiene campaigns tailored to schools and healthcare facilities, engaging students, teachers, and healthcare workers as sanitation and hygiene champions.



B. Market-based Approaches and Financing

The CNC aims to establish a sustainable, market-driven sanitation ecosystem in Nigeria, enabling communities across the nation to access affordable and high-quality sanitation products and services. By leveraging Market-Based Sanitation (MBS) approaches, this pillar aims to address both the supply and demand sides of the sanitation market and fostering private sector participation. The objective is to strengthen local private sector participation, strengthen local supply chains, improve access to financing for both consumers and service providers and strengthen innovations, technologies, service standards. Through targeted interventions, this pillar ensures the availability of affordable, high-quality sanitation products and services and leveraging innovative technologies to make sanitation solutions more accessible, affordable, and context specific. The integration of hygiene promotion into market-based strategies further enhances its potential to drive public health improvements nationwide. Key principles guiding this strategy include sustainability, inclusivity, affordability, adaptability to local conditions, and private sector engagement, ensuring that both rural and urban communities benefit from targeted, scalable solutions that align with public health and environmental goals.

Key Initiatives and Successes:

Several impactful initiatives have contributed to the development of market-driven sanitation in Nigeria. Notably, the UNICEF and WaterAid Sanitation Marketing Strategies have demonstrated the value of partnerships between communities, private sector actors, and government agencies in making sanitation services more accessible. The Community-Led Total Sanitation Plus (CLTS++) approach has proven effective in integrating demand generation through behaviour change with market-based solutions, offering communities affordable and scalable options to move up the sanitation ladder. The support for TBOs initiative, in collaboration with the Small and Medium Enterprises Development Agency of Nigeria (SMEDAN), has empowered over 600 TBOs to serve 2.7 million Nigerians across 71 LGAs.

Financial innovations such as sanitation revolving loans and vouchers have mobilized over NGN1 billion in investments, enabling 288,858 households to access improved sanitation and hygiene facilities. Public sanitation facilities have been extended through Public-Private-Community Partnerships (PPCs), expanding access in markets, motor parks, and other public spaces. Studies such as the Hand Hygiene Market Assessment has provided actionable insights into strengthening supply chains and reducing costs for hygiene products, addressing a critical component of comprehensive WASH solutions. Additionally, advancements in technologies such as low-cost prefabricated toilet structures and latrine slabs, has emerged to cater to varied socioeconomic conditions. Innovations also include improvements to raw materials, such as PVC pipes, cement, water tanks, and other fixtures, ensuring that sanitation facilities are durable, cost-effective, and suitable for different regions.

Existing Challenges:

Despite these successes, significant challenges remain. The supply chain limitations hinder the availability of affordable and high-quality sanitation products, especially in remote and rural areas. Low-income households and sanitation entrepreneurs face persistent financial barriers, limiting their ability to access or provide sanitation facilities. The uneven market penetration of sanitation services leaves significant service delivery gaps, particularly in underserved communities and urban slums. Furthermore, the policy and regulatory environment lacks supportive frameworks and incentives for private sector engagement,

often discouraging investment in the sanitation sector. Many TBOs and artisans lack the technical skills and business acumen needed to deliver quality services at scale. Additionally, hygiene promotion is often insufficiently integrated into sanitation marketing efforts, missing opportunities for comprehensive public health impact. Addressing these interconnected challenges requires a holistic approach that strengthens supply chains, enhances financing mechanisms, and supports capacity building for service providers.

Regarding innovations and technologies in sanitation, one-size-fits-all technologies have proven inadequate for Nigeria's diverse socio-economic and geographical contexts, requiring a greater focus on adaptable, context-specific solutions. A significant barrier is the rising cost of goods and services, which affects the affordability of low-cost sanitation solutions, particularly for low-income households and communities in rural and peri-urban areas. This challenge necessitates greater emphasis on cost-effective technologies and localized production to minimize expenses. Capacity gaps among local providers, such as TBOs and artisans, hinder the effective implementation and scalability of innovations. Service standards and quality assurance frameworks remain underdeveloped and FSM faces significant challenges due to inadequate infrastructure.

Key Actions Moving Forward:

The CNC's activities under this pillar draw directly from these successes and challenges, addressing both demand and supply gaps while fostering an enabling environment for private sector involvement. The activities focus on strengthening local supply chains, with collaborations involving local manufacturers and artisans to ensure affordable and high-quality sanitation products are accessible in underserved areas. Training and capacity-building programs will equip TBOs and artisans with the technical and business skills required for effective service delivery. The CNC will also promote PPC partnerships to expand access to public sanitation facilities, particularly in high-density areas. Enhanced sanitation financing mechanisms will provide tailored financial products, such as microloans and targeted subsidies, to meet the diverse needs of low-income households and sanitation entrepreneurs. Finally, integrated marketing campaigns will raise awareness of sanitation products and reinforce the benefits of safe hygiene practices.

In tandem with these efforts, the CNC recognizes the need to expand the range of technological options available to underserved communities. For example, composting toilets are well-suited for water-scarce regions, while container-based sanitation solutions offer practical alternatives for urban slums. Partnerships with private sector stakeholders and research institutions will be crucial to driving the development and commercialization of these cost-effective sanitation technologies. Innovations in FSM, such as biogas production and composting, will further support resource recovery and environmental sustainability. Additionally, digital tools—including mobile applications for service requests and IoT-based monitoring systems—will enhance service efficiency, transparency, and accountability. Together, these technological advancements will enable CNC to deliver sanitation solutions that are adaptable, context-specific, and environmentally sustainable, ensuring broader reach and greater impact across Nigerian communities.

By aligning these activities with identified challenges, the CNC aims to build a robust sanitation market that drives sustained behaviour change and access to improved sanitation services across Nigeria.

The following activities are planned:

<p>Pillar 4: Service Delivery Models and Arrangements: Strengthen sanitation service delivery models and innovative, inclusive, and climate-resilient sanitation solutions to ensure equitable and sustainable access across urban, rural, and peri-urban areas, while leveraging community and market-based approaches for lasting ODF outcomes.</p>	
<p>Specific Objective 4.4</p>	<p>Develop and Strengthen TBO Networks and Local Supply Chains</p>
<p>Activity 4.4.1</p>	<p>Capacity Building and Certification Programmes for TBO Networks: Comprehensive training programs for TBOs, masons, and artisans will be developed, focusing on technical skills, such as manufacturing sanitation and hygiene products, toilet construction, maintenance, and customer engagement. Business management and financial literacy training will also be included, enabling TBOs to operate creditworthy businesses effectively. Certification programs will standardize service quality, ensuring safe and durable sanitation products. Partnerships with universities, polytechnics, training institutions, NGOs, MFIs, and the Small and Medium Enterprise Agency (SMEDAN) will support the delivery of these training initiatives.</p>
<p>Activity 4.4.2</p>	<p>Expand Last-Mile Distribution Networks: The establishment of SaniHubs or SaniCenters as community-led one-stop shops, alongside partnerships with retail chains, will ensure improved access to affordable sanitation products, especially in rural and peri-urban areas. These hubs will serve as focal points for distribution, technical support, and customer engagement, bridging gaps in underserved regions.</p>
<p>Specific Objective 4.5</p>	<p>Facilitate Public-Private-Community Partnerships for Public Sanitation Facilities</p>
<p>Activity 4.5.1</p>	<p>Develop Partnerships in Public Spaces and High-Density Communities: PPC partnerships will be established between TBOs, market associations, motor park unions, and local governments to develop and manage sanitation facilities in public spaces. In densely populated or low-income areas where household toilets may be less feasible, community-managed facilities, such as shared or public toilets, will be supported, with oversight provided by local committees. Context-specific partnership frameworks will be developed for these partnerships. To encourage private investment in public sanitation, CNC will advocate for incentives such as land leases, water infrastructure support, and favorable policies. These measures will reduce barriers for private sector actors, enabling expanded sanitation services in high-traffic public areas.</p>

Specific Objective 4.6	Enhance Sanitation Financing for Demand and Supply Sides
Activity 4.6.1	<p>Facilitate Access to Financing for Households and Service Providers: Partnerships with entrepreneurs, MFIs, and commercial banks will be established to provide a range of tailored financial products for both households and service providers. Flexible and innovative financing mechanisms, such as microloans, pay-as-you-go models, group lending, and lease-to-own options, will empower low-income households to invest in sanitation facilities, improving access and equity.</p> <p>Simultaneously, financial support for TBOs and sanitation entrepreneurs will be enhanced through working capital loans, microfinancing, blended financing options, revolving loans, infrastructure loans, guarantees and investment grants. These measures will enable service providers to expand their operations, improve service quality, and meet increasing demand. Financial institutions will also be engaged to ensure their products align with market realities, fostering the scalability and sustainability of sanitation businesses.</p>
Activity 4.6.2	<p>Promote Community Savings and Loans Groups and Similar Models for Sanitation Financing: The CNC will facilitate the establishment and strengthening of community-based savings and loan models, such as "Adashes" and similar mechanisms, to enhance access to sanitation financing. Training sessions will be organized to build the capacity of community members in managing savings groups, financial literacy, and governance structures to ensure transparency and sustainability. Partnerships with local organizations, cooperatives, and development partners will be explored to provide technical support for these initiatives, ensuring they are accessible to underserved communities and tailored to their unique needs.</p>
Specific Objective 4.7	Enhance Sanitation Marketing and Social Marketing Approaches
Activity 4.7.1	<p>Design and Develop Integrated Social Marketing Campaigns: The CNC will design and implement dynamic, integrated marketing campaigns to build demand for improved sanitation, raise awareness about sanitation products, and promote the adoption of safe toilets. These campaigns will incorporate tailored messaging and tools that leverage both social and commercial marketing techniques, ensuring relevance to diverse cultural and demographic contexts. By complementing SBC strategies and CLTS approaches, these campaigns will address both the demand and supply sides of the sanitation market, fostering a supportive and sustainable environment. CNC will employ a mix of media channels, including radio, television, print, and digital platforms, to reach diverse audiences.</p>
Specific Objective 4.8	Promote Innovations, Development and Adoptions of New Technologies
Activity 4.8.1	<p>Encourage localized Innovations in sanitation technologies: Innovation challenges, hackathons, and industry exhibitions will be organized to promote local innovation in sanitation technologies. This initiative aims to empower Nigerian</p>

	entrepreneurs to develop and scale up solutions that are cost-efficient and responsive to the unique sanitation needs of their communities.
Activity 4.8.2	<p>Pilot and Commercialize Innovative Solutions: The CNC will collaborate with technology providers to pilot context-specific, cost-efficient and locally manufactured solutions such as modular latrine slabs, container-based toilets for urban slums and composting toilets for water-scarce areas. Partnerships will be established between government agencies, private sector actors, and research institutions to develop, pilot, and commercialize new sanitation technologies. These partnerships will focus on making solutions cost-effective, locally adapted, and widely accessible to underserved populations.</p> <p>For existing and new products developed, localized supply chains and partnerships with local manufacturers and artisans will be developed to reduce production costs and mitigate the impact of inflation, while promoting cost-effective materials and techniques that maintain quality while lowering overall expenses for both providers and consumers.</p>
Activity 4.8.3	<p>Implement Demonstration Projects for Standardized Sanitation Facilities: Standardized rural and urban latrines will be constructed as demonstration sites. These sites will serve as practical training grounds for TBOs and artisans to learn construction techniques and maintenance practices, while also raising awareness and encouraging adoption of high-quality sanitation solutions among communities.</p>
Activity 4.8.4	<p>Deliver training to entrepreneurs to support local innovations: Collaborate with educational institutions to deliver specialized training programs for sanitation providers, artisans, and TBOs, building technical expertise and supporting local innovation. Partnerships with the National Water Resource Institute, as well as educational institutions will be leveraged.</p>
Specific Objective 4.9	Establish and Enforce Service Standards and Quality Assurance
Activity 4.9.1	<p>Create Technical Standards and Guidelines for Sanitation Products and Services: Clear specifications for sanitation products and services will be defined, covering aspects like durability, user safety, environmental impact, climate resilience and inclusivity (e.g., accessibility for people with disabilities). Technical Standards for Public Places will also be established to guide the provision, management and maintenance of public toilets. Partnerships with regulatory bodies will be established to enforce these standards through certifications, enhancing consumer confidence and ensuring market accountability.</p> <p>Based on this review, a comprehensive technology menu of options for sanitation and hygiene tailored to Nigeria's diverse contexts will be developed, promoting cost-efficient solutions.</p>



C. Sustaining ODF Status

Achieving ODF status is a crucial milestone, but sustaining it requires a continuous focus on sanitation behaviours, effective governance, and robust systems for managing faecal waste. The CNC emphasizes a holistic approach to sustaining ODF through community engagement, monitoring, capacity building, and institutional support. An integral component of this strategy is integrating Faecal Sludge Management (FSM) and circular economy models to ensure that sanitation systems remain functional, hygienic, and sustainable. FSM is critical to ensuring the sustainability of ODF by addressing the "what happens next" question after open defecation is eliminated. It prevents the resurgence of open defecation by ensuring sanitation facilities remain functional and faecal waste is managed without posing health or environmental risks. By integrating FSM into ODF strategies, communities can move beyond basic access to sanitation toward sustainable and safe sanitation practices. By addressing the entire sanitation service chain—from waste containment to resource recovery—CNC aims to enhance public health, prevent environmental contamination, and provide economic benefits. This approach aligns with global best practices and national objectives for long-term sanitation success.

Key Initiatives and Successes:

The CNC has implemented several key initiatives to sustain ODF status while integrating FSM into its sanitation strategy. The ODF Protocol stipulates that before declaring an LGA ODF, an ODF Sustainability

Plan must be in place, ensuring preparedness for long-term sanitation outcomes. Jigawa State's development of an ODF Sustainability Strategy and Protocols provides a practical model for maintaining sanitation achievements post-certification. Bauchi State has pioneered FSM Guidelines, focusing on the safe collection, treatment, and disposal of faecal sludge, while other states like Benue and Jigawa have enhanced local capacity by training pit emptiers and providing access to financing. Globally, the adoption of circular economy models, such as Kenya's Sanergy initiative, has demonstrated the potential for turning waste into resources like compost and biogas, offering both environmental and economic benefits. These initiatives collectively illustrate how integrating ODF sustainability with FSM can drive long-term sanitation improvements and resilience.

Existing Challenges:

Despite progress, significant challenges remain in sustaining ODF status and integrating FSM systems. The ODF Protocol requirement for LGAs to have ODF Sustainability Plans in place before certification is not consistently adhered to, leading to gaps in preparedness and planning. Weak post-certification support often results in communities reverting to open defecation due to inadequate reinforcement of sanitation behaviours. Lapses in governance support, including insufficient resources and limited enforcement of sanitation bylaws, exacerbate these challenges. Financial constraints prevent low-income households from maintaining sanitation facilities, while local governments face difficulties in providing the necessary training and budget allocations for sanitation activities. FSM is further hindered by inadequate infrastructure, limited financing options, and the absence of clear regulatory frameworks, leaving faecal waste management systems underdeveloped. Data gaps on at-risk communities and sanitation behaviours also impede timely interventions, making it harder to sustain ODF gains.

Key Actions Moving Forward:

Building on successes and addressing identified challenges, the CNC will strengthen ODF sustainability through activities that strengthen Sustainability Plans at state, local and community levels, and integrate FSM and circular economy approaches. The requirement for LGAs to develop ODF Sustainability Plans prior to certification will be reinforced to ensure preparedness for long-term outcomes. The requirement for LGAs to develop ODF Sustainability Plans prior to certification will be reinforced to ensure preparedness for long-term outcomes. Comprehensive FSM systems will be implemented in urban and rural areas, incorporating scalable models, capacity-building initiatives, and infrastructure development. In urban areas, the focus will be on addressing high volumes of faecal waste through mechanized emptying services, centralized treatment facilities, and container-based solutions for slums. In rural areas, the focus will be on prioritizing decentralized FSM models, such as shared treatment facilities, composting pits, and affordable local solutions tailored to specific contexts.

Training programs for service providers will address skills gaps in safe sludge handling, transportation, and disposal, enhancing service quality. Circular economy initiatives will convert waste into valuable byproducts like compost and biogas, creating economic opportunities while addressing environmental concerns. The development of regulatory standards for faecal sludge collection and disposal will ensure compliance and consumer trust. Finally, collaborative efforts with state and local governments will focus on strengthening guidelines, tools, and protocols for post-ODF certification activities, including monitoring, community engagement, and continuous verification systems. These activities are designed to create a resilient, inclusive, and sustainable sanitation ecosystem across Nigeria.

The CNC Strategy will focus on the following interventions:

<p>Pillar 4: Service Delivery Models and Arrangements: Strengthen sanitation service delivery models and innovative, inclusive, and climate-resilient sanitation solutions to ensure equitable and sustainable access across urban, rural, and peri-urban areas, while leveraging community and market-based approaches for lasting ODF outcomes.</p>	
<p>Specific Objective 4.10</p>	<p>Strengthen State- and LGA-level Strategies for ODF Sustainability</p>
<p>Activity 4.10.1</p>	<p>Review and establish LGA-level guidelines, tools and strategies for ODF Sustainability: Local government authorities will be supported to review, enhance and implement their existing guidelines, tools, and protocols for ODF sustainability. This includes creating clear procedures for post-ODF certification activities, such as regular monitoring, verification processes, and continuous community engagement strategies.</p>
<p>Specific Objective 4.11</p>	<p>Develop Comprehensive Climate-resilient FSM Systems</p>
<p>Activity 4.11.1</p>	<p>Develop urban and rural climate-resilient FSM Scalable Models for Innovative and Cost-Efficient FSM Infrastructure and Service Delivery: In collaboration with the FMEnv, NESREA, state environmental agencies and partners, context-specific FSM systems and infrastructure will be designed, tested and implemented catering to urban slums, peri-urban areas and rural areas without sewer connections. This includes mobile FSM services, waste-to-resource technologies, small-scale decentralized faecal sludge treatment plants and safe disposal sites.</p>
<p>Activity 4.11.2</p>	<p>Build Capacity Building for FSM Service Providers: Comprehensive capacity-building programs will be implemented for pit emptiers, sanitation workers, and local entrepreneurs. Training will focus on safe handling, transportation, and disposal of faecal sludge, as well as tested service delivery and business models to enhance the technical skills and efficiency of service providers., as well as tested service delivery and business models.</p>
<p>Activity 4.11.4</p>	<p>Promote Public-Private Partnerships (PPPs) for FSM: Partnerships between the public and private sectors will be encouraged to mobilize investments in developing, commercializing and scaling up FSM infrastructure and services. These partnerships will enhance scalability and innovation in faecal sludge management.</p> <p>Financial institutions will be engaged to offer grants, concessional loans, and microfinance products for FSM entrepreneurs and service providers. This support will enable them to scale their operations and enhance service delivery.</p>



D. Context-Specific Sanitation Strategies:

The CNC strategy acknowledges the diverse environmental, social, and economic contexts across Nigeria, each presenting unique challenges for sustainable sanitation solutions. The CNC aims to develop targeted sanitation strategies tailored to urban, peri-urban, rural, insecure, and climate-impacted regions. By providing adaptable, inclusive solutions specific to each context, CNC will enable more resilient and effective ODF interventions. This context-specific approach ensures that all communities, irrespective of their geographic or socioeconomic conditions, have access to safe and sustainable sanitation solutions.

In Nigeria, the need for context-specific sanitation strategies has been underscored by experiences in different regions. For example, the lack of data on urban sanitation has challenged the development of effective urban sanitation systems, while rural areas struggle with infrastructure constraints. Oyo State has recently begun assessing sanitation strategies for urban ODF, and a technical working group has been set up to address sanitation in insecure areas. Climate resilience, a growing focus of relevant ministries, includes efforts to evaluate sanitation-related greenhouse gas emissions and integrate climate resilience in community-based approaches for demand creation, MBS and technology development. These initiatives highlight the importance of creating tailored approaches for each context to ensure long-term success in achieving ODF.

CNC will build on these experiences and insights by developing comprehensive, context-specific sanitation strategies, tools, and frameworks integrated into all community-based demand creation, MBS, financing and FSM service delivery models. The CNC will address the unique sanitation needs across Nigeria’s diverse contexts:

1. Urban Sanitation

Urban areas require innovative, space-saving solutions that address high population density, diverse demographics, and infrastructure challenges. CNC will work with stakeholders, including the World Bank and UNICEF, to implement models such as Citywide Inclusive Sanitation (CWIS) to reach densely populated areas and informal settlements. Market-based sanitation approaches will promote products like container-based toilets and shared facilities, suitable for urban environments where space is limited. Additionally, CNC will strengthen FSM services in urban settings to ensure waste is collected, treated, and safely disposed of or repurposed, supporting sustainable urban sanitation systems.

2. Peri-Urban and Rural Sanitation

In peri-urban and rural areas, CNC will prioritize LGA-wide sanitation efforts that cover both small towns and rural communities. Community-Led Total Sanitation will remain central in rural areas, enhanced by demand creation activities and locally adapted sanitation options. CNC will promote eco-friendly solutions like composting toilets and improved pit latrines that meet rural environmental conditions. Working with local artisans TBOs, CNC will support the development of supply chains to make sanitation products accessible and affordable in remote areas.

3. Sanitation in Insecure Areas

For areas facing security challenges, CNC’s approach will focus on adaptable, mobile, and community-centered sanitation solutions. Safety-focused messaging will emphasize the security and privacy benefits of using sanitation facilities, especially for women and children. Portable sanitation options, like container-based toilets, will be promoted for displaced populations and conflict-affected areas. CNC will collaborate with humanitarian organizations for secure delivery and maintenance of these facilities, leveraging existing resources to ensure sanitation access despite security risks. Community members will be engaged in managing and monitoring shared facilities, with specific attention to gender-sensitive designs.

4. Climate-Resilient Sanitation

To address the impact of climate change on sanitation, CNC will focus on resilient sanitation infrastructure that can withstand extreme weather conditions, such as flooding and drought. In flood-prone areas, CNC will promote elevated or sealed toilets to prevent contamination. In regions prone to drought, waterless or low-flush toilets will be prioritized to conserve water resources. CNC will collaborate with the relevant ministries and environmental agencies to develop climate-adapted sanitation solutions and engage local communities in building awareness of these resilient systems.

5. Geological Considerations for Sanitation

Certain regions in Nigeria have challenging geological conditions, such as high-water tables, riverine areas, rocky terrain, and sandy soils, which complicate sanitation facility construction and maintenance.

CNC will promote specialized sanitation technologies that are adapted to these unique conditions, including lined pits for sandy soils, composting toilets in water-scarce areas, and sealed containment systems for high water table regions. CNC will work closely with local geologists and environmental experts to ensure these systems protect groundwater sources and are environmentally sustainable.

By addressing the unique sanitation challenges posed by diverse environmental and socio-economic conditions, the CNC will ensure that every community has access to effective and sustainable sanitation solutions. These targeted strategies will not only help achieve ODF status but also maintain it by building resilience and adaptability into Nigeria's sanitation systems. Through collaboration with stakeholders, robust capacity-building programs, and the integration of innovative technologies, the CNC will deliver tailored interventions that meet the varied needs of urban, peri-urban, rural, insecure, and climate-impacted regions.

Pillar 5: Communications and Advocacy

The Communications and Advocacy pillar is central to the CNC, aiming to mobilize stakeholders, raise public awareness, and foster the behaviour change needed to end open defecation across Nigeria. By leveraging strategic communications, this pillar seeks to engage communities, influence policymakers, and build partnerships to support sanitation initiatives. The focus is on creating inclusive, transparent, and culturally sensitive messaging that resonates with diverse audiences. Through robust advocacy efforts, the CNC aims to sustain momentum, ensure collective ownership, and drive action at all levels of society toward achieving ODF status.

Key Initiatives and Successes:

In the implementation of the CNC Strategy over the years, several initiatives have been undertaken to enhance communication and advocacy efforts in the sanitation sector, which can be leveraged to strengthen this pillar. The development and dissemination of IEC materials, such as jingles, documentaries, and posters, have enhanced public awareness and visibility of the campaign. High-level advocacy engagements targeting state governors and policymakers have secured political commitment and resources through state-level launches of the CNC across all states and the Federal Capital Territory. Involving traditional and religious leaders, such as the Emir of Dass in Bauchi State, has proven to be a powerful tool in mobilizing communities and reinforcing sanitation goals. Additionally, some youth engagement initiatives have effectively tapped into the energy and creativity of young people, leveraging their influence to promote hygiene practices. The National Youth Engagement Programme during the COVID-19 pandemic is one key example as it highlighted the potential of youth as champions for hygiene promotion and open defecation elimination. Finally, annual events such as World Toilet Day and Global Handwashing Day have provided platforms to emphasize the importance of sanitation and hygiene as public health priorities.

Existing Challenges:

Despite these efforts, several challenges have hindered the effectiveness of communication and advocacy initiatives in the sanitation sector. Public awareness and advocacy campaigns lack consistency and dynamism, leading to reduced engagement over time. At the community level, limited awareness persists due to deeply ingrained traditional practices and insufficient education on the link between sanitation and health. Grassroots mobilization has been inadequate, with minimal involvement of local leaders, youth, and influencers. Youth engagement, while implemented, remains underutilized, with limited opportunities for structured involvement in sanitation programs. Traditional and religious leaders, who hold significant influence, have not been effectively engaged to drive cultural shifts in sanitation behaviour. Moreover, handwashing promotion has diminished post-COVID-19, becoming an orphan issue within many MDAs. Lastly, state-level commitments have not consistently translated into visible implementation, reflecting low prioritization and inadequate resource allocation.

Key Actions Moving Forward:

To address these challenges and build on past successes, the CNC will implement targeted activities under this pillar. These efforts will focus on revitalizing communication strategies to ensure dynamic and culturally

relevant messaging. Comprehensive media engagement will ensure that ODF and handwashing campaigns are consistent and impactful throughout the year. Grassroots mobilization strategies will actively involve local leaders, youth, and influencers, fostering community ownership and sustainable behaviour change. Strengthened advocacy efforts will target high-level policymakers and emphasize the integration of sanitation messaging across sectors. These activities will collectively address gaps in awareness, engagement, and resource prioritization, ensuring a cohesive and effective approach to communication and advocacy.

Building on these learnings, the CNC will implement the following activities:

<p>Pillar 5: Communications and Advocacy: Strengthen advocacy and communication to increase public awareness, drive behavioural change, and garner stakeholder support for sanitation initiatives, ensuring alignment with the CNC’s goals and objectives.</p>	
<p>Specific Objective 5.1</p>	<p>Revitalize the ODF Advocacy Strategies and Campaigns</p>
<p>Activity 5.1.1</p>	<p>Update the National Advocacy Strategy: The CNC will update its National Advocacy Strategy to align with emerging priorities, incorporate lessons learned, and address gaps in existing approaches. This strategy will emphasize data-driven advocacy, integrating ODF evidence, economic benefits, and public health impacts into stakeholder engagement plans. It will also include frameworks for engaging diverse groups, including policymakers, religious and traditional leaders, private sector actors, and civil society organizations. The Advocacy Strategy will focus on influencing decision-makers, stakeholders, and institutions to adopt ODF policies, allocate resources, and take action that support ODF.</p>
<p>Activity 5.1.2</p>	<p>Develop and disseminate Comprehensive Advocacy Tools and Messages: A variety of engaging advocacy materials will be developed to highlight the critical role of sanitation in achieving public health, economic growth, profitability of business investments and education outcomes. Tools such as infographics, policy briefs, success stories, and human-interest narratives will be disseminated across traditional and digital platforms. These materials will reinforce the importance of ODF practices and foster a sense of shared responsibility among stakeholders.</p>
<p>Activity 5.1.3</p>	<p>Carry out Year-Round ODF and Handwashing Joint Stakeholder Advocacy Missions: The CNC will implement targeted advocacy campaigns year-round, focusing on engaging key decision-makers such as State Governors, policymakers, and influential community leaders. Advocacy missions will present compelling, evidence-based arguments showcasing the social and economic benefits of improved sanitation. Partnerships with development partners, NGOs, and private sector stakeholders will be leveraged to expand reach, ensure sustainability, and integrate advocacy into broader development agendas.</p>

Specific Objective 5.2	Revitalize ODF Media and Communications Strategies and Campaigns
Activity 5.2.1	<p>Update the National ODF and Hygiene Media and Communications Strategy: The CNC will revitalize its media and communications strategy to ensure it remains dynamic, culturally relevant, and adaptable to emerging trends. This strategy will integrate traditional, digital, and social media platforms to promote ODF progress, engage diverse audiences, and encourage accountability. Partnerships with media houses and influencers will enhance the campaign’s visibility and impact.</p>
Activity 5.2.2	<p>Develop and Disseminate Engaging IEC Materials and Messages: The CNC will produce and distribute innovative IEC materials such as videos, jingles, posters, and digital toolkits to amplify campaign messages and encourage public participation. Social media campaigns will be enhanced with interactive tools, storytelling, and real-time engagement features, creating platforms for knowledge sharing and feedback collection.</p>
Activity 5.2.3	<p>Carry out Year-Round ODF and Handwashing Campaigns: Year-round communication strategies will promote sustained behaviour change, moving beyond one-off events like World Toilet Day. These campaigns will feature fresh content, relatable storytelling, and interactive media platforms to sustain public interest and engagement. Partnerships with private sector actors will support co-funding and co-branding of campaigns, ensuring broader outreach and sustainability.</p>
Activity 5.2.4	<p>Develop and implement targeted campaigns to mobilize youth, women groups, and traditional and religious leaders as sanitation champions and influencers:</p> <p>Structured youth-led campaigns will be developed to educate and engage young people in promoting hygiene practices at the community level. Youth and women ambassadors will be appointed to advocate for sanitation, serving as role models and inspiring peers and families to adopt safe sanitation practices.</p> <p>Traditional and religious leaders will be engaged to promote sanitation messages and reinforce community participation through structured programmes that facilitate public commitments from leaders to support ODF goals, enhancing community buy-in and adherence to sanitation norms.</p>
Specific Objective 5.3	Strengthen Multi-sectoral Partnerships for Media, Communications and Advocacy
Activity 5.3.1	<p>Leverage Multi-Sectoral Partnerships for Awareness Campaigns: Collaborations with sectors such as health, education, environment, and private industry will be expanded to integrate ODF messaging into existing programs and campaigns. Targeted cross-sectoral workshops and joint action plans will align efforts, optimize resources, and ensure consistent messaging. Multi-sectoral partnerships will also include regular reporting mechanisms to track collective impact and identify areas for improvement.</p>

Pillar 6: Monitoring, Evaluation, Learning and Accountability

The overarching objective of Pillar 6, "Monitoring, Evaluation, Learning and Accountability," is to ensure that the CNC's interventions are impactful, sustainable, and scalable, ultimately accelerating progress toward an open defecation-free nation. This pillar aims to establish robust monitoring and evaluation (M&E) systems and accountability mechanisms that track progress, inform decision-making, and hold stakeholders responsible for their commitments. By implementing effective M&E practices, the CNC can ensure transparency, foster continuous learning, and optimize strategies to achieve desired outcomes. The key principles guiding this pillar include transparency, accountability, data-driven decision-making, continuous improvement, and stakeholder engagement.

Key Initiatives and Successes:

Several significant initiatives under this pillar have advanced monitoring, evaluation, and accountability mechanisms in the sanitation sector. The revision of the National Protocol for the Verification and Certification of Open Defecation-Free Communities in 2021 integrated emerging issues, providing a standardized guideline for implementers nationwide. Additionally, the deployment of the WASHIMS has transformed data collection and analysis, enhancing planning and decision-making capabilities. Another notable success is the integration of a real-time ODF dashboard on the CNC website, which has improved accessibility to data for stakeholders at all levels. Annual CNC retreat meetings further promote collaboration and shared learning among states, development partners, and other stakeholders, showcasing best practices and addressing challenges. At the community level, programs like Ward-Level WASH Clinics in Zamfara State have introduced innovative accountability mechanisms, fostering a sense of healthy competition and responsibility among wards.

Existing Challenges:

Despite these advancements, several challenges hinder the effectiveness of monitoring, evaluation, and accountability systems. Insufficient accountability mechanisms for state governments and MDAs result in inadequate oversight, causing inconsistencies in the prioritization and implementation of sanitation initiatives. Underutilization of WASHIMS by two-thirds of LGAs highlights a critical gap in data collection and usage, hampering the ability to assess progress accurately. Variability in the understanding of the revised National ODF Protocol across regions complicates the standardization of ODF certification processes. Furthermore, limited data transparency and accessibility restrict collaboration and informed decision-making among stakeholders, while the absence of performance tracking tools like league tables undermines efforts to drive healthy competition and progress. Finally, feedback and accountability mechanisms are insufficient, leaving citizens without accessible platforms to voice concerns or evaluate sanitation services.

Key Actions Moving Forward:

To address these challenges and build on existing successes, the CNC will implement targeted activities to strengthen monitoring, evaluation, and accountability systems. These include optimizing WASHIMS and the CNC website to improve data collection and analysis, developing performance tracking tools to enhance transparency, and reinforcing accountability frameworks and establishing robust feedback mechanisms to ensure all stakeholders align with national sanitation goals. The activities will also focus on enhancing knowledge-sharing platforms to facilitate learning and innovation, drawing from successful initiatives like the CNC retreats.

The following activities are planned to strengthen these systems:

Pillar 6: Monitoring, Evaluation and Accountability: Establish robust monitoring, evaluation, and accountability systems to track progress, identify gaps, and inform decision-making, ensuring transparency and continuous improvement toward achieving national sanitation targets.	
Specific Objective 6.1	Improve State and LGA M&E and Performance Tracking Systems
Activity 6.1.1	Optimize and deploy WASHIMS: The WASHIMS will be fully operationalized and made accessible across all LGAs and states, with technical support and resources provided to ensure effective adoption. Standardized data collection protocols will be established across LGAs to ensure accuracy and consistency. Other strategies to enhance real-time data collection methods using mobile technology and digital platforms linked to WASHIMS will be explored, developed and implemented.
Activity 6.1.2	Update and deploy the CNC Website: The CNC website and WASHIMS will be established as distinct but complementary platforms to drive transparency, enhance stakeholder engagement, and optimize data management. The CNC website will serve as a campaign-focused platform, featuring a real-time ODF progress tracking dashboard, resource hub, citizen feedback mechanisms, and a knowledge-sharing portal. It will also showcase campaign materials, updates, and success stories, ensuring public engagement and visibility of CNC efforts.
Activity 6.1.3	Capacity building of government Staff for M&E: Comprehensive training programs will be implemented to improve the skills of government officials at the LGA level in data collection, analysis, and utilization.
Specific Objective 6.2	Enhance Monitoring, Performance and Accountability Mechanisms at the State, LGA and Community Level
Activity 6.2.1	Establish Community Monitoring, Reporting and Social Accountability Tools: Social accountability tools, such as community scorecards, will be developed and

<p>Activity 6.2.2</p>	<p>implemented to enable citizens to evaluate sanitation services. Participatory monitoring systems will be implemented to involve community members in assessing sanitation progress. Mechanisms such as public forums and periodic performance reviews will be implemented to ensure service providers and local governments are held accountable for their commitments, enhancing transparency and trust in the process.</p> <p>Introduce Performance Tracking and Monitoring Tools at the State and LGA level: League tables, scorecards, and dashboards at the state and LGA level will be introduced to track and display performance metrics publicly, fostering transparency and healthy competition among states and LGAs. The Presidential and State Governors’ offices will be actively engaged in monitoring sanitation initiatives, leveraging their authority to enforce accountability and prioritize sanitation.</p>
<p>Activity 6.2.3</p>	<p>Quarterly and Annual Publication of ODF Performance Reports at the state and LGA level: Disseminate quarterly and annual reports on ODF performance at the state and LGA levels, promoting transparency and enabling stakeholders to track progress.</p>
<p>Specific Objective 6.3</p>	<p>Knowledge Sharing and Learning</p>
<p>Activity 6.3.1</p>	<p>Annual CNC Retreats and Forums: In addition to CNC being the knowledge management hub, the CNC will continue organizing retreats and forums that bring together state actors, development partners, and other stakeholders to share experiences, best practices, and innovations.</p>
<p>Activity 6.3.2</p>	<p>Facilitate Learning Exchanges among government partners and key stakeholders: Intra-LGA, inter-LGA, state-to-state, national, and international learning exchanges will be facilitated. These structured exchanges will allow participants to observe successful models, learn from challenges, and adapt best practices to their local contexts, accelerating progress toward ODF goals.</p>

COORDINATION STRUCTURE AND IMPLEMENTATION ARRANGEMENTS

The Clean Nigeria Campaign operates with a comprehensive multi-level coordination structure designed to effectively engage stakeholders from the federal to the community level. This structure ensures that the campaign's objectives are uniformly understood, strategically implemented, and sustainably maintained across the nation. By involving a diverse range of stakeholders—including government ministries, development partners, civil society organizations, the private sector, and local communities—the CNC fosters collaboration, accountability, and shared responsibility in the drive to eliminate open defecation in Nigeria.

Federal Level Coordination

At the federal level, several key bodies provide strategic direction, policy guidance, and oversight for the campaign:

Clean Nigeria Campaign Steering Committee

Chaired by the Vice President on behalf of the President, the Steering Committee comprises high-level representatives from government ministries and agencies, development partners, civil society organizations, and the private sector. Members include the Chairmen of the Governors Forum, the Association of Local Governments, and the Senate and House Committees on Water Resources. The committee oversees and guides the strategic aspects of the campaign, ensuring alignment with national development goals and policies. During its biannual meetings, progress reports are presented, and key line ministries—such as Water Resources and Sanitation, Environment, Health, and Education—report on their activities related to the campaign's implementation.

National Task Group on Sanitation

The NTGS is a multi-sectoral group that includes members from various ministries, agencies, civil society, and private sector organizations. It plays a crucial role in steering the campaign by advising on policy and operational issues. The NTGS ensures that sanitation policies are effectively integrated across sectors and that operational strategies are coherent and responsive to emerging challenges. By leveraging the expertise of its diverse membership, the NTGS contributes to the development of innovative solutions and best practices.

CNC Secretariat

Established and empowered by Presidential Executive Order 009, the CNC Secretariat coordinates the implementation of the campaign with all stakeholders. It serves as the central hub for communication, coordination, and monitoring of campaign activities. The Secretariat liaises with state coordination

platforms to receive regular updates and progress reports on state-level implementation, ensuring consistency and alignment with national objectives. It also facilitates resource mobilization, capacity building, and dissemination of information.

CNC Technical Working Group (CNC-TWG)

Comprising focal officers from line MDAs and other partners, the CNC-TWG serves as the technical think tank for the Secretariat. This group provides technical expertise, develops implementation guidelines, and supports the Secretariat in addressing technical challenges and innovating strategies to enhance campaign effectiveness. The CNC-TWG ensures that technical decisions are evidence-based and align with international best practices.

State Level Coordination

At the state level, coordination structures adapt national strategies to local contexts and drive implementation:

State ODF Steering Committee

Operating under the purview of the State Governor, this high-level coordination platform is responsible for overseeing and driving the implementation of the campaign within the state. The committee ensures that state policies, resources, and programs are aligned with the campaign's objectives. It fosters inter-ministerial collaboration and mobilizes political commitment at the state level.

State Task Group on Sanitation (STGS)

The STGS is a multi-stakeholder technical group that brings together relevant stakeholders in the state, including representatives from state ministries, agencies, civil society organizations, and the private sector. The STGS supports implementation through shared resources and expertise, adapting strategies to address state-specific challenges and opportunities. It facilitates knowledge sharing, capacity building, and coordination of activities among partners.

Local Government Level Coordination

At the local government level, coordination structures focus on community engagement and grassroots implementation:

Local Government Task Group on Sanitation (LTGS)

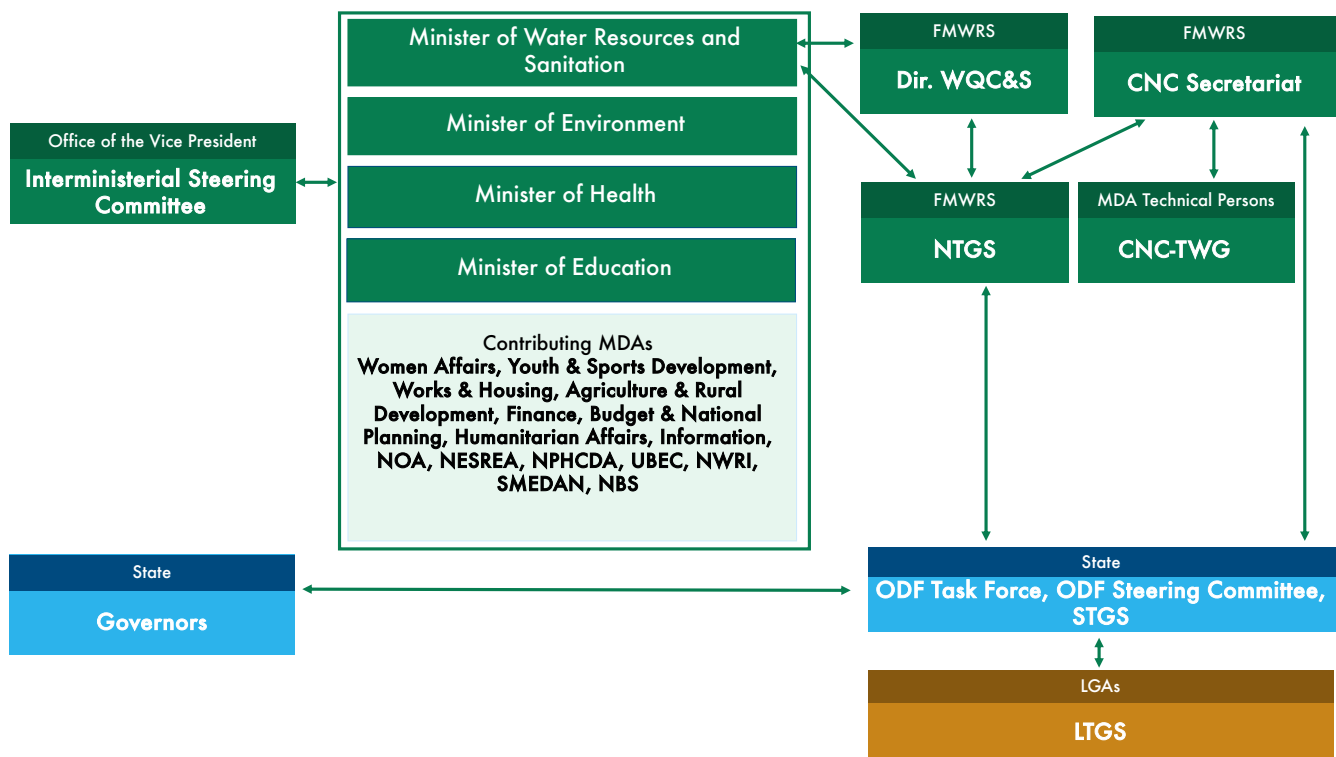
Structured similarly to the NTGS and STGS, the LTGS is a multi-stakeholder coordinating group that brings together all stakeholders at the local government level. The LTGS coordinates and leads efforts on advocacy, awareness creation, and community mobilization. It ensures that local needs and perspectives are incorporated into the campaign and that interventions are culturally appropriate and effective.

Community Level Coordination

Water, Sanitation and Hygiene Committees (WASHCOMs)

At the community level, WASHCOMs are responsible for the direct implementation of sanitation activities. These local committees ensure that communities are effectively reached and that interventions are sustainable. WASHCOMs mobilize community members, promote behaviour change, oversee the maintenance of sanitation facilities, and facilitate CLTS, hygiene behaviour change, and other community-based approaches. They play a pivotal role in fostering community ownership and empowerment.

Figure 3: The Clean Nigeria Campaign Organizational Chart



Implementation Arrangements

The implementation arrangements for the Clean Nigeria Campaign recognize the critical roles of stakeholders at different levels, adopting a multi-level approach to create an enabling environment for success. Responsibilities are clearly defined to ensure effective coordination and accountability:

FEDERAL LEVEL RESPONSIBILITIES	
Oversight and Leadership	Provide strategic oversight and leadership to guide the campaign's direction.
Policy and Regulation	Develop and enforce policies, regulations, and standards to support sanitation initiatives.
Technical Guidance	Allocate federal funds and mobilize resources from development partners and the private sector.
Monitoring and Evaluation	Establish national M&E frameworks and systems to track progress and impact.
STATE LEVEL RESPONSIBILITIES	
Implementation of State-level Activities	Adapt and implement national strategies to suit state contexts.
Policy Support and Enforcement	Develop state policies, regulations, and bylaws to promote sanitation.
Funding and Resource Allocation	Allocate state funds and mobilize additional resources for sanitation programs.
Coordination and Collaboration	Foster collaboration among state ministries, agencies, and stakeholders.
Monitoring and Reporting	Track progress at the state level and report to the federal level.
LOCAL GOVERNMENT LEVEL RESPONSIBILITIES	
Community Mobilization	Engage communities through awareness campaigns, education, and behaviour change communication.
Demand Creation Approaches	Implement strategies to increase demand for improved sanitation facilities.
Supply Chain Strengthening	Facilitate the availability of affordable sanitation products and services.

Monitoring and Reporting	Collect data on local progress and challenges, and report to the state level.
Support to Communities	Provide technical assistance and resources to WASHCOMs and other community groups.
COMMUNITY LEVEL RESPONSIBILITIES	
Ownership and Sustainability	Take ownership of sanitation initiatives, ensuring long-term sustainability.
Behaviour Change and Practices	Adopt and maintain improved sanitation and hygiene practices.
Facility maintenance	Ensure proper use and maintenance of sanitation facilities.
Local Decision-Making	Participate in planning and decision-making processes affecting the community.



MONITORING, EVALUATION AND REVIEW OF THE STRATEGY

The Clean Nigeria Campaign implementation strategy is designed as a dynamic, living document that evolves in response to emerging evidence, lessons learned, and changing contexts in the pursuit of achieving an ODF Nigeria. Recognizing the complexity and scale of this national endeavour, robust monitoring, evaluation, and review mechanisms are integral to ensuring that the strategy remains relevant, effective, and aligned with best practices. This section outlines the framework for monitoring, evaluating, and reviewing the CNC strategy, detailing the processes, responsibilities, and recommendations to enhance its effectiveness.

Monitoring Framework

The monitoring framework for the CNC strategy involves regular data collection, analysis, and reporting at all levels—federal, state, LGA, and community. **This monitoring framework will be established in the first year of the implementation plan (2025).** Key components of the framework will include:

Indicators and Targets

- **Development of Key Performance Indicators (KPIs):** Establish a set of SMART (Specific, Measurable, Achievable, Relevant, Time-bound) indicators that align with the objectives of each pillar of the strategy.
- **Baseline Assessments:** Conduct baseline studies to establish reference points against which progress can be measured.
- **Setting Targets:** Define clear, time-bound targets at national, state, and LGA levels to guide implementation efforts.

Data Collection and Management

- **Use of WASHIMS and the CNC Website:** Leverage WASHIMS and the CNC Website as the central platform for data collection, storage, and management, ensuring consistency and reliability of data across all levels.
- **Standardized Data Collection Tools:** Implement uniform data collection instruments and methodologies to facilitate comparability and aggregation of data.
- **Capacity Building:** Provide training and technical support to stakeholders involved in data collection and management to enhance data quality and integrity.

Reporting Mechanisms

- **Regular Reporting Cycles:** Establish monthly, quarterly, and annual reporting schedules to keep all stakeholders informed of progress and emerging issues.

- **Data Validation Processes:** Implement data verification and validation procedures, including ODF verifications and validations through the NTGS and STGS, and spot checks and audits, to ensure the accuracy of reported information.
- **Dashboard and Visualizations:** Utilize dashboards and data visualization tools within WASHIMS and CNC website to present data in an accessible and actionable format.

Evaluation Processes

Evaluations are critical for assessing the effectiveness, efficiency, relevance, and sustainability of the CNC strategy. Key aspects include:

- **Mid-Term Evaluation (2027):** Conduct comprehensive evaluations at the midpoint of the strategy implementation period to assess progress, identify challenges, and recommend adjustments.
- **End-Term Evaluation (2030):** At the conclusion of the strategy period, undertake thorough evaluations to measure outcomes, impacts, and lessons learned.

Review Mechanisms for the Strategy

The review of the CNC strategy is an ongoing process aimed at ensuring its continued relevance and effectiveness. Key elements include:

- **First-Year Strategy Review (2025):** The initial year of implementation focuses on assessing the situation of the sector, establishing the foundational elements of the monitoring framework, as well as setting up the tools, systems, and processes necessary for effective strategy execution. To ensure these foundational structures align with the objectives of the Clean Nigeria Campaign and remain relevant to emerging needs, a comprehensive evaluation of the strategy will be conducted in November 2025. This evaluation will assess the effectiveness of the current strategic priorities and plans, identify any gaps or areas for improvement, and provide recommendations for refining the strategy to enhance its impact and adaptability moving forward.
- **Regular Updates (Annual):** Review and update the strategy at least once a year, incorporating new evidence, lessons learned, and changing contexts.
- **Stakeholder Consultations:** Organize annual retreats or ad hoc workshops and forums with stakeholders to discuss findings from monitoring and evaluations, and to collaboratively identify necessary adjustments.

Role and Responsibilities

FEDERAL LEVEL RESPONSIBILITIES	
CNC Secretariat	Oversees the overall monitoring, evaluation, and review processes, ensuring alignment with national goals and international best practices.
CNC-TWG	The CNC-TWG will lead the review process, coordinating inputs from various stakeholders and ensuring that updates are systematically integrated into the strategy. Stakeholders of the CNC Steering Committee will collectively make timely decisions on strategy adjustments based on evidence and stakeholder feedback.
NTGS	Provides technical guidance and supports the development of M&E tools and methodologies.
Federal MDAs	Contribute data and reports related to their specific mandates and activities within the strategy.
STATE LEVEL RESPONSIBILITIES	
State ODF Steering Committees and STGS	Monitor and evaluate state-level implementation, providing reports to the federal level.
State MDAs	Collect and manage data within their jurisdictions, ensuring accuracy and timelines. Data is presented through their respective State Steering Committees and STGS.
LOCAL GOVERNMENT LEVEL RESPONSIBILITIES	
LGAs and LTGS	Responsible for collecting community-level data, implementing monitoring activities, and reporting to the state level.
WASH Units and Departments	Facilitate data collection and support communities in monitoring and evaluation activities. Data is presented through their respective LTGS and STGS.
WARD/COMMUNITY LEVEL RESPONSIBILITIES	
Ward Development Officers	Facilitate data collection from WASHCOMs, EHOs, CHEWs and support communities in monitoring and evaluation activities. Data is presented through their respective LTGS.
WASHCOMs and other Community Development Structures	Participate in monitoring and provide valuable insights into the effectiveness of interventions at the grassroots level.
Community Members	Engage in participatory monitoring and feedback mechanisms through citizen engagement tools developed

IMPLEMENTATION PLAN (2025 – 2030)

Pillar 1		Enabling Environment: Policies, Regulations and Institutions											
Objective:		Establish and strengthen a robust enabling environment through updated policies, regulations, and institutional frameworks to support and sustain ODF status.											
S/N	Specific Objective	Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline					
								2025	2026	2027	2028	2029	2030
1.1	Review and Finalize Policies, Plans and Strategic Frameworks for ODF	Comprehensive update of the ODF Roadmap and budgeted action plans:	The Federal level and All 36 states update their ODF Roadmaps with actionable budgeted plans	Federal and State	FMWRS, SMWRS	Ministries of Water, Environment, Health, Women Affairs, Education, RUWASSA and State Environmental Protection Agencies (SEPA), CNC secretariat and Development Partners	Revised ODF Roadmap launched at the National level and in at least 15 states	✓	✓	✓			
		Develop a National Faecal Sludge Management (FSM) Framework	National FSM Framework developed and adopted - Guidelines and tools for subnational levels - Standards for FSM established	Federal and State	FMEnv, SMEnv, SEPA, NESREA	NGOs, UNICEF, USAID, Development Partners	National FSM Framework developed and launched. Bauchi state Faecal Sludge Management Guidelines launched	✓	✓	✓	✓		
		Support LGAs in developing budgeted context-specific LGA-Wide and city-wide inclusive sanitation (CWIS) Strategies and Plans for ODF Achievement	LGAs have tailored sanitation strategies aligned with state ODF roadmaps - CWIS plans for urban areas developed	State and LGA	Local Government Authorities (LGAs) - State Ministries of Water Resources & Sanitation and Environment	FMWRS, FMEnv, Ministry of Local Government Affairs (MoLGA) - NGOs, UNICEF, World Bank	20% of LGAs develop strategies by Q4 2025	✓	✓	✓	✓		
1.2	Strengthen Legal Frameworks	Revise and strengthen	Updated sanitation bylaws with	State and LGA	State Governors, State Ministries	SMWRS, SMEnv, SEPA and EPB,	Revised bylaws adopted in	✓	✓	✓	✓	✓	✓

Pillar 1		Enabling Environment: Policies, Regulations and Institutions											
Objective:		Establish and strengthen a robust enabling environment through updated policies, regulations, and institutional frameworks to support and sustain ODF status.											
S/N	Specific Objective	Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline					
								2025	2026	2027	2028	2029	2030
	and Enforcement Mechanisms	sanitation bylaws	clear rules and penalties in states and LGAs		of Justice - State Assemblies - LGAs	ALGON and LGA Chairment, NGF, CNC, NGOs and CSOs, Development Partners	30% of states by Q4 2025						
		Develop Community-driven enforcement systems and guidelines	Tools and strategies for community participation in enforcement - Feedback systems established	Community	LGAs, WASHCOMs, EHOs	SMWRS, SMEnv, SEPA, NESREA	Enforcement guidelines piloted in selected communities by Q4 2025	✓	✓	✓	✓	✓	✓
		Develop Capacity of frontline workers on enforcement	EHOs, Sanitary Inspectors, and CHEWs trained and equipped	State and LGA	SMWRS, SMEnv, SMoH	FMWRS, FMEnv, Development Partners	Training curriculum developed and first batch trained by Q4 2025	✓	✓	✓	✓	✓	✓
1.3	Carry out Community Engagement and Awareness on Sanitation Byelaws	Carry out consistent public Awareness Campaigns at all levels	Increased community awareness of sanitation laws and ODF practices - Integration of key messages into activities	Community	States, LGAs, WASHCOMs, EHOs, Market Associations	NGOs, Media Organizations	Campaigns launched in all LGAs by Q3 2025	✓	✓	✓	✓	✓	✓
1.4	Carry out Context-Sensitive and Sustainability Adaptation of ODF Protocol	Review and Revise the ODF Protocol	Revised ODF Protocol incorporating innovations and strategies for challenging contexts	Federal	FMWRS - National Task Group on Sanitation (NTGS)	NGOs - UNICEF - WaterAid, Self Help Africa	ODF Protocol Revised	✓					

Pillar 2		Partnerships, Coordination and Collaboration											
Objective:		Foster effective partnerships, coordination, and collaboration among government agencies, private sector actors, civil society organizations, and development partners to drive cohesive and efficient ODF interventions nationwide.											
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline					
								2025	2026	2027	2028	2029	2030
2.1	Strengthen Coordination Platforms	Establish or Strengthen State ODF Task Forces or Steering Committees	Established or strengthened ODF Task Forces at state and local levels - Enhanced accountability and strategic adjustments	State and LGA	State Governors, SMWRS, SMEnv, SMoH	FMWRS, FMEnv, STGS, Development Partners, NGOs	ODF Task Forces established in 20 states by Q4 2025	✓	✓	✓			
		Revitalize the STGS	Enhanced functionality of State Task Groups on Sanitation - Regular meetings and strategic planning conducted	State	SMWRS, STGS, RUWASSA	FMWRS, Development Partners, NGOs	STGS revitalized in 15 states by Q4 2025	✓	✓	✓			
		Activate and Strengthen the LTGS	Activated or established Local Government Task Groups on Sanitation - Enhanced community mobilization	LGA	RUWASSA, LGA WASH Units, LGA Chairmen	Ministry of Local Government, Ward Development Units, SMWRS, FMWRS, RUWASSA	LTGS activated in 30 LGAs by Q4 2025	✓	✓	✓	✓		
		Define clear mandates, terms of reference, and guidelines for coordination bodies	Defined mandates, terms of reference, and guidelines for ODF Steering Committees, STGS, LTGS - Policies granting authority and resources	Federal and State	FMWRS, SMWRS, - Ministry of Finance, Budget and National Planning (MFBPNP) - National Task Group on Sanitation (NTGS)	State Ministries - NGOs - Development Partners	Mandates and guidelines defined and adopted by Q4 2025	✓					
2.2	Enhance Partnerships and Coordination	Develop a comprehensive Private Sector Partnership	Private Sector Partnership Strategy developed - Identified	Federal	FMWRS, SMWRS, FMEnv	Ministry of Commerce and Industry, SMEDAN, Private Sector,	Partnership strategy developed by Q3 2025	✓	✓				

Pillar 2		Partnerships, Coordination and Collaboration												
Objective:		Foster effective partnerships, coordination, and collaboration among government agencies, private sector actors, civil society organizations, and development partners to drive cohesive and efficient ODF interventions nationwide.												
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline						
								2025	2026	2027	2028	2029	2030	
	with Private Sector	Strategy for Sanitation	potential partners and created engagement frameworks			including OPSWASH								
		Engage in continuous active outreach and stakeholder engagements	Structured workshops, conferences, and bilateral meetings conducted - Increased private sector investment in sanitation	Federal and State	FMWRS, SMWRS, FMEnv	Private Sector Partners - Microfinance Institutions (MFIs) - Commercial Banks	Initiate outreach in 10 key states by Q4 2025	✓	✓	✓	✓	✓	✓	
		Establish and strengthen state-level Toilet Business Owner (TBO) Networks	Established TBO Networks in states - Enhanced collaboration among TBOs, local manufacturers, and artisans	State	SMWRS, SEPA, RUWASSA	FMWRS, SMEDAN, TBOs, local manufacturers, artisans, pit emptiers	TBO Networks established in 15 states by Q4 2025	✓	✓	✓	✓	✓	✓	
		Develop a national private sector coordination and management framework	Implemented private sector coordination framework - Established coalition or alliance of private sector partners	Federal	FMWRS, Ministry of Commerce and Industry	Private Sector - SMEs	Coordination framework developed by Q4 2025	✓	✓					
		Expand and strengthen Multi-Stakeholder Platforms (MSPs)	MSPs established at national, state, and local levels - Enhanced collaboration and knowledge sharing among stakeholders	State and LGA	Relevant State MDAs	CSOs, Development Partners, Private Sector	MSPs established in 10 states and 50 LGAs by Q4 2025	✓	✓	✓	✓	✓	✓	
2.3	Improve Inter-Governmental Collaboration	Develop and implement harmonized	Unified action plans across federal, state,	FMEnv, FMoH, FMoEdu	Women Affairs, Youth & Sports Development,	FMWRS, SMWRS, CSOs, Development	Harmonized action plans developed in	✓	✓	✓				

Pillar 2		Partnerships, Coordination and Collaboration											
Objective:		Foster effective partnerships, coordination, and collaboration among government agencies, private sector actors, civil society organizations, and development partners to drive cohesive and efficient ODF interventions nationwide.											
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline					
								2025	2026	2027	2028	2029	2030
		ODF action plans	and LGA levels - Aligned objectives, strategies, and activities		Works & Housing, Agriculture and Food Security, Finance, Budget & National Planning, Humanitarian Affairs, Information, NOA, NESREA, NPHCDA, UBEC, NWRI, SMEDAN, NBS, and other relevant MDAs	Partners, Private Sector	20 key MDAs by Q4 2025						

Pillar 3		Public Finance											
Objective:		Mobilize and optimize public financing for sanitation by increasing budgetary allocations, ensuring timely fund releases, and promoting innovative financial mechanisms to accelerate access to safe sanitation services.											
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline					
								2025	2026	2027	2028	2029	2030
3.1	Carry out Strategic Budget Advocacy and Policy Influence	Development of policy briefs	Policy briefs highlighting economic, health, and social benefits of sanitation investments - Enhanced awareness among policymakers on the importance of sanitation funding	Federal	FMWRS, FMEnv, FMoH, FMEdU, SMWRS, SMEnv, SMEdu	Women Affairs, Youth & Sports Development, Works & Housing, Agriculture & Food Security, Finance, Budget & National Planning, Humanitarian Affairs, Information, NOA, NESREA, NPHCDA, UBEC, NWRI, SMEDAN, NBS, and other relevant MDAs	Completion and dissemination of 5 policy briefs by Q3 2025	✓	✓	✓			
		Engagement of high-level stakeholders	Increased political support for sanitation in state and local budgets - Integration of sanitation into operational budgets of relevant MDAs	Federal and State	FMWRS, FMEnv, FMoH, FMEdU, SMWRS, SMEnv, SMEdu, State Governors, Ministry of Finance, Budget and National Planning (MFBPNP) - Nigerian Governors' Forum (NGF) - Association of Local Governments of Nigeria (ALGON)	Federal Ministry of Women Affairs, Ministry of Youth & Sports, Private Sector, Ministry of Local Government Affairs	Advocacy missions conducted with 10 key stakeholders by Q4 2025	✓	✓	✓	✓	✓	✓
3.2	Conduct Capacity Building in Budget Planning and Advocacy	Develop Budget Templates for achieving ODF	Comprehensive budget templates for sanitation activities - Guidance documents for stakeholders	Federal, State, and Local	FMWRS, FMEnv, FMoH, FMEdU, SMWRS, SMEnv, SMEdu, MFBPNP	NGOs - CSOs - Development Partners (e.g., World Bank)	Development and distribution of 10 budget templates by Q3 2025	✓	✓	✓			

Pillar 3		Public Finance												
Objective:		Mobilize and optimize public financing for sanitation by increasing budgetary allocations, ensuring timely fund releases, and promoting innovative financial mechanisms to accelerate access to safe sanitation services.												
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline						
								2025	2026	2027	2028	2029	2030	
			- Standardized budgeting aligned with ODF action plans											
		Provide Training and Technical Support for Government on budget planning, management and advocacy:	Trained government officials in budget planning and financial management - Enhanced advocacy skills for NGOs, CSOs, and other stakeholders	Federal, State, and Local	FMWRS, FMEEnv, FMOH, FMEdu, SMWRS, SMEEnv, SMEdu, MFBPNP	NGOs - CSOs - Development Partners (e.g., World Bank)	Conduct 10 training sessions by Q4 2025	✓	✓	✓				
3.3	Enhance budget tracking and transparency	Conduct Periodic Budget Analyses	Detailed analyses of sanitation budget allocations, releases, and expenditures - Published reports promoting transparency and actionable insights	Federal, State, and Local	FMWRS, NBS, MFBPNP	WHO, UNICEF, WaterAid and other development partners	WASH Account report with comprehensive budget analysis report published by Q4 2025	✓		✓			✓	
		Establish Budget Performance Tracking	Operational budget performance tracking system - Enhanced accountability and timely corrective actions	Federal, State, and Local	FMWRS, NBS, MFBPNP	NTGS, LGAs	Development of budget tracking tool by Q4 2025	✓						
3.4	Promote innovative financing mechanisms	Expand Sanitation Revolving Funds	Expanded sanitation revolving funds in additional states - Increased	Federal and State	UNICEF, FMWRS, SMWRS	MFI, Commercial Banks	Evidence to refine and promote revolving funds in new states developed	✓	✓	✓	✓	✓	✓	✓

Pillar 3		Public Finance												
Objective:		Mobilize and optimize public financing for sanitation by increasing budgetary allocations, ensuring timely fund releases, and promoting innovative financial mechanisms to accelerate access to safe sanitation services.												
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline						
								2025	2026	2027	2028	2029	2030	
			access to affordable loans for sanitation businesses and low-income households											
		Explore Climate Finance Opportunities	Developed proposals for climate finance - Accessed climate finance and generated carbon credits	Federal and State	FMEEnv, FMWRS, UNICEF	Development Partners	Submission of one climate finance proposal	✓	✓	✓				
		Explore Targeted Subsidies and Sanitation Vouchers	Implemented sanitation vouchers and targeted subsidies - Provided financial support to vulnerable households - Developed guidelines for replication	Federal and State	UNICEF, FMWRS, SMWRS	NGOs, CSOs, LGAs	Evidence to refine and promote sanitation vouchers in new states developed	✓	✓	✓				

Pillar 4		Service Delivery Models and Arrangements											
Objective:		Strengthen sanitation service delivery models and innovative, inclusive, and climate-resilient sanitation solutions to ensure equitable and sustainable access across urban, rural, and peri-urban areas, while leveraging community and market-based approaches for lasting ODF outcomes.											
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline					
								2025	2026	2027	2028	2029	2030
4.1	Update and Adapt CLTS and Demand Creation Approaches	Develop context-specific CLTS and demand creation Tools	Updated CLTS manuals with culturally sensitive and inclusive messaging - Integrated hygiene promotion within CLTS - Successful integration of town hall meetings and institutional triggering forums	Federal and State	FMWRS, NWRI, NTGS, STGS, RUWASSA	FMEEnv, NOA, MIC, Development Partners, NGOs, CSOs	Updated CLTS manuals completed and disseminated by Q3 2025	✓	✓				
		Capacity building for facilitators, frontline workers, and community development groups within local and state administrative structures	Trained EHOs, CHEWs, and local volunteers - Empowered community development structures integrating sanitation into broader community agendas	State, LGAs	SMWRS, SMEEnv, NTGS, STGS, LGA Units, RUWASSA, EHOs, CHEWs	FMWRS, FMEEnv, Development Partners, NGOs, CSOs	Training programs conducted for 100 facilitators by Q4 2025	✓	✓	✓	✓	✓	✓
		Integrate Sanitation into Community Mandates and Establish Incentive Mechanisms	Integrated sanitation responsibilities into community mandates - Established incentive mechanisms (stipends, recognition, sanitation marketing opportunities)	Community	LGA, WASHCOMs, RUWASSA	EHOs, CHEWs	Incentive mechanisms established in 50 communities by Q4 2025	✓	✓	✓	✓	✓	✓

Pillar 4		Service Delivery Models and Arrangements												
Objective:		Strengthen sanitation service delivery models and innovative, inclusive, and climate-resilient sanitation solutions to ensure equitable and sustainable access across urban, rural, and peri-urban areas, while leveraging community and market-based approaches for lasting ODF outcomes.												
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline						
								2025	2026	2027	2028	2029	2030	
4.2	Expand Hygiene Promotion in Communities	Conduct Human-Centered SBC Research	Identified community-specific barriers to hygiene - Locally relevant hygiene promotion guidelines and strategies	Federal and State	FMWRS, FMoH, FMOEdu, Research Institutions, NGOs, SMWRS,		Completion of human-centered SBC research studies by Q4 2025	✓	✓					
4.3	Improve WASH in Institutions: Schools and Healthcare Facilities	Sanitation and Hygiene in School Curricular	Sanitation and hygiene principles integrated into school curricula - Educated students on ODF maintenance and hygiene practices	Federal and State	FMEdu, FMWRS, UBEC, SMEdu, SMWRS	NTGS, STGS, Education NGOs, Development Partners, Schools	Integration of ODF and Hygiene principles into 100 schools by Q4 2025	✓	✓	✓				
		Update National Strategies for WASH in Healthcare Facilities	Updated WASH strategies incorporating WASHFIT framework - Enhanced WASH infrastructure in healthcare facilities - Trained healthcare workers in hygiene best practices	Federal and State	FMWRS, FMOH	NTGS, STGS, Healthcare Institutions, NGOs, Development Partners	Updated WASH strategies adopted by all states by Q4 2025	✓	✓	✓				
		Review National Guidelines and Standards for WASH in Institutions	Standardized national guidelines for WASH in schools and healthcare facilities - Maintenance protocols and	Federal and State	FMWRS, FMOH, FMEdu, SMWRS, SMOH, SMEdu, NPHCDA, UBEC	NTGS, STGS, Schools and Healthcare Institutions, NGOs, Development Partners	National guidelines reviewed and standardized by Q4 2025	✓	✓					

Pillar 4		Service Delivery Models and Arrangements													
Objective:		Strengthen sanitation service delivery models and innovative, inclusive, and climate-resilient sanitation solutions to ensure equitable and sustainable access across urban, rural, and peri-urban areas, while leveraging community and market-based approaches for lasting ODF outcomes.													
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline							
								2025	2026	2027	2028	2029	2030		
			monitoring systems established												
		Carry out Specialized Behaviour Change Campaigns for WASH in Schools and Healthcare facilities	Targeted SBC campaigns in schools and healthcare facilities - Engaged students, teachers, and healthcare workers as sanitation champions	Federal and State	FMWRS, FMoH, FMEdU, SMWRS, SMoH, SMEdU, NPHCDA, UBEC	NTGS, STGS, Schools and Healthcare Institutions, NGOs, Development Partners, media organizations	Launch SBC campaigns in 50 schools and 30 healthcare facilities by Q4 2025	✓	✓	✓	✓	✓	✓	✓	✓
4.4	Develop and Strengthen TBO Networks and Local Supply Chains	Capacity Building and Certification Programmes for TBO Networks	Trained TBOs, masons, and artisans - Certified service providers ensuring quality sanitation products and services	Federal and State	FMWRS, RUWASSA, SMEDAN	NTGS, Universities, Training Institutions, Polytechnics, NGOs, MFIs	Conduct 10 training and certification programmes by Q4 2025	✓	✓	✓	✓	✓	✓	✓	✓
		Expand Last-Mile Distribution Networks	Established SaniHubs or SaniCenters in rural and peri-urban areas - Improved access to affordable sanitation products	Federal, State, LGAs	FMWRS, SMWRS, SMEnv, NTGS, STGS, LGA Units, RUWASSA, EHOs, CHEWs, TBOs	Retail Chains, Local Distributors, Private Sector, Community Organizations	Establish 50 SaniHubs by Q4 2025	✓	✓	✓	✓	✓	✓	✓	✓
4.5	Facilitate Public-Private-Community (PPC) Partnerships for Public Sanitation Facilities	Develop Partnerships in Public Spaces and High-Density Communities	Established PPC partnerships in high-density and public spaces - Developed and managed sanitation	State, LGAs	SMWRS, RUWASSA, Private Sector	TBOs, Market Associations, Motor Park Unions, Private Sector Partners	PPC partnerships established in 10 high-density communities by Q4 2025	✓	✓	✓	✓	✓	✓	✓	✓

Pillar 4		Service Delivery Models and Arrangements												
Objective:		Strengthen sanitation service delivery models and innovative, inclusive, and climate-resilient sanitation solutions to ensure equitable and sustainable access across urban, rural, and peri-urban areas, while leveraging community and market-based approaches for lasting ODF outcomes.												
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline						
								2025	2026	2027	2028	2029	2030	
			facilities in public areas											
4.6	Enhance Sanitation Financing for Demand and Supply Sides	Facilitate Access to Financing for Households and Service Providers	Increased access to financial products for low-income households and sanitation entrepreneurs - Empowered service providers to expand operations and improve quality	State, LGAs	SMWRS, RUWASSA, LGA, Private Sector, MFIs, Commercial Banks, NGOs, Community leaders	Development Partners, private sector	Launch financial products in 20 states by Q4 2025	✓	✓	✓	✓	✓	✓	
		Promote Community Savings and Loans Groups and Similar Models for Sanitation Financing	Established community-based savings and loan groups - Enhanced financial literacy and governance among community members	Community	RUWASSA, LGA, Community leaders, Ward Development Officers	Cooperatives, NGOs, Development Partners	Establish 100 community savings and loan groups by Q4 2025	✓	✓	✓	✓	✓	✓	
4.7	Enhance Sanitation Marketing and Social Marketing Approaches	Design and Develop Integrated Social Marketing Campaigns	Integrated marketing campaigns promoting sanitation - Increased demand for improved sanitation products and adoption of safe toilets - Enhanced public engagement through	Federal, State, LGAs	MWRS, Media Organizations, MIC	Private Sector Partners, NGOs	Launch integrated campaigns in 10 states by Q4 2025	✓	✓	✓	✓	✓	✓	

Pillar 4		Service Delivery Models and Arrangements												
Objective:		Strengthen sanitation service delivery models and innovative, inclusive, and climate-resilient sanitation solutions to ensure equitable and sustainable access across urban, rural, and peri-urban areas, while leveraging community and market-based approaches for lasting ODF outcomes.												
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline						
								2025	2026	2027	2028	2029	2030	
			multiple media channels											
4.8	Promote Innovations, Development and Adoptions of New Technologies	Encourage Localized Innovations in Sanitation Technologies	Increased local innovations in sanitation technologies - Empowered entrepreneurs to develop cost-efficient solutions	Federal and State	Incubation/Tech Hubs, Ministry of Commerce and Industry, FMWRS, SMWRS, Private Sector	Universities, Polytechnics, NGOs, Development Partners	Organize 5 innovation challenges by Q4 2025	✓	✓	✓	✓	✓	✓	
		Pilot and Commercialize Innovative Solutions	Piloted and commercialized context-specific sanitation solutions - Reduced production costs through localized supply chains	Federal and State	Incubation/Tech Hubs, Ministry of Commerce and Industry, FMWRS, SMWRS, Private Sector	Universities, Polytechnics, NGOs, Development Partners	Pilot projects launched in 5 states by Q4 2025	✓	✓	✓	✓	✓	✓	
		Implement Demonstration Projects for Standardized Sanitation Facilities	Established demonstration sites for standardized rural and urban latrines	Federal and State	FMWRS, SMWRS, MoWH	TBO Networks, SMEDAN, NGOs	Construct 20 demonstration sites by Q4 2025	✓	✓	✓				
		Implement Demonstration Projects for Standardized Sanitation Facilities	Trained entrepreneurs in sanitation technology development - Enhanced technical expertise and innovation capacity	Federal and State	FMWRS, SMWRS, MoWH	TBO Networks, SMEDAN, NGOs	Conduct 10 training sessions by Q4 2025	✓	✓	✓	✓	✓	✓	
4.9	Establish and Enforce Service Standards and Quality Assurance	Create Technical Standards and Guidelines for Sanitation	Defined technical standards for sanitation products and services	Federal and State	FMWRS, SMWRS	NWRI, Regulatory Bodies, SMEDAN, Universities	Technical standards published and adopted by Q4 2025	✓	✓					

Pillar 4		Service Delivery Models and Arrangements												
Objective:		Strengthen sanitation service delivery models and innovative, inclusive, and climate-resilient sanitation solutions to ensure equitable and sustainable access across urban, rural, and peri-urban areas, while leveraging community and market-based approaches for lasting ODF outcomes.												
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline						
								2025	2026	2027	2028	2029	2030	
		Products and Services	- Established guidelines for public places - Enforced standards through certifications			and Polytechnics								
4.10.	Strengthen State- and LGA-level Strategies for ODF Sustainability	Review and establish LGA-level Guidelines, Tools and Protocols for ODF Sustainability	Enhanced LGA-level guidelines and tools for ODF sustainability - Clear procedures for post-ODF certification activities - Continuous community engagement strategies	Federal, State, LGAs	FMWRS, SMWRS, NTGS, STGS, LGAs	Development Partners, NGOs	LGA-level guidelines reviewed and established in 50 LGAs by Q4 2025	✓	✓					
4.11	Develop Comprehensive Climate-resilient FSM Systems	Develop Urban and Rural FSM Scalable Models for Innovative and Cost-Efficient FSM Infrastructure and Service Delivery	Designed and tested context-specific FSM systems - Implemented innovative and cost-efficient FSM infrastructure	Federal and State	FMEEnv, SEPA, NESREA, LGAs	NGOs, Private Sector, Development Partners	FSM models developed and piloted in 10 urban and 10 rural areas by Q4 2025	✓	✓	✓	✓			
		Build Capacity Building for FSM Service Providers	Trained pit emptiers, sanitation workers, and local entrepreneurs - Enhanced technical skills and service delivery models	Federal and State	FMEEnv, SEPA, NESREA, LGAs	NGOs, Private Sector, Development Partners	Capacity building programs conducted for 30 service providers by Q4 2025	✓	✓	✓	✓	✓	✓	

Pillar 4		Service Delivery Models and Arrangements											
Objective:		Strengthen sanitation service delivery models and innovative, inclusive, and climate-resilient sanitation solutions to ensure equitable and sustainable access across urban, rural, and peri-urban areas, while leveraging community and market-based approaches for lasting ODF outcomes.											
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline					
								2025	2026	2027	2028	2029	2030
		Promote Public-Private Partnerships (PPPs) for FSM	Established PPPs for FSM infrastructure and services - Mobilized investments for FSM projects	Federal and State	FMEnv, SEPA, NESREA, LGAs	NGOs, Private Sector, Development Partners	Launch 5 PPPs for FSM by Q4 2025	✓	✓	✓	✓	✓	✓

Pillar 5		Communications and Advocacy											
Objective:		Strengthen advocacy and communication to increase public awareness, drive behavioural change, and garner stakeholder support for sanitation initiatives, ensuring alignment with the CNC's goals and objectives.											
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline					
								2025	2026	2027	2028	2029	2030
5.1	Revitalize the ODF Advocacy Strategies and Campaigns	Update the National Advocacy Strategy	Updated National Advocacy Strategy aligned with emerging priorities - Data-driven advocacy plans incorporating ODF evidence, economic benefits, and public health impacts - Frameworks for engaging diverse stakeholder groups	Federal, State, LGA	FMWRS, SMWRS, MIC, NOA	FMWRS, SMWRS, MIC, NOA	Completion and approval of updated Advocacy Strategy by Q3 2025	✓					
		Develop and Disseminate Comprehensive Advocacy Tools and Messages	Creation of engaging advocacy materials (infographics, policy briefs, success stories, human-interest narratives) - Dissemination across traditional and digital platforms - Enhanced stakeholder awareness and engagement	Federal, State, LGA	FMWRS, SMWRS, MIC, NOA	FMWRS, SMWRS, MIC, NOA	Development and distribution of 20 advocacy tools by Q4 2025	✓	✓	✓	✓	✓	✓
		Carry out Year-Round ODF and Handwashing Joint Stakeholder Advocacy Missions	Conducted advocacy missions targeting State Governors, policymakers, and community leaders - Increased	Federal, State, LGA	FMWRS, SMWRS, FMEEnv, FMOH, SMOH, FMEdu, SMEdu, Development Partners Group	All relevant MDAs	Completion of 10 advocacy missions by Q4 2025	✓	✓	✓	✓	✓	✓

Pillar 5		Communications and Advocacy												
Objective:		Strengthen advocacy and communication to increase public awareness, drive behavioural change, and garner stakeholder support for sanitation initiatives, ensuring alignment with the CNC's goals and objectives.												
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline						
								2025	2026	2027	2028	2029	2030	
			political and stakeholder support for ODF goals - Integration of sanitation into broader development agendas											
5.2	Revitalize ODF Media and Communications Strategies and Campaigns	Update the National ODF and Hygiene Media and Communications Strategy	Revitalized media and communications strategy incorporating traditional, digital, and social media - Enhanced engagement with diverse audiences - Increased campaign visibility and impact	Federal, State, LGA	FMWRS, FMEnv, FMoH, FMEdU	Media Houses - Social Media Influencers - NGOs - CSOs	Updated Media and Communications Strategy approved by Q3 2025	✓						
		Develop and Disseminate Engaging IEC Materials and Messages	Production of innovative IEC materials (videos, jingles, posters, digital toolkits) - Enhanced public participation and awareness - Increased adoption of ODF practices	Federal, State, LGA	Ministry of Information and Culture (MIC) NOA, FMWRS, FMEnv, FMoH, FMEdU	Private Sector Partners - Media Houses - NGOs - CSOs Development Partners UNICEF Social Media Influencers	Development and distribution of 30 IEC materials by Q4 2025	✓	✓	✓	✓	✓	✓	
		Carry out Year-Round ODF and Handwashing Campaigns	Sustained behavior change through continuous campaigns - Fresh content and interactive	Federal, State, LGA	Ministry of Information and Culture (MIC) NOA, FMWRS, FMEnv, FMoH, FMEdU	Private Sector Partners - Media Houses - NGOs - CSOs	Launch of two year-round campaigns by Q4 2025	✓	✓	✓	✓	✓	✓	

Pillar 5		Communications and Advocacy												
Objective:		Strengthen advocacy and communication to increase public awareness, drive behavioural change, and garner stakeholder support for sanitation initiatives, ensuring alignment with the CNC's goals and objectives.												
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline						
								2025	2026	2027	2028	2029	2030	
			media engagement - Broader outreach and sustained public interest			Development Partners UNICEF Social Media Influencers								
		Develop and implement targeted campaigns to mobilize youth, women groups, and traditional and religious leaders as sanitation champions and influencers	Structured youth-led and women-led campaigns - Appointed youth and women ambassadors - Engaged traditional and religious leaders in promoting sanitation - Increased community buy-in and adherence to sanitation norms	Federal, State, LGA	Federal Ministry of Youth (FMY) - Ministry of Women Affairs - MIC - FMWRS, FMEEnv, FMOH, FMEDu	Youth Organizations - Women's Groups - Traditional and Religious Leaders - NGOs - CSOs Media Organizations	Launch of targeted campaigns in 15 states by Q4 2025	✓	✓	✓	✓	✓	✓	✓
5.3	Strengthen Multi-sectoral Partnerships for Media, Communications and Advocacy	Leverage Multi-Sectoral Partnerships for Awareness Campaigns	Integrated ODF messaging into health, education, environment, and private sector programs - Enhanced collaboration and resource optimization - Consistent and cohesive public messaging	Federal, State, LGA	Ministry of Health - Ministry of Education - Ministry of Environment - Ministry of Information and Culture (MIC) - FMWRS	Private Sector Partners - NGOs - CSOs - Development Partners (e.g., UNICEF, World Bank)	Integration of ODF messaging into 3 sectoral programs by Q4 2025	✓	✓	✓	✓	✓	✓	✓

Pillar 6		Monitoring, Evaluation, Learning and Accountability											
Objective:		Establish robust monitoring, evaluation, and accountability systems to track progress, identify gaps, and inform decision-making, ensuring transparency and continuous improvement toward achieving national sanitation targets.											
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline					
								2025	2026	2027	2028	2029	2030
6.1	Improve State and LGA M&E and Performance Tracking Systems	Optimize and Deploy WASHIMS	Fully operational WASHIMS across all LGAs and states - Standardized data collection protocols - Enhanced real-time data collection using mobile technology and digital platforms	Federal, State	FMWRS, SMWRS, RUWASSA, LGA Units	FMEEnv, SMEEnv, LGAs, NGOs, UNICEF, Development Partners	WASHIMS fully operational in 50 LGAs by Q4 2025	✓	✓	✓			
		Update and Deploy the CNC Website	Updated CNC website with real-time ODF progress dashboard - Resource hub, citizen feedback mechanisms, and knowledge-sharing portal - Enhanced public engagement and visibility of CNC efforts	Federal	FMWRS, CNC Secretariat	Development Partners, IT Service Providers	Launch updated CNC website by Q3 2025	✓	✓				
		Capacity Building of Government Staff for M&E	Trained government officials at LGA level in data collection, analysis, and utilization - Enhanced	Federal, State, LGA	FMWRS, SMWRS, RUWASSA, LGA Units	Development Partners, IT Service Providers	Conduct 50 training sessions for LGA officials by Q4 2025	✓	✓	✓	✓	✓	✓

Pillar 6		Monitoring, Evaluation, Learning and Accountability												
Objective:		Establish robust monitoring, evaluation, and accountability systems to track progress, identify gaps, and inform decision-making, ensuring transparency and continuous improvement toward achieving national sanitation targets.												
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline						
								2025	2026	2027	2028	2029	2030	
			M&E capabilities for accurate tracking and reporting											
6.2	Enhance Monitoring, Performance and Accountability Mechanisms at the State, LGA and Community Level	Establish Community Monitoring, Reporting and Social Accountability Tools	Developed and implemented community scorecards - Participatory monitoring systems involving community members - Established public forums and periodic performance reviews	Community	LGAs, WASHCOMs, Ward Development Officers	Development Partners, NGOs, CSOs, FMWRS	Implement community scorecards in 100 communities by Q4 2025	✓	✓	✓	✓	✓	✓	
		Introduce Performance Tracking and Monitoring Tools at the State and LGA level	Publicly displayed league tables, scorecards, and dashboards - Enhanced transparency and healthy competition among states and LGAs - Active engagement of Presidential and State Governors' offices in monitoring	Federal, State, LGA	FMWRS, SMWRS, RUWASSA, ODF Steering Committee/ Task Force, STGS	Development Partners, NGOs, CSOs	Introduce performance tracking tools in 20 states by Q4 2025							
		Quarterly and Annual Publication of	Regularly published ODF performance reports	Federal, State, LGA	FMWRS, SMWRS, NTGS, STGS, Steering Committee/	Media organizations	Publish first quarterly report by Q3 2025 and							

Pillar 6		Monitoring, Evaluation, Learning and Accountability												
Objective:		Establish robust monitoring, evaluation, and accountability systems to track progress, identify gaps, and inform decision-making, ensuring transparency and continuous improvement toward achieving national sanitation targets.												
S/N	Specific Objective	Key Activities	Expected Output	Implementation Level	Responsible Parties	Supporting Parties	2025 Milestones	Timeline						
								2025	2026	2027	2028	2029	2030	
		Performance Reports	- Increased transparency and stakeholder ability to track progress - Informed decision-making based on performance data		Task Force, STGS, CNC Secretariat, LTGS		annual report by Q4 2025							
6.3	Knowledge Sharing and Learning	Annual CNC Retreats and Forums	Organized retreats and forums for state actors, development partners, and stakeholders - Shared experiences, best practices, and innovations - Enhanced collaboration and knowledge exchange	Federal	FMWRS, CNC-TWG, CNC Secretariat	Federal and State MDAs, members of the CNC TWG, NTGS	Conduct first annual retreat by Q4 2025	✓	✓	✓	✓	✓	✓	
		Facilitate Learning Exchanges	Facilitated intra-LGA, inter-LGA, state-to-state, national, and international learning exchanges - Adoption of best practices and successful models - Accelerated progress toward ODF goals	Federal, State, LGA	FMWRS, FMEnv, NTGS, STGS, SMWRS, RUWASSA, LGA Units	Development Partners, NGOs, CSOs, Research Institutions	Facilitate 2 learning exchanges by Q4 2025	✓	✓	✓	✓	✓	✓	

