



Supportive Environments for Healthy Communities

Issue 25 September 23, 2011 | Focus on Sanitation Marketing

Sanitation marketing is a field that applies social and commercial marketing approaches to scale up the supply and demand for improved sanitation facilities. This *WASHplus Weekly* lists some of the most recent publications and websites on sanitation marketing. Included are a new toolkit with videos and reports from the Water and Sanitation Program, lessons learned on sanitation marketing in Uganda by PLAN Uganda and other resources.

REPORTS/PRESENTATIONS

- **Experiences from Rural Benin: Sanitation Marketing At Scale**, 2011. World Bank. ([Full-text](#))
This Field Note from the Water and Sanitation Program discusses how sanitation marketing is a sustainable approach to household sanitation uptake at scale. While efforts in Africa to use marketing are underway in several countries, success stories have yet to be shared. In Benin, the Directorate for Hygiene and Basic Sanitation within the Ministry of Health has championed the development and operation of a highly innovative rural sanitation marketing program.
- **Introductory Guide to Sanitation Marketing**, 2011. J. Devine, Water and Sanitation Program. ([Full-text](#))
With this Introductory Guide to Sanitation Marketing, the Water and Sanitation Program seeks to contribute to the field by sharing practical guidance on the design, implementation, and monitoring of rural sanitation marketing programs at scale in India, Indonesia, and Tanzania, plus additional projects implemented in Cambodia and Peru.
- **Marketing Human Excreta**, 2010. Enno Schröder, German Technical Cooperation (GTZ). ([Full-text](#))
This presentation discusses the results of a study on ways to dispose of urine and feces from slum settlements in Kampala, Uganda.

- **The Phasing of Community-led Total Sanitation and Sanitation Marketing in Uganda**, 2010. C. Nabalema, PLAN Uganda. ([Full-text](#))

This summary of sanitation marketing and Community-led Total Sanitation (CLTS) lessons learned in Uganda recommends starting the sanitation marketing process early but not too early. Masons should only start selling latrines to communities *after they are open defecation free (ODF)*, as prior to that they would distort and slow the natural CLTS processes and delay ODF attainment.

- **Public Awareness and Sanitation Marketing**, 2010. SuSanA. ([Full-text](#))

This factsheet from the Sustainable Sanitation Alliance describes the concept of sanitation marketing and highlights some recent sanitation marketing projects in urban and rural areas around the world as well as public awareness campaigns.

- **Sanitation Marketing for Managers**, 2010. USAID Hygiene Improvement Project. ([Full-text](#))

Developed through the USAID Hygiene Improvement Program in Uganda, this manual provides guidance and tools for designing a sanitation marketing program. It guides professionals in the fields of sanitation and marketing to 1) comprehensively assess the current market for sanitation products and services and (2) use the results of this assessment to design a multi-pronged sanitation marketing strategy. Related sanitation documents available at: <http://www.hip.watsan.net/page/4388>

- **Sanitation Marketing: Top Ten Literature Review**, 2010. R. Jen, UNICEF. ([Full-text](#))

This annotated bibliography lists key reports on sanitation marketing by UNICEF, USAID and others.

JOURNAL ARTICLES

- **On the Diffusion of Toilets as Bottom of the Pyramid Innovation: Lessons from Sanitation Entrepreneurs**, *Technological Forecasting and Social Change*, July 2011. S. Ramani. ([Abstract](#))

There is an emerging body of literature on product innovations for the poor at the bottom of the income pyramid. However, there is little on why delivery systems succeed or fail in this context. This the paper attempts to fill this void by examining why and how sanitation entrepreneurs are succeeding in India to diffuse toilets — an innovation for rural households, that never had access to one before. The literature is analyzed and confronted with the actual field practices. This analysis states that the common thread that unifies progressive sanitation entrepreneurs is their adoption of a “market based approach.”

- **Sanitation Marketing As An Emergent Application of Social Marketing: Experiences From East Java**, *Cases in Public Health Communication & Marketing*, (4) 2010. J.Devine. ([Full-text](#))

The Global Scaling Up Sanitation Project uses a combination of advocacy, capacity building, social mobilization techniques and sanitation marketing, the latter of which is the focus of the article. This program-oriented article provides a general landscape of the field of sanitation marketing and highlights some of the key challenges in applying best practices and approaches from social marketing. The article showcases how the Global Scaling Up Project is seeking to overcome the challenges in East Java where innovative formative research, social franchising, product branding and integrated communications using mass media are being introduced.

WEBSITES

- **IDE – Sanitation is a Booming Business, ([Website](#))**

This website has information on the International Development Enterprise's (IDE) approach to sanitation development in Cambodia. Local entrepreneurs are profitably creating and supplying demand for sanitation in larger numbers, in a shorter time frame, and with lower costs.

- **Water and Sanitation Program (WSP) - Sanitation Marketing Toolkit, ([Website](#))**

This toolkit offers practitioners and program managers suggestions based on WSP's experience implementing sanitation marketing in a range of diverse geographic, cultural, and political settings.

- **WaterSHED – Sanitation Marketing Resources, ([Website](#))**

Links to WaterSHED resources on its sanitation marketing campaign in Cambodia.

Each *WASHplus Weekly* highlights topics such as Urban WASH, Indoor Air Pollution, 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@fhi360.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 or email: contact@washplus.org.

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