



Supportive Environments for Healthy Communities

### Issue 15 July 8, 2011 | Focus on Marketing Approaches

This *WASHplus Weekly* highlights case studies and other information on marketing approaches for indoor air quality (IAQ) and water, sanitation and hygiene (WASH) services and products. It includes a USAID-sponsored project in Bangladesh that used local entrepreneurs to disseminate stoves. A World Bank report concludes that efforts to promote cookstoves in Bangladesh should learn from and apply lessons from the country's successful sanitation program. For the WASH sector, the Sustainable Sanitation Alliance published a useful fact sheet on issues to consider when planning a sanitation business. This issue also includes a WASTE video on the day-to-day working conditions of sanitation entrepreneurs in Nairobi, and a link to publications and research of Building Partnerships for Development in Water and Sanitation on Small Scale Providers in water, sanitation and electricity.

#### INDOOR AIR QUALITY/COOKSTOVES

- **Commercialization of Improved Cookstoves for Reduced Indoor Air Pollution in Urban Slums of Northwest Bangladesh, 2009.** USAID, Winrock. ([Link to full-text](#))

Report from a USAID-funded pilot project that worked with existing local government institutions and health networks to disseminate behavior change messages, and teamed up with local entrepreneurs to disseminate stoves commercially.

- **Cookstoves and Obstacles to Technology Adoption by the Poor, 2010.** X. Slaskia, Stanford University. ([Link to full-text](#))

If new cookstove business models are to be successful, they must take into account a critical and often-overlooked fact: not all bottom of the pyramid products are created equal. Some are very readily adopted by the poor—examples include Coca-Cola and cell phones. Other products, like cookstoves, present many more obstacles that must be overcome for successful dissemination.

- **Improved Health and Better Health in Bangladesh: Lessons from Household**

**Energy and Sanitation Programs**, 2010. World Bank. ([Link to full-text](#))

The government's role is not necessarily to be the main actor, but rather to facilitate a process that promotes variety, improved durability, better safety, and greater efficiency of improved stoves.

- **Marketing Toolkit: Extract from the Cooking Energy Compendium**, IN: *Boiling Point, Sept 2010*. GTZ. ([Link to full-text](#))

A large-scale, successful and sustainable market in improved cookstoves can only function where there are sufficient qualified entrepreneurs and premises to serve and develop the stove market without any reliance on subsidies.

## WATER, SANITATION AND HYGIENE (WASH)

### Conference/News Presentations

- **Discussion about the Role of Markets in Delivering Water to Consumers**, BBC World Service -Business Daily, January 19, 2010. ([Link to interview](#))  
This BBC report debates whether private entrepreneurs should be involved in delivering water and sanitation to consumers, especially where governments have failed to do so.
- **Igniting Markets for Sanitation: Thinking Like a Business Not an NGO**, Presentation at WASH 2011 Conference, Brisbane, Australia. C. Jacks, IDE-Cambodia. ([Link to presentation](#)) ([Download audio](#))
- **Selling Sanitation in Cambodia**, Presentation at WASH 2011 Conference, Brisbane, Australia. A. Hengly, WaterSHED Asia. ([Link to presentation](#)) ([Download audio](#))  
Sanitation marketing is a relatively new approach for increasing access to sanitation at scale. Its consumer focus generates high adoption rates because suppliers offer sanitation products that households actually want and can afford.

### Articles/Reports

- **Channels for Change: Private Water and the Urban Poor**, 2010. M. Lynch, IIED. ([Link to full-text](#))  
This article discusses two examples of innovative "private" water suppliers, the Manila Water Company's Water for the Poor Communities (TPSB) program and the Water and Sanitation for the Urban Poor (WSUP) partnership.
- **Franchising O&M Water Services Infrastructure in the Eastern Cape Province of South Africa**, 2010. K. Wall. CSIR. ([Link to full-text](#))  
Research in South Africa found that franchising partnerships could alleviate and address many challenges in the operation and maintenance of water services infrastructure. The concept is now being piloted with considerable success in the Eastern Cape province.

- **Market-based Approaches Can Provide Water to Poor Rural Families, IN:**

*Waterlines January 2011*. J. Naugle. ([Link to abstract](#))

Given the right mix of product, price and promotion, market-based solutions to supply water to rural households are feasible and sustainable. This requires a change in thinking from considering people as beneficiaries and providing what we think that they need to designing and marketing suitable, affordable products and services for clients that cater to what they want to purchase.

- **Private Operators and Rural Water Supplies: A Desk Review of Experience, 2010.** E. Kleemeier, World Bank. ([Link to full-text](#))

This study examines experiences with using the private sector to manage domestic water supplies serving dispersed populations or very small settlements in rural areas. The potential contribution from private operators is well known for small towns. The unanswered question is whether private operators are an option for more remote rural areas with low population density.

- **Sanitation as a Business, 2010.** Sustainable Sanitation Alliance. ([Link to full-text](#))

This fact sheet describes sanitation as a good business opportunity. The challenge is to find and identify effective, scalable, and sustainable sanitation solutions with economic attractiveness and allocate investments and funds to be able to implement the projects.

- **Should We View Sanitation as just Another Business? The Crucial Role of Sanitation Entrepreneurship and the Need for Outside Engagement, IN:**

*Enterprise Development and Microfinance, September 2010*. D. Schaub-Jones, BPD. ([Link to abstract](#))

In developing countries, the sanitation market is dominated by small private providers, usually very local in nature and often benefiting from little outside support. As such, private sanitation providers, from retailers to masons, from public toilet operators to latrine-emptying businesses, are of vital importance to medium- and lower-income communities.

## Videos

- **WASTE, Informal Sanitation Entrepreneurs in Nairobi-** ([Link to video](#)) - This video provides a view of the work and working conditions of sanitation entrepreneurs and discusses their difficulty in obtaining loans from the banking sector.
- **Water and Sanitation Program, Marketing Sanitation in Rural East Java, 2010.** ([Link to video](#)) - This video features small-scale sanitation entrepreneurs serving households in Indonesia's East Java province, one of the most densely populated places on earth.

## Websites

- **Building Partnerships for Development in Water and Sanitation (BPD)** – ([Link to website](#)) - This resource page of the BPD website provides information on Small Scale Providers (SSPs) in water, sanitation and electricity.
- **Water Credit-** ([Link to website](#)) - WaterCredit puts microfinance tools to use in the water and sanitation sector.

*WASHplus Weeklies* will highlight topics such as Urban WASH, Indoor Air Quality, Innovation, Household Water Treatment and Storage, Handwashing, 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@aed.org](mailto:dacampbell@aed.org).



**About WASHplus** - WASHplus, a five-year project funded through USAID's Bureau for Global Health, creates supportive environments for healthy households and communities by delivering high-impact interventions in water, sanitation, hygiene (WASH) and indoor air quality (IAQ). WASHplus uses proven, at-scale interventions 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 contact: [washplus@aed.org](mailto:washplus@aed.org).

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