



**Issue 130 January 17, 2014 | Focus on Sanitation Marketing**

This issue updates the August 2013 weekly on sanitation marketing. Reports and resources include a white paper on Market Led, Evidence Based Approach to Rural Sanitation and a series of conference calls to discuss the report by Monitor Inclusive Markets. Other newly published reports include a UNICEF sanitation marketing learning series, sanitation marketing briefs from Kenya, and a WASHplus and Water and Sanitation for the Urban Poor Briefing Note on infrastructure sustainability and sanitation marketing in Madagascar.

**EVENTS**

**January 2014 – Open White Paper Discussion – Market Led, Evidence Based Approach to Rural Sanitation.** ([Link to report and conference calls](#))

Monitor Inclusive Markets has written this white paper on supply side market-based approaches to scale rural sanitation in India, based mainly on findings from the PSI-led “Supporting Sustainable Sanitation Improvements” (3SI) project in Bihar and supplemented by additional investigation of interventions in other parts of India. Monitor Inclusive Markets will be holding six open conference calls (Jan. 16-March 13) to discuss the key findings of the white paper as well as to field questions and hear feedback.

**REPORTS**

**Choo Bora: Sanitation Marketing (Tanzania), 2013.** Water and Sanitation Program. ([Link](#))

The Choo Bora Sanitation marketing campaign used marketing as a method to prompt households in rural Tanzania to invest in improved toilets. The campaign focused on changing behavior rather than handing out toilets, thereby ensuring that households made their own purchase decisions. The intervention targeted rural heads of households and their families through mass media, direct consumer contact, and participatory approaches, to achieve sustained behavior change.

**Community-Driven Sanitation Improvement in Deprived Urban Neighbourhoods,** 2013. G McGranahan, SHARE. ([Link](#))

Some large successes have been attributed to sanitation marketing initiatives, but it is not clear that those documented are really based on marketing sanitation to individuals. During a period of rural sanitation marketing in two provinces in Vietnam between 2003 and 2006, 15,000 of 32,000 households targeted gained access to sanitary toilets. This increased access

to sanitary toilets in the pilot areas from 15 percent to 46 percent. A follow-up study found that the share also increased substantially after the project ended. The program involved a wide range of activities, on both the supply and demand sides.

**Downstream of the Toilet: Transforming Poo into Profit.** 2013. J. Annis, WASHplus. ([Link](#))

WASHplus engaged the NGO Practica to design and pilot a private-sector service delivery model to sustainably manage fecal sludge generated in Madagascar using low-cost decentralized technologies. This briefing note highlights the lessons learned and challenges to developing a profitable waste removal business.

**Expanding Coverage and Promoting Sustainability of WASH Infrastructure and Hygiene Investments in Madagascar,** 2013. WASHplus; Water and Sanitation for the Urban Poor. ([Link](#))

Under a mandate to improve household-level sanitation facilities and practices, WASHplus partnered with Water and Sanitation for the Urban Poor in Madagascar to build, rehabilitate, and ensure the sustainability of WASH blocks and water kiosks in peri-urban areas and also engaged in a community-based approach to promote the production and sale of sanitary latrine slabs or SanPlats.

**A 'Losing Prospect' Argument for Changing Sanitation Behaviour.** *End Poverty in Asia, Jan 2014.* N Khurana. ([Link](#))

It is widely agreed that one of the main missing links in driving real demand for sanitation is the poor traction we have on behavior change. It not only undermines huge investments but also thwarts excellent policy. Stepping outside the box to apply the insights of psychology to implementing behavior change is an experiment worth trying.

**Mid-Term Evaluation of CODESPA's Sanitation Marketing Program in Yen Bai Province, Vietnam,** 2013. C Ornamark. ([Link](#))

The main objective of this project is to work with local counterparts to help create a change in attitude on sanitation. Among the public and potential consumers in targeted communes this means promoting a shift in thinking about latrines as something that is "provided by the government," to something that is worthwhile (and possible) to invest in, and that is beneficial for the health and well-being of family members and the community at large.

**Moving Households Up the Sanitation Ladder through Sanitation Marketing,** 2013. J Devine. ([Link](#))

Chapter 8 of *Sanitation and Hygiene in Africa: Where Do We Stand?* discusses sanitation marketing principles and lessons learned.

**Sanitation and Externalities: Evidence from Early Childhood Health in Rural India,** 2013. L Andres, The World Bank. ([Link](#))

This paper evaluates two sources of benefits related to sanitation infrastructure access on early childhood health: a direct benefit a household receives when moving from open to fixed-point defecation or from unimproved sanitation to improved sanitation, and the external benefit (externality) produced by the neighborhood's access to sanitation infrastructure.

**Sanitation Marketing Learning Series,** 2013. UNICEF has developed a set of 10 Guidance Notes to improve sanitation marketing knowledge and practice. This set of best practice steps—the 7-Step Sanitation Marketing Framework—outlines a how-to process for designing and

implementing programs that can help sanitation markets better reach the poor.

- Situation Analysis – How do I know if SanMark will work in my country? [English](#) | [French](#)
- Consumer Behavior – How can we understand sanitation consumers in target markets? [English](#) | [French](#)
- Sanitation Supply Chains and Business Models – How can we improve market systems? [English](#) | [French](#)
- Business Development - How do we improve capacity of local sanitation businesses? [English](#) | [French](#)
- Getting the Product and Service Right – How do we design affordable, desirable latrines that businesses can profitably produce and sell? [English](#) | [French](#)
- Enabling Environment – What roles and functions are needed in the new market? [English](#) | [French](#)
- Demand Promotion and Marketing: How do we reach rural target markets in SanMark? [English](#) | [French](#)
- Equity in Sanitation Marketing: How can we support the market to reach the poorest? [English](#) [French](#)
- Monitoring and Evaluation – How do we measure sanitation marketing progress? [English](#) | [French](#)
- Sanitation Marketing and CATS – How do we link approaches? [English](#) | [French](#)
- The full set of UNICEF Sanitation Marketing Guidance Notes is available [here](#).

**Selling Sanitation Market Briefs**, 2013. Water and Sanitation Program–International Finance Corporation; Kenya Ministry of Health. Selling Sanitation is a joint market transformation initiative that aims to help millions of people across Africa gain access to the household sanitation products they want and can afford. The approach is currently being piloted in Kenya, in partnership with the Kenya Ministry of Health.

- [Market Intelligence Brief](#) - An overview of market sizing data for Kenya, including key drivers and market trends
- [Demand Generation Brief](#) - A summary of sanitation consumer demand characteristics and overview of potential demand generation, sales, and marketing strategies to unlock this demand
- [Product and Business Model Design](#) - A review of the product design process used to support plastics manufacturers to design more desirable sanitation products and develop last-mile distribution strategies
- [IFC Smart Lesson](#) – “Transforming Markets, Increasing Access” – An overview of the Selling Sanitation market transformation approach and early lessons

**Understanding Willingness to Pay for Sanitary Latrines in Rural Cambodia**, 2013. N Shah. ([Link](#))

Given the low willingness to pay for latrines with cash, efforts to sell latrines at market price without any financing mechanism will lead to continued low penetration. The major implication of this study is that offering microfinance loans for latrines will dramatically increase uptake of latrines, while also making distribution significantly cheaper per latrine sold.

#### **PREVIOUS 2013 WASHplus WEEKLIES on SANITATION MARKETING**

- Aug 16: [Focus on Sanitation Marketing](#)
- Feb 22: [Focus on Sanitation Marketing](#)

*WASHplus Weeklies* will highlight topics such as Urban WASH, Indoor Air Pollution, Innovation, Household Water Treatment and Storage, Hand Washing, Integration, and more. If you would like to feature your organization's materials in upcoming issues, please send them to Dan Campbell, WASHplus Knowledge Resources Specialist, at [dacampbell@fhi360.org](mailto:dacampbell@fhi360.org).



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**About WASHplus** - WASHplus, a five-year project funded through USAID's Bureau for Global Health, supports healthy households and communities by creating and delivering interventions that lead to improvements in access, practice and health outcomes related to water, sanitation, hygiene (WASH) and indoor air pollution (IAP). WASHplus uses at-scale, targeted as well as integrated approaches to reduce diarrheal diseases and acute respiratory infections, the two top killers of children under five years of age globally. For information, visit [www.washplus.org](http://www.washplus.org) or email: [contact@washplus.org](mailto:contact@washplus.org).