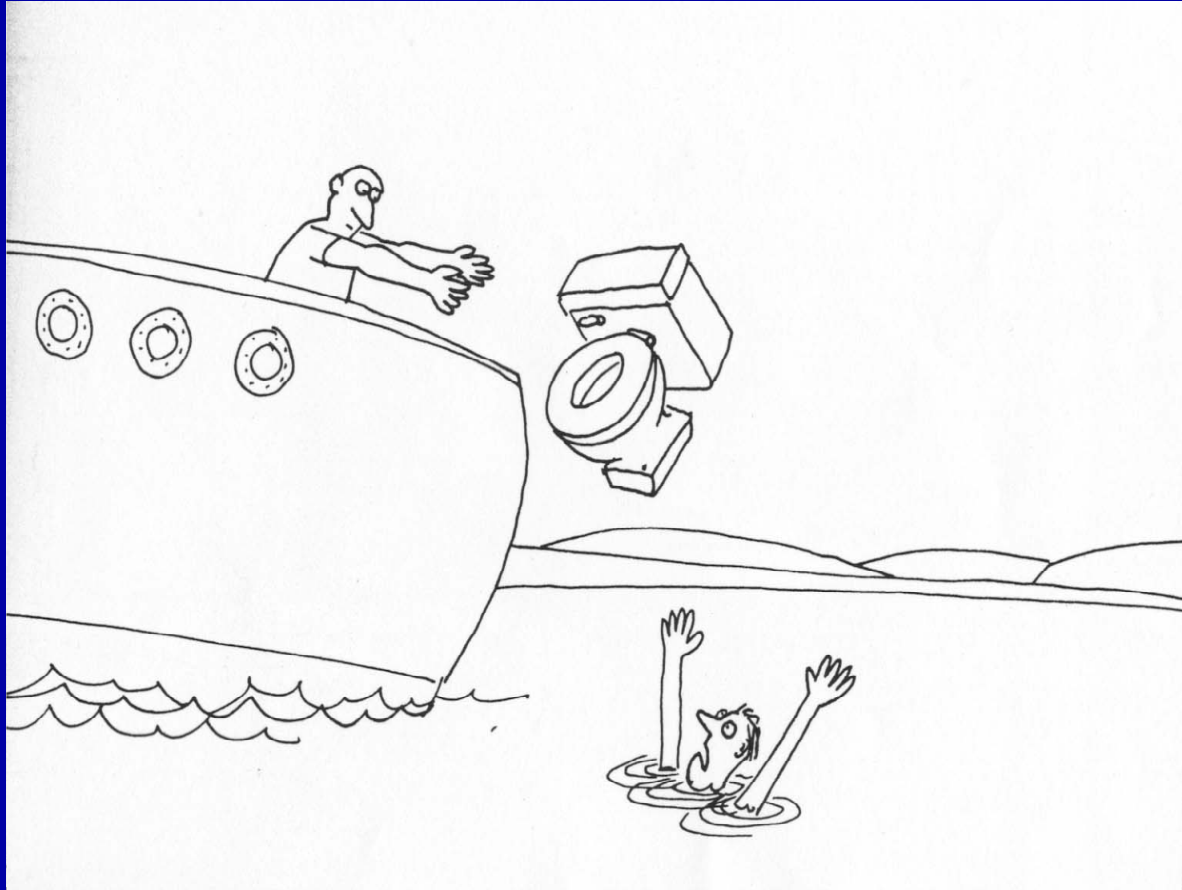


Access to Sanitation – Developing Sanitation Markets



Scott Tobias – ARD/ USAID Hygiene Improvement Project
USAID Mini-University, September 12, 2008

Access to Sanitation – Developing Sanitation Markets

Presentation Objectives

1. Why the Interest in Sanitation Marketing?
2. What is Sanitation Marketing?
3. Who does Sanitation Marketing and where?
4. What Challenges do Sanitation Marketing Programs Face?

Why the Interest in Sanitation Marketing?



Why the Interest in Sanitation Marketing?

Over 4 billion cases of DD lead to two million deaths every year due to with 90% of these under the age of 5

The contributions of DD to childhood mortality and morbidity attributed to other causes is significant

Diarrhea leads to annual loss of 62 million DALYs compared to 47 and 32 million for Malaria and TB

Sanitation and hygiene promotion are among most cost effective means for reducing disease burden

Sanitation contributes is critical for girls' education, economies of households and communities and ultimately nations

Two and a Half Billion People Lack Access to Adequate Sanitation

Why the Interest in Sanitation Marketing?

1. **Reaching the Sanitation MDG** of halving the proportion of people without access to basic sanitation by 2015. We are shooting for a 76% overall coverage – some 2.5 billion new people or say about 500 million toilets.

2. **Satisfying the WHO/UNICEF Joint Monitoring Program MDG definition of coverage / access to improved sanitation:**

“access to facilities that hygienically separate human excreta from human contact....To be effective, facilities must be correctly constructed and properly maintained.”

3. **The 15 year investment to reach sanitation MDG likely to reach US \$150 billion** in capital costs, not counting recurring costs.

4. **Can the approach reach the poorest and most vulnerable HHs**

5. **Note that even if target achieved we still have over 1.7 billion people in 2015 without sanitation**

Traditional Approaches to Address Sanitation Access are NOT Working

What is Sanitation Marketing?



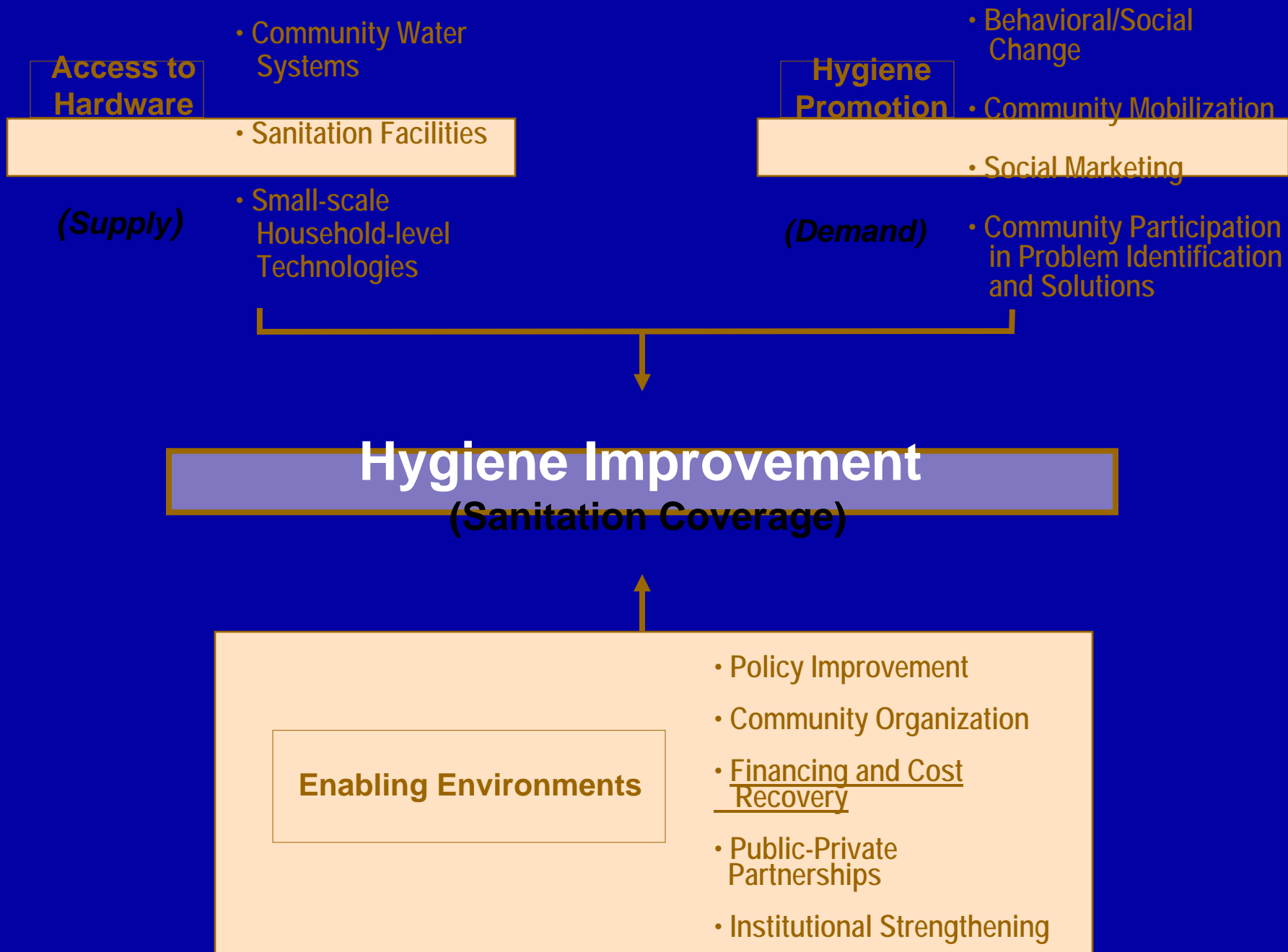
How do you and I access sanitation products and services?

- **We are Sanitation Consumers in a mature Sanitation Marketplace**

What is our relationship as consumers to this market ?

- **We receive marketing and BC messages**
- **We are part of a socio-cultural-legal environment that informs our sanitation choices**
- **We can articulate our demand for sanitation as product preference**
- **We have access to a supply of goods and services from which to choose**
- **We can obtain capital to purchase our preferred product and/or service**
- **With government oversight of market, we are confident investing in it**





Access to Hardware

- Community Water Systems

- Sanitation Facilities

(Supply)

- Small-scale Household-level Technologies

Hygiene Promotion

- Behavioral/Social Change

- Community Mobilization

- Social Marketing

(Demand)

- Community Participation in Problem Identification and Solutions

Hygiene Improvement
(Sanitation Coverage)

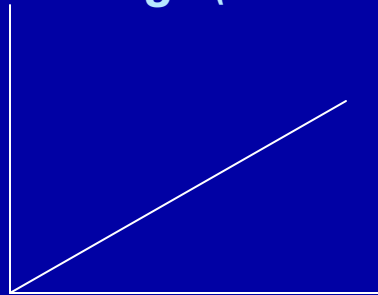
Enabling Environments

- Policy Improvement
- Community Organization
- Financing and Cost Recovery
- Public-Private Partnerships
- Institutional Strengthening

The Potential of Sanitation Marketing – Consumers vs. Beneficiaries

Sanitation Coverage

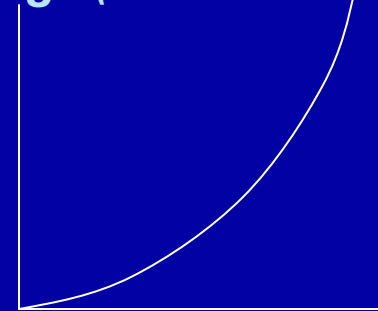
Coverage (*Status Quo*)



Time

vs.

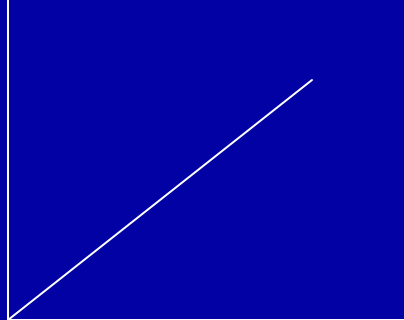
Coverage (*Sanitation Marketing*)



Time

External Funding for Sanitation

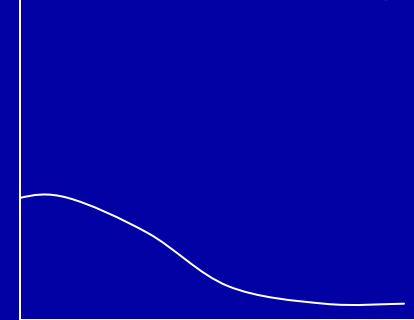
\$\$\$ (*Status Quo*)



Time

vs.

\$\$\$ (*Sanitation Marketing*)



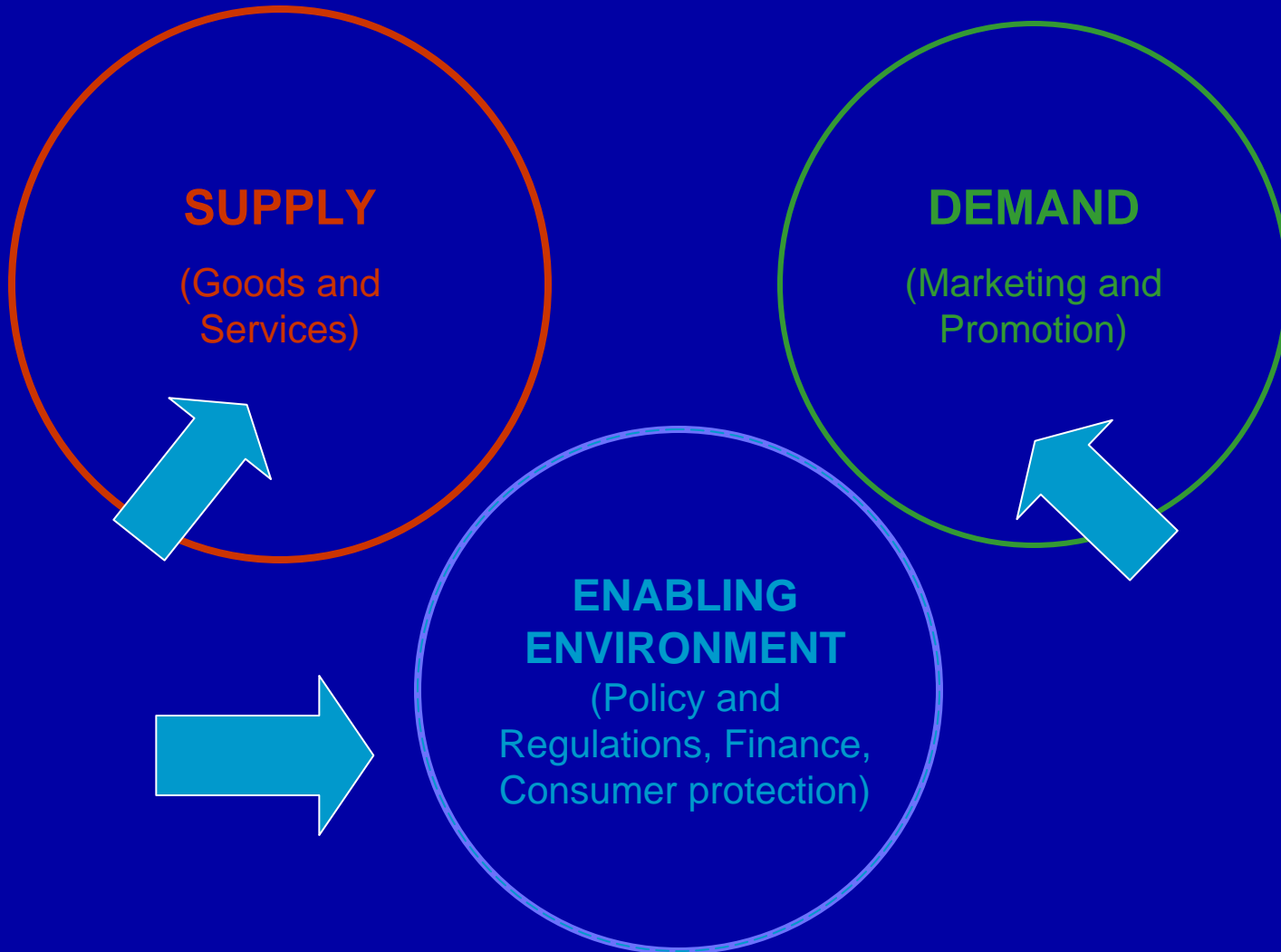
Time

Why aren't there many examples of mature sanitation markets in developing countries?

- People are “too poor” to be able to afford sanitation goods and services to which they aspire (there is no access to capital)
- External agents engaged in sanitation campaigns do not address actual demand when deciding on “appropriate sanitation options” for a population
- “Poor people” are provided low or no-cost access to the lowest rung on the sanitation ladder – often with almost complete capital subsidy (*they won't pay for it so we have to give it to them...*)
- Linked water/sanitation programs often force sanitation options on people as prerequisites for access to water
- Not having actual demand met, products and services are not valued, and therefore not used or maintained



Developing a Sanitation Market (the 4 or more Ps?)



In Peru, the status quo approach to sanitation can be characterized by...

- Sanitation Campaigns with highly subsidized low-rung hardware that did not necessarily meet demand
- Sanitation often a mandatory component of Water – if you want water you build a latrine that we mandate.
- Promotion of Sanitation focused on health messages which do not necessarily result in behavior change
- Project success typically defined by hardware outputs
- Typically little investment for improving the enabling environment



Important findings in Peru: DEMAND

- High demand for sanitation – keeping feces out of local environment.
- Demand not strongly linked to health improvements. Status, modernity, image are key motivators.
- Demand articulated in desire for higher-wrung sanitation hardware product / service.
- Lack of knowledge of hardware options...



Important findings in Peru: SUPPLY

- There is Urban access to sanitation products.
- Rural Experience = lowest-rung hardware = Asco
- Private sector shows interest in entering markets. Precedent of franchising to local reps, providing them training.
- Local artisans with capacity to offer private sector services.
- Overall limited access to hardware options that satisfy desired level of service.



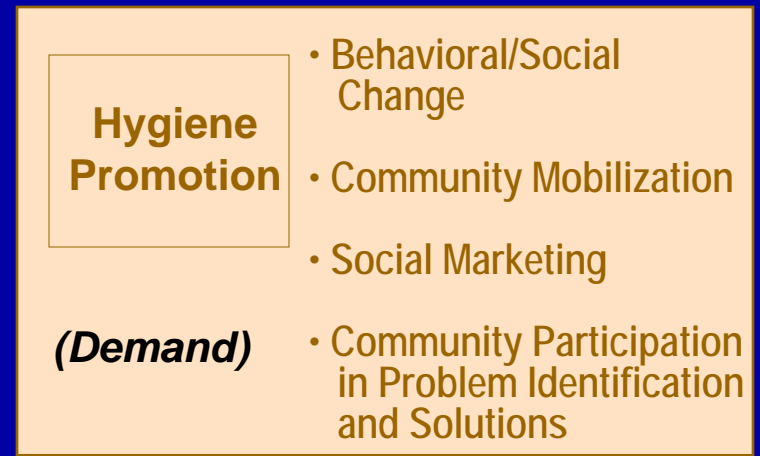
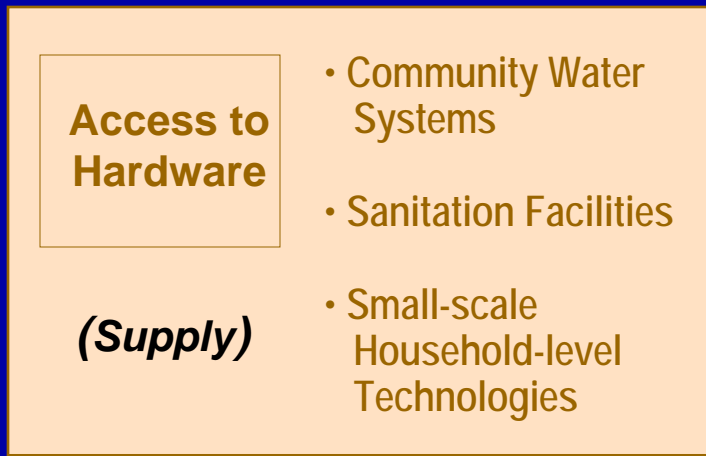
Gap in ability to pay for desired option.

Important findings in Peru: Enabling Environment



- **No national standards for hardware**
- **No national guidelines for local norms or policies.**

- **Limited examples of local sanitation policies, regulations**
- **Some institutional experience in credit for home improvements**
- **NGOs with capacity to facilitate Sanitation Market ...demand and supply**



Hygiene Improvement (Sanitation Coverage)



Who does Sanitation Marketing Programming and Where?



Who is doing Sanitation Marketing Programs and where...

- **USAID Hygiene Improvement Project works with WSP/Peru in Peru, with Plan International in Uganda,**
- **Water and Sanitation Program of World Bank is a leader in investigating the approach: India, Indonesia, Tanzania with Gates Foundation funds. Also initiatives in Peru, Uganda, Bangladesh, Philippines,**
- **International Development Enterprises (IDE) in Vietnam was a pioneering effort has some interesting data.**
- **Plan International is actively exploring Sanitation Marketing in worldwide programs**



What Challenges do Sanitation Marketing Programs Face?



Challenges...

In the near future we may succeed in creating little Sanitation Markets in various countries, but what next?

- Approaches to replicate, scale up - and the guidelines and tools to do so
- Roles of Key Actors – donors, Government NGOs, Private Sector... handing off to Private sector
- Outcome Indicators vs. Output Indicators
- How to address poor, vulnerable, marginalized HHs
- Use of capital and other subsidies targeted, managed?
- M & E... A latrine purchased = A latrine properly used?

Challenges... the Status Quo

History

Fig. 1

