



# ANNUAL REPORT 2022

— LOOKING BACK, LESSONS LEARNED AND FUTURE FOCUS

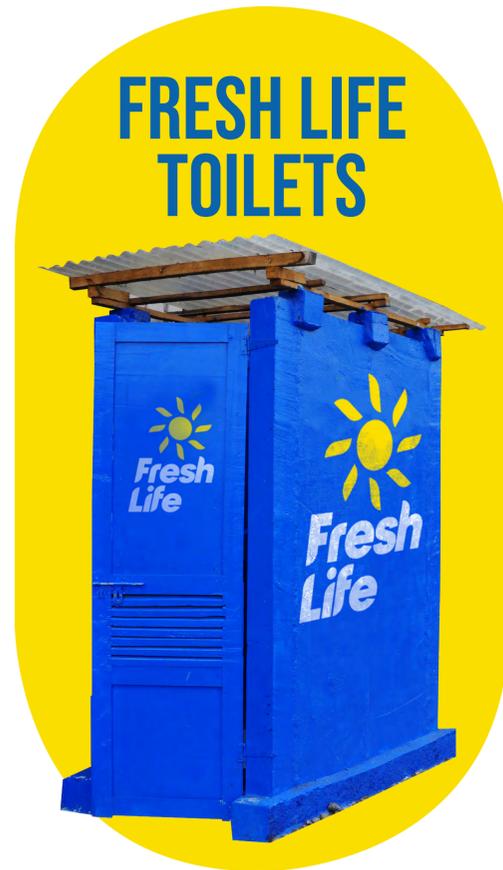
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# 01

# ABOUT US

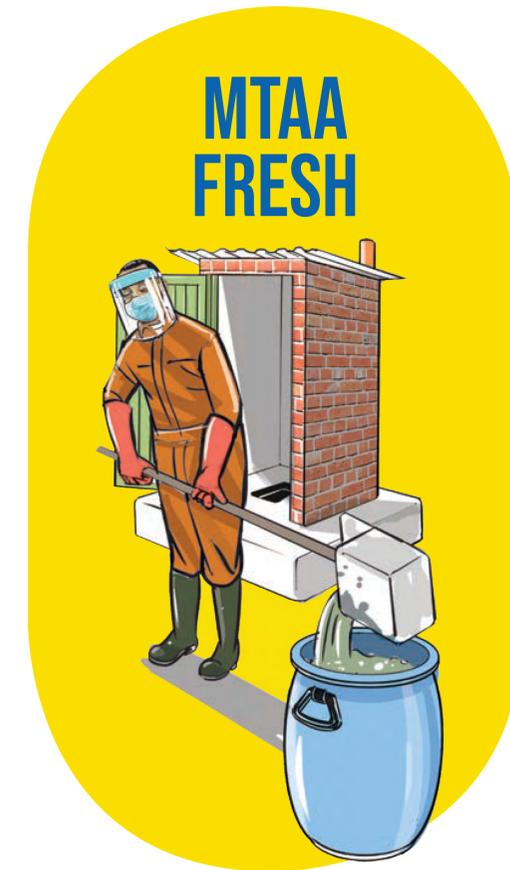
Fresh Life is a social enterprise and founding partner of The Sanergy Collaborative – an alliance of partners harnessing the circular economy to develop and scale safe sanitation solutions and regenerative food systems across fast-growing cities worldwide. As an international organization headquartered in Nairobi, Kenya, Fresh Life delivers inclusive, safely managed sanitation products and services for urban residents living in non-sewered areas.



Dry, container-based toilets equipped with handwashing stations, franchised to community members living in urban informal settlements, and serviced with regular, safe waste collection.



Small, in-home container-based toilets designed specifically for people living with disabilities, the elderly, expectant mothers, and families with young children; and serviced with the same safe waste collection as Fresh Life Toilets.



Transfer centers for safe discharge of pit latrine waste by manual pit emptiers in the community, in order to prevent untreated fecal waste from being discharged back into the community or environment.

# Fresh Life's model

Fresh Life solutions ensure the delivery of cost-effective services in line with 3 key Sustainable Development Goals

**6** CLEAN WATER  
AND SANITATION



For clean water and sanitation, to achieve access to adequate sanitation for all: Fresh Life achieves this through our provision of safe and affordable sanitation services and products.

**11** SUSTAINABLE CITIES  
AND COMMUNITIES



For sustainable cities and communities particularly to reduce the adverse per capita environmental impact of cities: We achieve this by ensuring that sanitation waste is safely managed and is not discharged into the environment untreated.

**13** CLIMATE  
ACTION



For climate action by implementing scalable actions to combat climate change: Sanitation and waste management are a leading but underestimated contributor to greenhouse gas (GHG) emissions, and account for about 30% of global methane emissions. Our CBS products incorporate shallow containers, creating a high-oxygen-or aerobic-environment, which reduces methane (CH<sub>4</sub>) production thereby mitigating climate change.

# Message from Fresh Life Co-founder and Executive Director



**Dear Partner,**

As the world emerges from the COVID-19 pandemic and continues to tackle converging crises including the impacts of climate change, I am pleased by the quality and reach of our work at Fresh Life, and encouraged by the progress the world is making in accelerating safe, citywide sanitation and environmental action.

Throughout 2022, our commitment to continued improvement and innovation is reflected in our successes; from increased sanitation coverage for underserved urban residents to expanding partnerships, and strengthening the enabling environment for delivery of sanitation services. We are proud to have been part of this consistent growth.

This Annual Report presents key highlights of Fresh Life's 2022 performance and is a testament to our team's hard work and dedication to delivering transformative sanitation services for everyone, forever. Read on to learn more about our innovative sanitation waste collection system that increases efficiency, reduces our operational costs and is safe for our Logistics team and the communities we serve. It also contains information about our new data collection project called plot tagging that is helping us expand our services to

underserved urban residents quickly and more efficiently.

Fresh Life is fully committed to empowering cities to thrive with safe sanitation and I am deeply impressed that in 2022, we partnered with 2 new cities: Eldoret in Kenya, and Lusaka in Zambia to make good on that promise.

Looking ahead, we have set ambitious, yet achievable goals to serve 1 million people with safely managed sanitation over the next 5 years. We will continue to build partnerships with cities in Kenya and beyond to achieve these goals.

Finally, I extend Fresh Life's appreciation to you, our supporters, partners and funders, who despite challenging and changing times have remained committed to our shared vision of building healthy, prosperous communities and cities.

Thank you for everything you do to support us in delivering transformative sanitation services for booming cities, and in pushing hard for a world where everyone, everywhere, can enjoy their right to safe sanitation access.

**Onward!**  
**Lindsay Stradley**

# Impact Metrics and KPIs

| KEY IMPACT METRICS  | END OF YEAR 2022 |             |               |               |
|---|------------------|-------------|---------------|---------------|
|   | NAIROBI          | KISUMU      | ELDORET       | TOTAL         |
| New Toilets Launched (FLTs and FFTs)                                    | 2,106            | 477         | 60            | 2,643         |
| Active Toilet Network (FLTs and FFTs)                                   | 4,391            | 666         | 59            | 5,116         |
| Operational Mtaa Fresh Centers  | 3                | 0           | 0             | 3             |
| Total people served with Fresh Life products and services               | 203,084          | 17,096      | 1,512         | 221,692       |
| Amount of container-based waste safely removed from the community (mt)  | 13,290           | 694         | 0             | 13,984        |
| Amount of water saved compared to pour-flush toilets                    | 1.3 billion      | 156 million | 13.79 million | 1.475 billion |
| Amount of pit sludge safely managed and removed from the community (mT) | 3,661            | 0           | 0             | 3,661         |
| Amount of greenhouse gas emissions averted (mT CO2e)                    | 31,067.64        | 1064        | 0             |               |

**NB: Eldoret, which launched in November 2022, began tracking waste in January 2023.**

Fresh  
Life

Fresh  
Life

2022

# YEAR IN REVIEW



# 2022 Progress updates

2022 was a prosperous year for Fresh Life. With the generous support of our funders and the great work of our teams, Fresh Life made significant strides.

We surpassed our targets for Nairobi and made strong achievements and learnings in Kisumu.

In Nairobi, we surpassed our launch target for Fresh Life Toilets by 57% and Fresh Fit Toilets by 41%. In Kisumu, we also surpassed our launch target for Fresh Life Toilets by 21% and achieved 50% of our launch target for Fresh Fit Toilets.

At the end of 2022, Nairobi had an active network of 4,184 FLTs and 207 FFTs, whilst

Kisumu had an active network of 656 FLTs and 10 FFTs. Further, we surpassed the number of people served across Kenya, launched our third Mtaa Fresh Center in Nairobi and rolled out the use of QR codes across the Nairobi toilet network to ease tracking of waste collection services.

We are most excited about the efforts we put forth to promote the efficiency of our processes, geared towards the growth and operational success of Fresh Life.



## % TARGET ACHIEVED IN NAIROBI

157%

FLTS LAUNCHED

141%

FFTS LAUNCHED

## % TARGET ACHIEVED IN KISUMU

121%

FLTS LAUNCHED

50%

FFTS LAUNCHED

SURPASSED TARGETS!



NAIROBI

**4,184**

ACTIVE FRESH LIFE TOILETS

**207**

ACTIVE FRESH FIT TOILETS



KISUMU

**656**

ACTIVE FRESH LIFE TOILETS

**10**

ACTIVE FRESH FIT TOILETS

# 2022 Progress updates

## WASTE COLLECTION: INCREASED SAFETY AND EFFICIENCY

In 2022, we explored the best waste collection equipment and processes that would reduce waste collection costs, while ensuring the safety of our Logistics team.

We explored different designs for equipment that we could use to mechanize the very manual and labor-intensive processes at our waste consolidation centers.

In Q4, after piloting a robotic arm, we settled on a local prototype, which we began manufacturing prior to rolling it out in all our waste consolidation centers in H2 2023.

**THE 'WORKHORSE'**  
A customized waste collection tractor that easily maneuvers the hilly, muddy terrain in the areas we operate in.



# 2022 Progress updates

## PLOT TAGGING PROJECT

In 2022, we conducted a plot tagging project in Nairobi's informal settlements in collaboration with Nairobi County's Public Health officials, to map out all residential plots in our areas of operations.

The goal of this project was to collect accurate data to inform the definition of our 5-year targets and improve our sales strategy. This data was used to: (1) Design a prioritization tool for use by the Sales Team via our sales mobile application and, (2) Create a digital map capturing sanitation coverage to be used by Fresh Life and stakeholders like the government to ensure that all plots without sanitation are served. At the end of the year, we had mapped a total of 47,724 plots in Nairobi - home to approximately 1.6M people.



# 47,724

PLOTS MAPPED IN NAIROBI

# 2022 Progress updates



## MTAA FRESH

Our pit sludge management service known as “Mtaa Fresh” ensures that all pit latrine waste is safely removed from the community. Through our transfer centers, pit latrine waste is safely discharged by manual pit emptiers (MPEs) in the community, in order to prevent untreated fecal waste from being discharged back into the environment. Fresh Life supports MPEs to create their own community-based organizations to formalize their activities, and then trains them on critical safety processes

to strengthen their capability and protect their health. In August, we launched pilot operations at our third Mtaa Fresh Center in Mukuru kwa Njenga (Nairobi County), engaging 12 pit emptiers from the surrounding areas.

Together, the three centers serve about 60,000 urban residents and in 2022, managed a total of 2.58 million liters of pit sludge, and engaged 52 MPEs who operate three distinct and licensed community-based organizations (CBOs).

**2.58M**

LITERS OF PIT SLUDGE SAFELY MANAGED

**60,000**

URBAN RESIDENTS SERVED

# 2022 Progress updates

## IDENTIFICATION OF NEW AREAS OF REPLICATION ACROSS KENYA

In Kenya, we are excited to announce that we secured a new partnership in Eldoret after signing a Memorandum of Understanding (MOU) with the Eldoret Water and Sanitation Company (ELDOWAS) in August 2022.

We officially launched our operations commemorating World Toilet Day on November 19, in the presence of the Kenya Water Services Providers Association (WASPA) and in partnership with ELDOWAS. We continue scaling non-sewered solutions to reach underserved residents and increase sanitation coverage.

The official launch our operations in Eldoret in partnership with ELDOWAS



# 2022 Progress updates

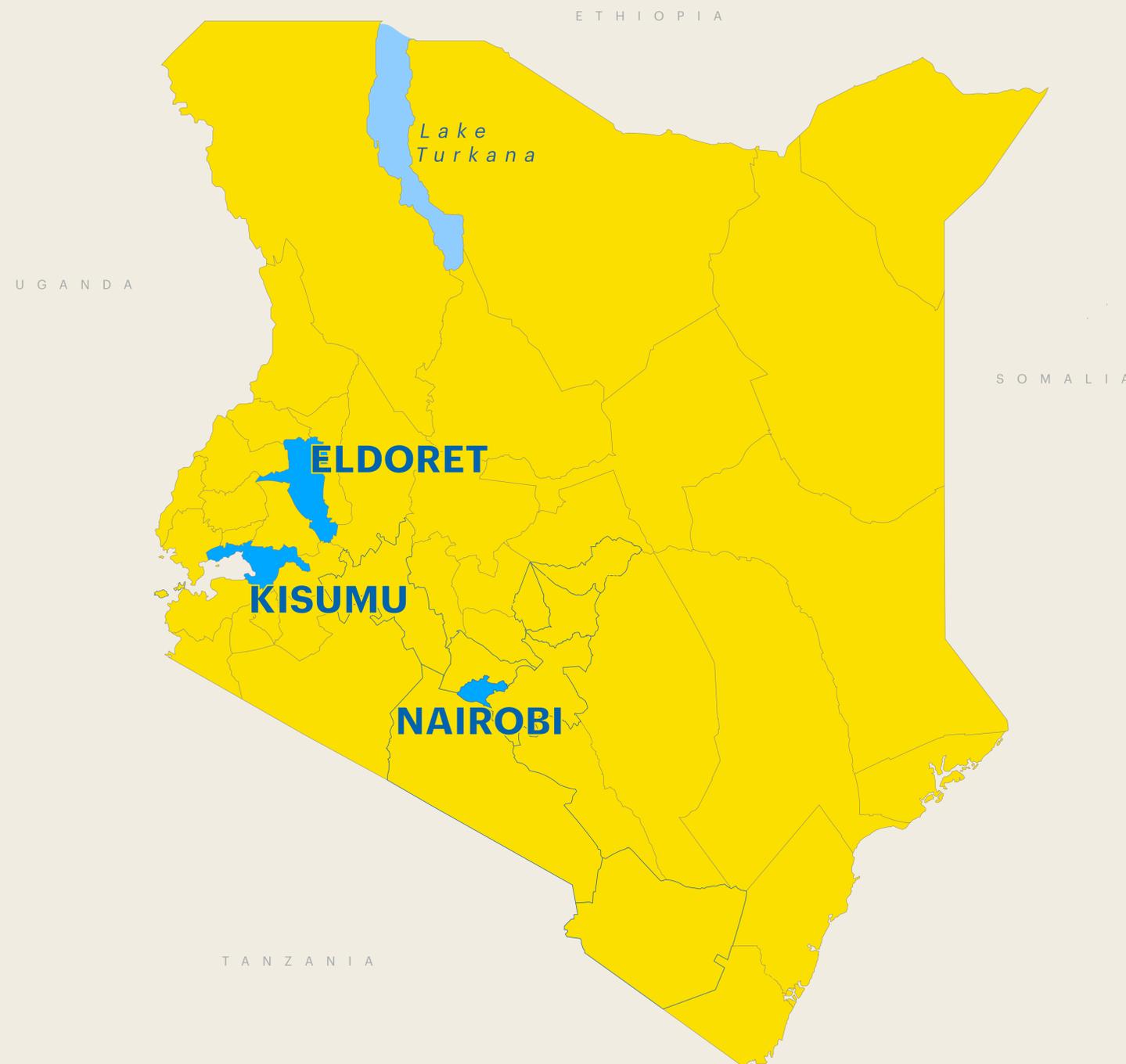


## INTERNATIONAL EXPANSION

We made a great breakthrough in Lusaka, Zambia following a successful field visit in July from the Zambian Ministry of Water Development and Sanitation and the Lusaka Water Supply and Sanitation Company to our operations in Nairobi.

We reached an agreement on the terms of a joint MoU, laying the foundation for a partnership and deployment of our sanitation solutions in Lusaka's informal settlements.

# 2022 Progress updates



## EXPANSION IN KISUMU

We are delighted with the significant progress we are making in Kisumu. In readiness to scale beyond Nyalenda’s informal settlement where we have conducted a pilot since 2021, we signed a new 5-year MoU with Kisumu Water and Sanitation Company (KIWASCO). With more than 69% of plots dependent on pit latrines, most sanitation facilities tend to fill up and overflow into Lake Victoria during the rainy season.

The new MoU is a big win for our work in Kisumu, and the partnership with KIWASCO because 1) It secured a fruitful partnership with a public partner for a period of 5 years, 2) It covers the provision of safe sanitation for residents living in the non-sewered areas of Obunga and Manyatta informal settlements (the previous MoU limited us to Nyalenda informal settlements) and, 3) Fresh Life commits to building the technical capacity of KIWASCO staff on non-sewered sanitation, as this was not included in the previous MoU.

# 2022 Progress updates

## GOVERNMENT RELATIONS

### *Draft National Sanitation Management Policy (NSMP) 2030*

The Draft NSMP 2030, developed by the Ministry of Water, Sanitation, and Irrigation (MoWSI), is the first standalone sanitation policy in Kenya. Fresh life contributed to the formulation of this policy as part of the private sector technical committee.

The approval of this policy will be a success for us because it guarantees that aspects of non-sewered sanitation: container-based sanitation, the private sector's role in sanitation, as well as financing mechanisms for sanitation, are explicitly incorporated in Kenyan policy. The policy is currently undergoing parliamentary review.

## CITYWISE

Citywise is Fresh Life's advisory arm for governments, utilities, INGOs, and other implementers looking to serve low-income areas of cities with citywide inclusive sanitation. We offer a variety of advisory services, from planning, costing, and options analysis in order to assist in decision-making and implementation.

### 2022 PROJECT HIGHLIGHTS:

Advisory and Pilot Work in The Democratic Republic of Congo (DRC) under SWASSA (Sustainable Water and Sanitation Systems Activity) is a USAID funded program in the peri-urban areas of the Kivus region of the DRC, led by Mercy Corps. SWASSA's goal is improved and sustained, equitable access to clean water supply and safe sanitation

services. In 2022, Citywise led the iterative design and delivery of market-based sanitation solutions adapted to the context of peri-urban areas of the Kivu region of the DRC, in partnership with Mercy Corps.

Citywise completed phase 1 of the project and is currently focused on the determination of a pilot zone and preparation for conducting a baseline assessment to understand the sanitation situation and needs.

Citywise signed an agreement with UN-IHE Delft to develop content related to the IHE Delft University's 13-module Master of Science Program in Sanitation. By the end of 2022, the Citywise team completed the development of all briefs, slide decks and videos stated under the deliverables to supplement the Master of Sanitation course under the Global Sanitation Graduate School (GSGS).

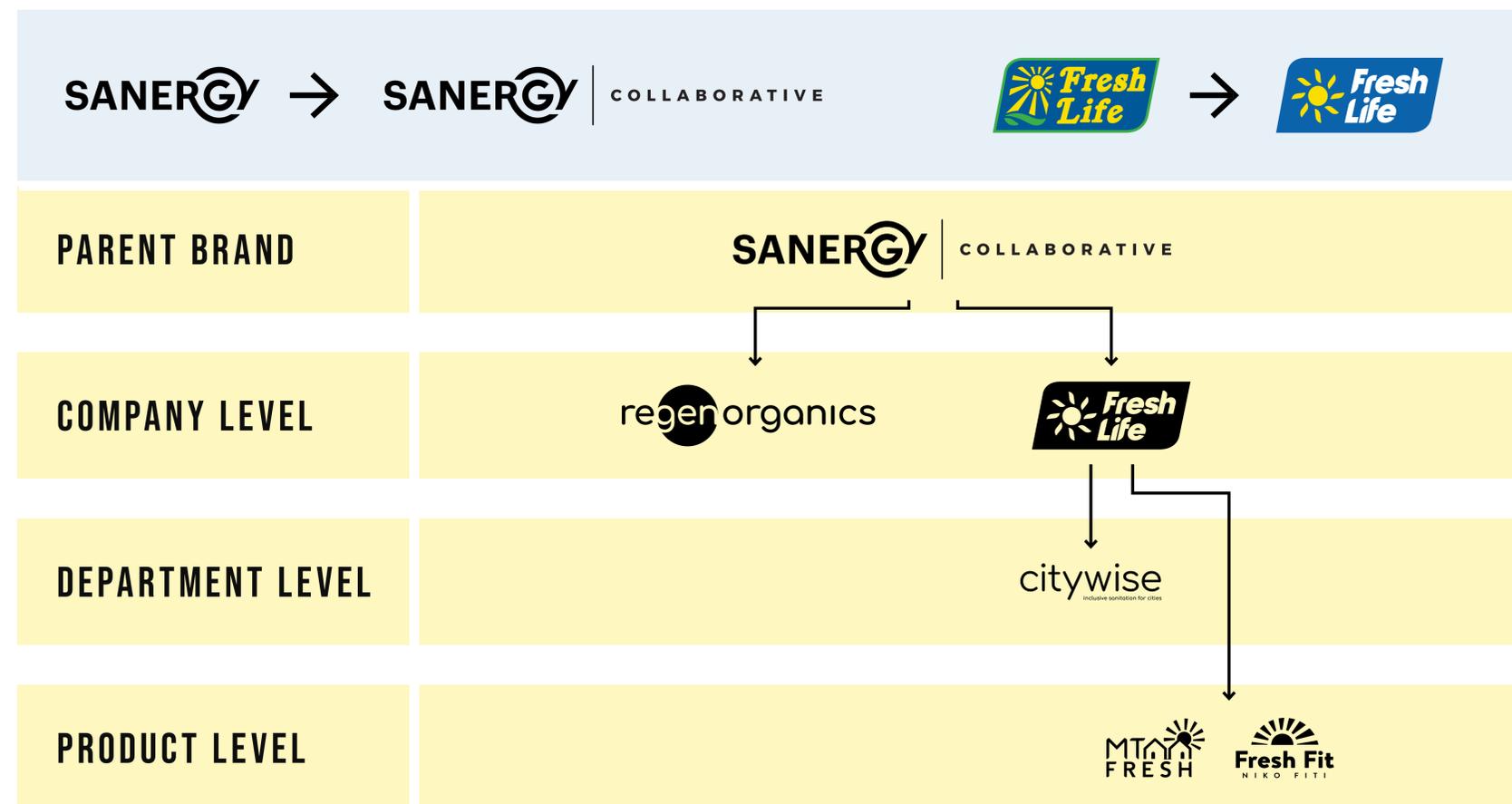
# 2022 Progress updates

## FRESH BRAND STRUCTURE

In November 2022, we proudly elevated our Sanergy brand to become The Sanergy Collaborative – an alliance that harnesses actors across the sanitation value chain into one circular movement.

The founding members and independent companies are Fresh Life and Regen Organics. Fresh Life focuses on delivering safe, citywide sanitation services in low-income urban areas, and Regen Organics focuses on building a thriving regenerative agriculture sector through fertilizers, feed, and eco fuels production.

This new brand structure is designed to scale and strengthen our vision, while still communicating the breadth of expertise and impact that each entity and our partners represent.



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# LESSONS LEARNED

# Challenges encountered & lessons learned

In the face of all our achievements and the significant progress we made in 2022, we encountered several challenges in the course of the year

## MTAA FRESH OPERATIONS

In Q3 2022, we launched a new Mtaa Fresh site in Mukuru kwa Njenga, following the market research that we conducted in Q4 2021. The construction was completed by April 2022, however, pilot operations were delayed until August 2022. This was to allow completion of a government infrastructure project that entailed the construction of a road that would enable access to our site. We have now learned to align our expansion plans with the government development intentions so to avoid delays like we did in this instance.

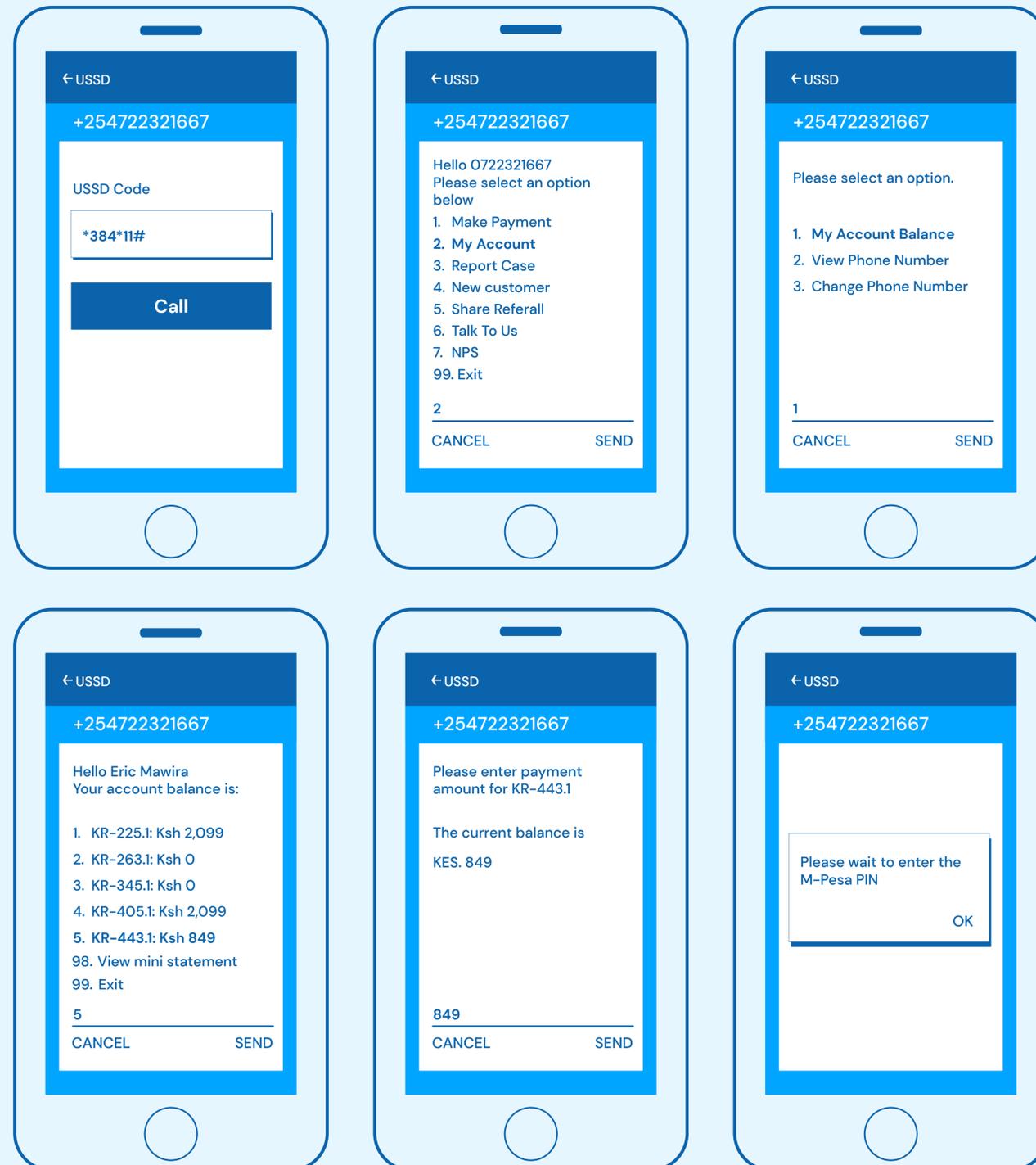


# Challenges encountered & lessons learned

## USE OF QR CODES

In 2022, we implemented the use of QR code stickers across our network of toilets. QR code stickers are digital barcodes placed on the exterior of our toilets to allow our Logistics team to scan the stickers in order to track waste collection frequency. A key challenge faced while implementing this was the removal of the stickers from the toilets by customers who are curious about its use, which we addressed by having:

- 1 Our Customer Support team alert our customers before placing the QR code stickers on the toilets and sensitizing them against plucking the QR code cards.
- 2 Our Customer Support team educate our operators on the importance of the codes to our waste collection operations. The paper stickers replaced with plastic ones that would be screwed onto the FLT for safety.



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# LOOKING AHEAD

# The vision of Fresh Life

As we continue working towards our 5-year strategic plan, Fresh Life will focus on these 4 objectives in 2023

- 1** Sustainably increase safely managed sanitation in Nairobi to saturate our current markets and prepare to serve >231,000 people in partnership with the government and other ecosystem stakeholders.
- 2** Expand safely managed sanitation services throughout Kenya and other African cities to serve > 50,000 people outside Nairobi.
- 3** Leverage Fresh Life's operations and learning to support other cities in expanding Citywide Inclusive Sanitation.
- 4** Enable a high-performance culture that incorporates best market practices to achieve organizational excellence.

We look forward to making 2023 another successful year with our proven approach. We will continue to provide clean, safe, and accessible sanitation for people living in underserved urban informal settlements both in Kenya and beyond, as well as to empower more municipalities and governments to commit to citywide inclusive sanitation.

>231,000

PEOPLE REACHED IN NAIROBI

>50,000

PEOPLE REACHED IN OTHER CITIES

5.0

# IMPACT STORIES

resh  
life

# Our work matters

On World Toilet Day 2022, Fresh Life expanded sanitation services to the residents of Eldoret, where over 200,000 people live in the urban informal settlements without safe sanitation. Bethlyne Odhiambo, a community health volunteer and mother of 5 who has lived more than three decades in Langas, one of Eldoret's informal settlements, is our first Fresh Life Operator there. "Sanitation is a crisis in our area especially when it rains. This is a great solution! It will reduce water contamination and further improve hygiene standards in our community," she reiterates.

**BETHLYNE ODHIAMBO,**  
Fresh Life's first Toilet  
Operator in Eldoret



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# VISIBILITY

# We received extensive media coverage in 2022



**Africa's looming urban population explosion**

[\*The Financial Times\*](#)



**Improving management of manually emptied pit latrine waste in Nairobi's urban informal settlements**

[\*Practical Action Publishing\*](#)



**Providing Affordable Toilets In Informal Settlements**

[\*The Entrepreneur show on Kenya's cable TV, KTN\*](#)



**How innovative latrine is restoring dignity of Kisumu slum dwellers**

[\*Lake Region Bulletin\*](#)



**Benefit-cost Analysis of Expanding Fresh Life Services in Kisumu, Kenya**

[\*Aquaya\*](#)

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# GROWTH PARTNERS

# Our 2022 Partners



# Our 2022 Board Members



**NEIL MACLEOD**  
Board Chair



**BART BURSTEIN**  
Board Member



**ROBERT GAKUBIA**  
Board Member



**PASCALE GUIFFANT**  
Board Member



**KARIUKI MUGO**  
Board Member



**AMANDLA OOKO-OMBAKA**  
Board Member



**MADHUR RAMRAKHA**  
Board Member



**LINDSAY STRADLEY**  
Board Member





# REACH US

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Asante!