

Issue 90 | February 22, 2013 | Focus on Sanitation Marketing

Sanitation marketing is an approach that aims to increase demand for sanitation and strengthen private sector capacity to supply sanitation products and services. The focus on the private sector and a view of households as consumers rather than beneficiaries is what sets sanitation marketing apart from conventional approaches to sanitation service provision. A report from the Water and Sanitation Program states that while formative research is the foundation of any sanitation marketing program, it is also essential to understand what products the target population desires and what price they're willing to pay for them. Components such as the marketing mix and communications campaigns are also critical to the design and implementation of effective programs.

Please note that the next Weekly will be disseminated on March 8, 2013.

EVENTS

- **March 13, 2013 – Webinar: Reaching the Poorest with Sanitation Marketing.**

WaterAid Australia. ([Link](#))

This session will explore the critical question of how to integrate microfinance into existing sanitation markets to support the poor. Drawing on a case study example from rural Cambodia, this session will examine practical steps practitioners can implement to encourage success of this coordination. Integrating microfinance with sanitation marketing may enable access for the poor in ways that do not discourage investment by those households with the ability to pay.

REPORTS/ARTICLES

- **Bangladesh: A Field Tool for Sanitation Marketing Surveys, 2013.** ([Blog post](#))

Consultant-led sanitation marketing surveys typically take months to produce and result in a thick report with largely impractical recommendations. The IRC International Water and Sanitation Centre is developing a field tool that delivers, within just one week, a one-page overview matching sanitation supply and demand. The tool, a sanitation marketing dashboard, was tested in two unions in one of the upazilas (subdistricts) covered by the BRAC WASH II program.

- **Focus on Sanitation Marketing.** *WASHplus Weekly, Sept 2011.* ([Link](#))
 This *WASHplus Weekly* lists some of the most recent publications and websites on sanitation marketing. Included are lessons learned on sanitation marketing in Uganda by Plan Uganda and other resources.
- **Hygiene and Sanitation Promotion Strategies among Ethnic Minority Communities in Northern Vietnam: A Stakeholder Analysis.** *Health Policy and Planning, Jan 2012.* T Rheinlander. ([Full text](#))
 Effective rural hygiene and sanitation promotion (RHSP) is a major challenge for many low-income countries. This paper investigates strategies and stakeholders' roles and responsibilities in RHSP implementation in a multi-ethnic area of northern Vietnam, in order to identify lessons learned for future RHSP.
- **Investigating the Dynamic Interactions between Supply and Demand for Rural Sanitation, Malawi.** *Journal of Water, Sanitation and Hygiene for Development, 2(4) 2012.* B Cole. ([Abstract](#))
 Formative market research is the first step in developing evidence-based sanitation marketing programs. In Malawi, the design, implementation, and evaluation of rural sanitation marketing programs has been limited. This study applied a mixed methodological approach to examine the dynamic interactions between the supply and demand of sanitation in three rural districts. The supply assessment identified an extremely limited range of latrine options.
- **Public Awareness Raising and Sanitation Marketing, 2012.** K Gröber. SuSanA. ([Full text](#))
 The twin fields of awareness raising and sanitation marketing lay the groundwork for successful advocacy and highlight business opportunities in sanitation. These approaches, moreover, make it possible to scale-up and increase the efficiency of current efforts toward improved sanitation for all.
- **Rural Sanitation Marketing: The Malawi Experience, 2012.** Water For People. ([Full text](#))
 For the past four years Water For People Malawi has been implementing sanitation marketing in Chikhwawa in a bid to answer the question: Is sanitation marketing the magic bullet for rural areas?
- **Sanitation Marketing Lessons from Cambodia: A Market-Based Approach to Delivering Sanitation, 2012.** Water and Sanitation Program (WSP). ([Full text, pdf](#))
 The WSP-supported Sanitation Marketing Pilot Project is one of a range of sanitation marketing initiatives applying the sanitation marketing approach to the rural Cambodian context. The project designed a new affordable pour-flush latrine package (the Easy Latrine), trained local enterprises to profitably produce and sell it, and

developed sales and promotional strategies to increase consumer demand. In less than two years, households from four provinces purchased a total of 10,621 unsubsidized Easy Latrines from local private enterprises.

- **Sanitation Markets: Using Economics to Improve the Delivery of Services Along the Sanitation Value Chain**, 2012. S Trémolet. ([Full text, pdf](#))

The sanitation economics approach used throughout the paper consists of applying economic principles, approaches, and tools to evaluate a number of sanitation markets alongside the sanitation value chain. Each segment of the sanitation value chain can be conceived as a separate sanitation market, with different actors demanding and providing sanitation services. In most developing countries, sanitation markets are not organized in a way that provides sanitation goods and services in sufficient quantity or quality. In economic terms, this incapacity of sanitation markets to deliver services in sufficient quantity can be attributed to a number of market failures resulting from external effects, imperfect information, abuses of monopoly power, or destructive competition.

- **Sanitation Supply Chain Analysis: PHED-SNV Rural Sanitation and Hygiene Programme**, 2012. D Pedi. ([Full text, pdf](#))

This in-depth sanitation supply chain analysis is part of the expansion of the Rural Sanitation and Hygiene Programme and was commissioned by SNV in Bhutan and the Ministry of Health's Public Health Engineering Division. The supply chain analysis will critically inform the design of interventions to support market-based solutions and pro-poor support mechanisms.

- **Training of Trainers Manual on: Sanitation Marketing, Community-Led Total Sanitation and Handwashing with Soap**, n.d. WSP/Tanzania. ([Full text, pdf](#))

This Total Sanitation Marketing project seeks to stimulate demand via social marketing and community-led total sanitation approaches in order to either move households up the sanitation ladder or onto it at the appropriate level, and to encourage appropriate use and maintenance of latrines. To supply the anticipated demand, the local private sector will need to be strengthened in terms of supply chains for goods, technical skills, quality assurance, marketing, and the provision of information.

- **When is Shared Sanitation Improved Sanitation?** 2012. I Günther. ([Full text, pdf](#))

The international debate on the question of whether shared and/or public sanitation facilities should be considered improved is still open. The concern is that a shared sanitation facility cannot be maintained in hygienic conditions when used by too many people. This policy brief asserts that toilet facilities shared by not more than four households can be considered "acceptable" or improved.

- **You Manage What You Measure: Using Mobile Phones to Strengthen**

Outcome Monitoring in Rural Sanitation, 2012. C Kumar. ([Full text, pdf](#))

The monitoring of usage of sanitation facilities at scale in the rural areas is a continuing challenge. Usage of the facilities is a behavior that requires frequent cross checks over relatively shorter time spans; in addition, the costs involved are high in terms of money, effort, and time. Making information available in real time to feed back into policy and implementation decision making has been difficult. The use of information and communication technology, through the use of mobile phones, to collect data on sanitation behavior and make available almost real time data, offers potential at a large scale.

VIDEOS

- **The Hands-Off Approach to Sanitation Marketing in Cambodia**, 2011. WaterSHED. ([Video](#))
With support from USAID, WaterSHED's sanitation marketing program takes a "Hands-Off" approach to sanitation marketing. Pioneered in Cambodia, the Hands-Off approach recognizes that with creative social marketing, targeted support to local enterprises, and the brokering of effective public-private partnerships, sanitation markets can grow without ongoing external intervention.
- **RevoLootionary: Designing Sexy Toilets and Markets to Deliver Them**, 2012. EngineeringForChange. ([Video](#))
This webinar discusses how International Development Enterprises used human-centered design to develop a latrine that enables all rural households, regardless of income, to purchase one. This sustainable, market-based sanitation solution seeks input from all stakeholders at every step—from initial concepts, refinement and prototyping, to final design.
- **Sanitation Marketing Music Video**, 2012. Water & Sanitation for the Urban Poor. ([Video](#))
This TV ad uses catchy music to build demand for improved household sanitation in Mozambique.

WEBSITES

- **Sanitation Marketing Community of Practice**. ([Website](#))
The Sanitation Marketing Community of Practice is a WASH Reference Group initiative supported by the AusAID Innovations Fund and managed by WaterAid Australia.
- **Sanitation Marketing Toolkit**. Water and Sanitation Program. ([Website](#))
This toolkit contains videos, manuals, case studies, and other sanitation marketing resources.
- **Sanitation Marketing**. WaterSHED. ([Website](#))
The Hands-Off Sanitation Marketing Project supports local enterprises to profitably sell

sanitation products and services that households want and can afford. Instead of project beneficiaries, it sees toilet-less households as an untapped market of consumers ready and willing to invest in a product.

Each WASHplus Weekly highlights 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.



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 pollution (IAP). 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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