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June 17, 2010

Welcome to HIP's Webinar on

**Experiences and Lessons Learned in Sanitation
Marketing Programs – 2008 to 2010**

Presenters: Scott Tobias and Morris Israel, ARD, Inc.



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The Contents of this Presentation ...

- Broad overview of Sanitation Marketing
- HIP experiences in Madagascar, Uganda and Peru
- Take-aways
- Topics that require future investigation





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Why the Urgency?



- To reach the sanitation MDG, some 500 million households require reliable sanitation by 2015
- And we must meet minimum standards for infrastructure
- And we need solutions that reach the poorest

- Requires an investment of some US\$150 billion in capital costs
- Traditional supply-side approaches cannot mobilize these kinds of resources
- Traditional approaches have not worked





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Why Sanitation Marketing?



- Marketing is cost-effective and can be taken to scale
- A toilet purchased is a toilet properly used and maintained...

- Markets can mobilize the massive resources found in millions of households rather than depending on donors and governments
- Markets supply the quality products and services that consumers want
- Markets are financially sustainable as opposed to approaches that rely on external funds





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The Hygiene Improvement Framework (HIF) for a Sanitation Market

HARDWARE

GOODS and
SERVICES

*HYGIENE
IMPROVEMENT*
HH SANITATION

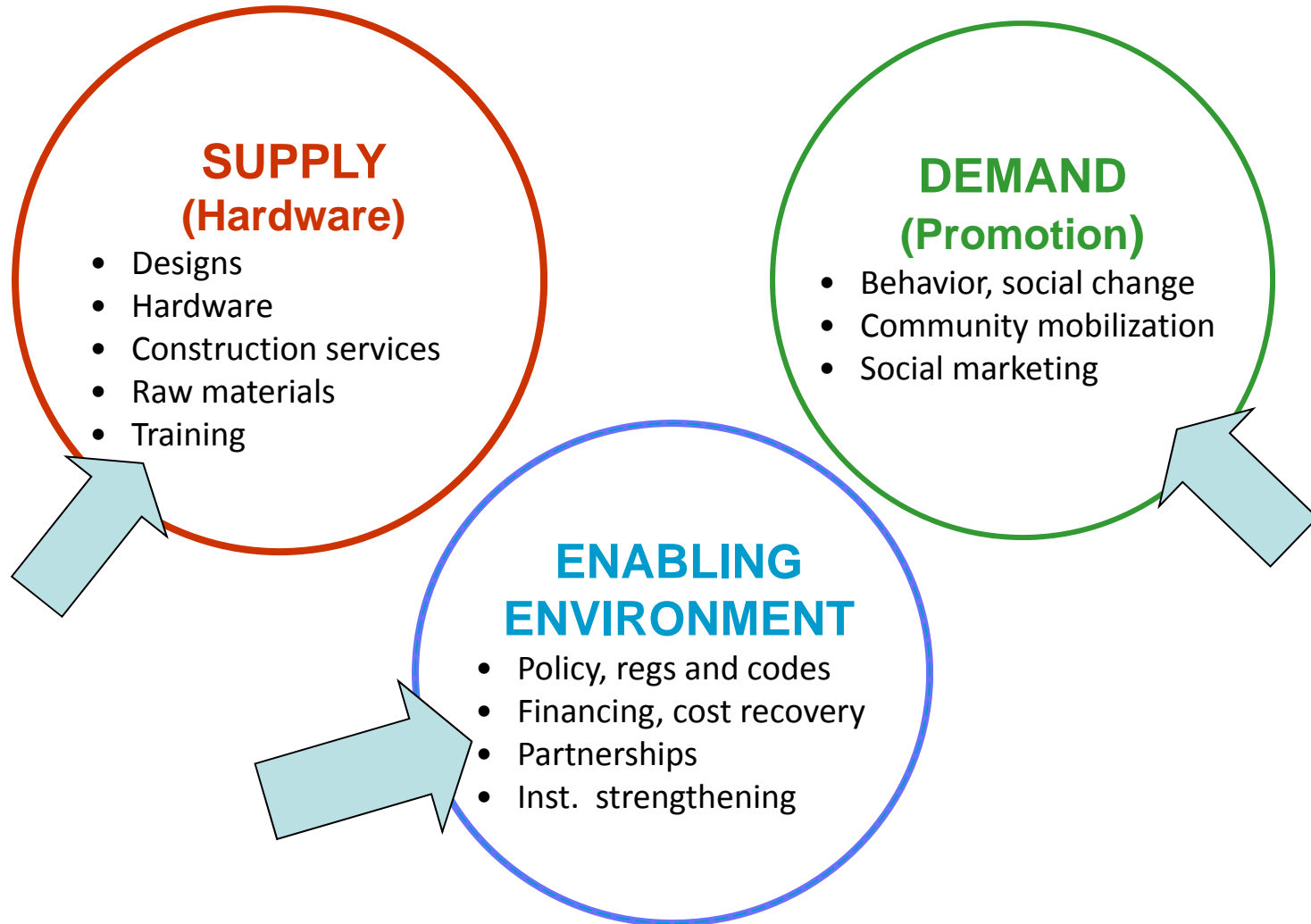
PROMOTION
MARKETING and
PROMOTION

**ENABLING
ENVIRONMENT**
POLICY
and LAWS



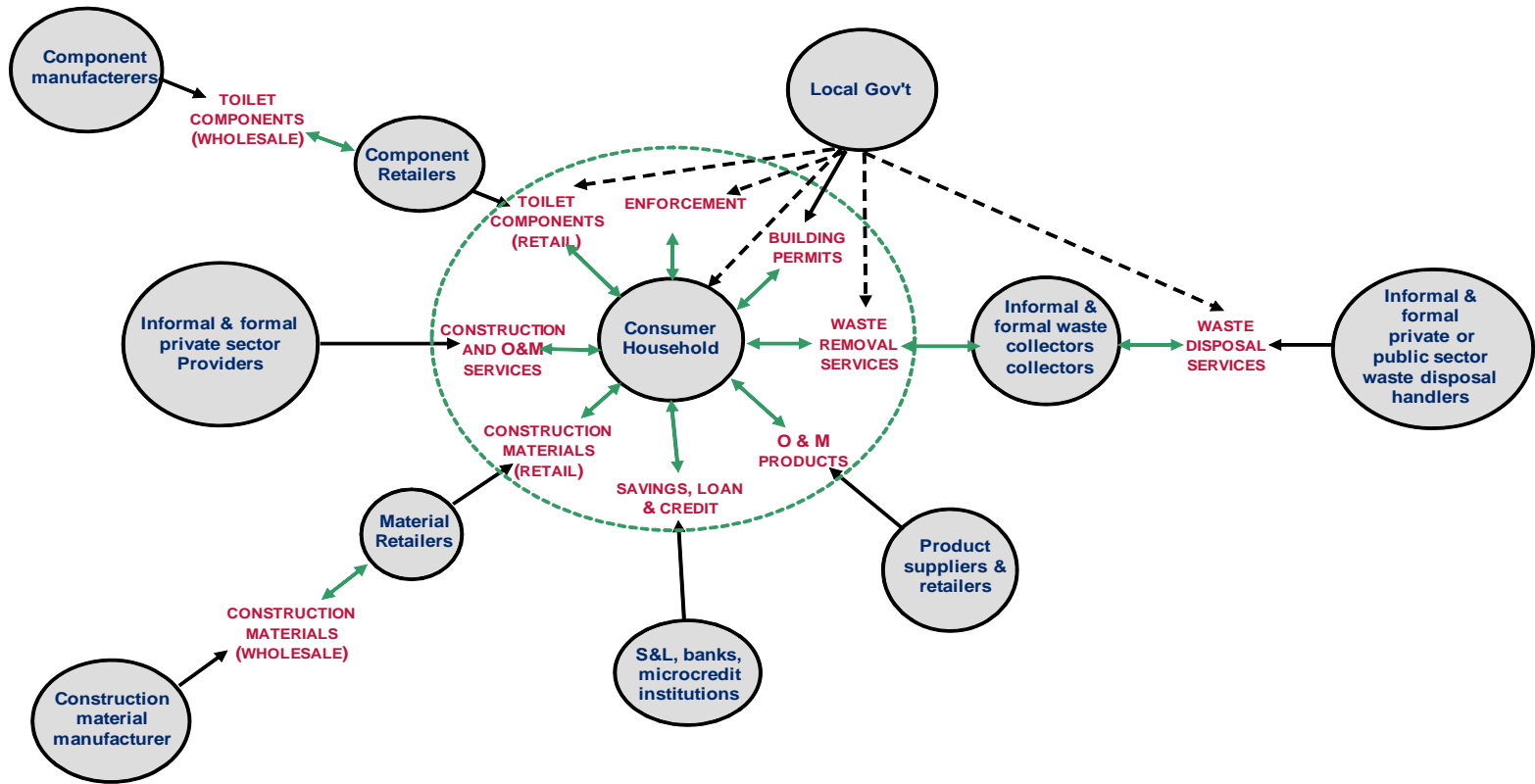
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A Conceptual Framework - Sanitation Marketing Institutional Analysis



LEGEND

Actors

PRODUCTS & SERVICES

←→ market transactions

← provider

--- regulator

KEY

S&L Savings and Loan

O&M Operation and Maintenance



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What Do We Need to Do...

- Assess and understand the market
- Build capacity and facilitate relationships
- Strengthen incentives
- Nudge the market into “ignition” by supporting key market functions:
 - Develop appropriate products and services that respond to consumer preferences (including finance)
 - Create appropriate marketing messages and plans for promotion and communication to market the products and services to consumers





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HIP Sanitation Marketing Activities



- HIP leads sanitation marketing activities in Madagascar and Uganda and provides support in Peru, working closely with appropriate government and non-government entities ...

- **Madagascar**
- **Uganda**
- **Peru**





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Madagascar

Partners

- Funding from USAID/Madagascar with Ministries of Health, Water, Diorano WASH Coordination Group, WaterAid, UNICEF, Scout Federation, Red Cross

Objectives

- Privately owned public pay-for-service toilet/shower/laundry facilities appropriate for urban areas, and sanitation/hygiene stores or product lines for hardware stores financed through specially designed bank loans

Context

- Ongoing activities in hygiene improvement prior to sanitation market project
- Coup changed partnership situation. HIP moved from national government to community and NGO focus
- Sanitation marketing initiated in 2008 in four activity areas





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Madagascar

Results

- CLTS activities implemented by Scouts and faith-based NGOs.
- HIP trains local masons to make SanPlat slabs and build quality latrines. Masons receive slab molds, start a business, work for the commune or NGOs.
- Sanitation products point of sales. Small-scale production workshops produce the improved SanPlat latrine slab for resale in hardware stores.
- Public private partnerships for urban neighborhood toilet/shower facilities. Renovated public toilets owned by the commune; facilitated a partnership between the commune and a privately contracted facility manager.





Uganda

Partners

- Plan/Uganda, National Sanitation Working Group and UWASNET

Objectives

- Develop Sanitation Marketing program in Tororo District
- Field test approach and tools for rural sanitation marketing

Context

- Supportive enabling environment
- Largely rural setting
- Previous demand creation through CLTS





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Uganda

Results

- Systematic approach with significant market research
- Program implementation focused on sanitation products, esp. the slab
- Introduced new product in response to expressed demand (dome slab)
- Trained supply side actors in production techniques, supported by manuals and options catalogue
- District-wide implementation with key partnerships
- Developed Sanitation Marketing Strategy for Tororo District; platform for replicability and scale-up





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Peru

Partners

- WSP/Peru is lead implementer with support from multiple donors, including USAID Peru

Objectives

- WSP/Peru learns how to establish self-sustaining sanitation markets by investigating 5 districts/demographics with 3 NGO implementers
- Coordinate at national level with private sector and GoP to build buy-in for approach

Context

- HIP provides technical support to WSP/Peru in program design, sustainability, M&E, etc.
- Significant investment in up-front market and supply chain studies
- Fully developed demand and supply side approaches





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Peru

Results

- Distinct demographics and more mature markets than Uganda and Madagascar
- Consumers desire high-rung solutions – pour flush toilets
- Government regulations impact ability to apply intermediate technologies
- Markets established in 4 of the 5 districts – each evolved differently



- Different actors emerge to perform key market functions – marketing and promotion is key function
- Final year to consolidate, learn, build replication capacity in Peruvian organizations



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Significant Take-Aways

- Complex process that requires specialized skills, resources and commitment
- Don't underestimate what it takes to "understand" the market
- Old habits die hard, on several levels
- There is no ONE sanitation market
- Expect the unexpected
- Begin implementing the exit strategy on day 1
- Government and a supportive enabling environment are critical
- Financing coping strategies require focused attention and creativity





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And Now What? ...Addressing Gaps and Challenges

- Need to understand how to establish sanitation markets in different demographics
- How are essential market functions sustained, replicated and scaled up?
 - Need post-project evaluations to understand short-term and long-term dynamics
 - Manuals, guides, policies , and support for low-cost replication, expansion
- Reaching the poorest
 - Creative financing, organizing bulk purchases, targeted subsidies
- Developing the public sector role in the sanitation market
 - Environmental issues, leveraging public sector resources, M&E, quality control
- Integrating objectives of sanitation marketing with public health approaches



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Sanitation Marketing Resources

- **Water and Sanitation Program (WSP):** www.wsp.org
 - Cairncross, S (2004) *The Case for Sanitation Marketing*. WSP/World Bank Field Note
 - Jenkins, M (2004) *Who Buys Latrines, Where and Why*. WSP/World Bank Field Note
 - Frias, J and Mukerjee N (2005) *Private Sector Sanitation Delivery in Vietnam: Harnessing Market Power for Rural Sanitation*. WSP/World Bank Field Note
- **Sanitation Marketing for Managers: Guidance and Tools for Program Development (HIP)**, forthcoming – July 2010
- **HIP website:** Go to: <http://www.hip.watsan.net/page/4388>



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THANK YOU