

Case Study: Communications Development

Date of Services: February - December 2024



Sanivation

At a glance

FLUSH helped Sanivation improve its communications work by creating a unified messaging strategy for government entities, building content for their website and social media accounts, and training their staff on how to better communicate.

Client Testimonial

"FLUSH created practical and valuable resources and templates for our team to use. FLUSH's trainings were also well received by our team. We were very satisfied with FLUSH's work"

Kate Bohnert
Chief of Staff
Sanivation

ABOUT THE CLIENT

Sanivation is a Kenya-based company of urban sanitation specialists who work with secondary cities to build sustainable solutions. They help water utilities secure more funding while improving sanitation management. With over 60 staff across Africa and partnerships with World Bank and UNICEF, they combine practical experience with market-driven strategies.

CHALLENGE

Sanivation needed to enhance its strategic communications capabilities to better showcase its unique value to governments. While they had built partnerships across Africa, they recognized the opportunity to refine their messaging to more effectively engage government entities and attract new clients. Also, they found that teammates were sharing different, disjointed messaging about Sanivation, confusing potential clients. Lastly, they wanted to leverage their technical expertise and practical experience through more compelling communications.

SOLUTION

FLUSH used a three-phase approach to improve Sanivation's communications. First, we reviewed their current materials and identified areas for improvement, creating a customized plan. Next, we developed engaging content to highlight Sanivation's strengths for government audiences and created social media posts and blog entries about their projects. Finally, we trained the staff on communication best practices. Throughout the process, FLUSH helped Sanivation tell its story better, connect with key stakeholders, and grow in the urban sanitation sector across Africa.

Since FLUSH's support, Sanivation's team started designing communications plans for different audiences, discussing how to integrate new technologies into their communications, and updating their website to showcase their partners and products better.



FLUSH'S CASE TEAM

Kimberly Worsham, MIWM, MPA
Merceline Ambiyu, The Missing Link
Global

FLUSH



Global Communications for Water
& Sanitation



www.itsflush.com



NYC & SF, USA
With Global Associates