Hygiene Improvement Project - End of Project

Experiences and Lessons Learned in Demand-Driven Sanitation Programs

August 3, 2010

Presenters:
Julia Rosenbaum
Morris Israel
Scott Tobias
Sarah Fry
HIP and Sanitation - Background

- In 2005 HIP conducted Sanitation Sector Assessment –
  - State of the state
- Found that sanitation was a sector in FUNDAMENTAL transition
  - Demand-driven approaches replacing supply-driven approaches
  - BC communication is transitioning from health and hygiene education to marketing and ‘socio-cultural normative’ approaches (social and peer pressure)
  - Funding moving from donor and government subsidy to household responsibility
HIP’s BIG Sanitation Questions

1. How can we get people to stop open defecation and WANT to use a toilet?
2. How do we help them move from Basic to Better (up the sanitation ladder)?
3. How do we make the paradigm shift from program beneficiaries to consumers? How do we grow a market?
4. How do we ensure a supply of toilets that are
   • Affordable, Appropriate, Available, and Aspirational?
5. What are elements to support sustainable & replicable sanitation programming?
HIP Country Activities in Sanitation

- Ethiopia
- Peru
- Uganda
- Madagascar
The HIP Approach to Sanitation is Grounded in the Hygiene Improvement Framework (HIF)

- Access to Hardware
  - Water Supply
  - Sanitation systems
  - Available Household Technologies and Materials

- Hygiene Promotion
  - Communication
  - Social mobilization
  - Community participation
  - Social marketing
  - Training

- Hygiene & Sanitation Improvement

- Enabling Environment
  - Policy improvement
  - Institutional strengthening
  - Financing and cost-recovery
  - Cross-sectoral coordination
  - Partnerships
STOPPING OPEN DEFECATION: ETHIOPIA
ETHIOPIA

Practices: Access to Sanitation Facilities
Intervention Group

- 69% in 2008 (n=745)
- 44% in 2010 (n=717)

- Red line: practices open defecation
- Blue line: has access to unimproved facility
- Green line: has access to improved facility
Considering Quality as well as Coverage

Recent monitoring visit to 10 focus woredas

– Overall latrine coverage at 71%  (*56% in random survey*)
– Only about 30% of these meet minimum standards
  • Distance from house or water source
  • Covered
  • Washable plat
  • Superstructure that provides privacy
MOVING FROM BASIC TO BETTER: PERU
Peru Sanitation Marketing

Objectives

• Establish self-sustaining sanitation markets in target districts

• Coordinate with private sector and the GoP

• Learn how to expand and to replicate sanitation marketing successes
Peru Sanitation Marketing

Context

• Markets more mature than other HIP countries
• Extensive assessment confirms existing demand for “higher-rung” sanitation
• Government resources, processes, and programs are supportive
• NGOs implemented the Initiative in each district
Peru Sanitation Marketing

Key Take-Aways

• Paradigm change (supply side to demand-driven) is costly

• Distinct markets established in 4 of the 5 districts, each market with different characteristics, different actors with different roles
Peru Sanitation Marketing

Key Take-Aways continued…

- Role of enabling environment is critical in providing private sector incentives – sales opportunities

- Replication will require an “external entity”. It does not appear that there are sufficient incentives to drive “organic” replication
BENEFICIARIES TO CONSUMERS: UGANDA
Context

- Supportive enabling environment (ISH)
- Rural setting
- Previous demand creation through CLTS
• Systematic approach to program design and implementation with significant market research

• Program implementation focused on sanitation products, esp. the slab
• Implementation responsive to emerging opportunities

• District-wide implementation through key partnerships

• Developed Sanitation Marketing Strategy for Tororo District as a platform for replicability
ENSURING AFFORDABLE, AVAILABLE, APPROPRIATE, ASPIRATIONAL TOILETS: MADAGASCAR
HIP/Mada’s Sanitation Programming Within WASH Everywhere

- **Rapid Results Initiative “Latrines”**
  - CLTS

  - **RRI Sanitation marketing for SanPlats**
    - CLTS

  - **Training local masons**
    - CLTS

- **Urban PPP “Blocs Sanitaires”**
  - “Circuits communautaires” via partner CBOs for hard to reach

- **“Mini hard” schools and CSB**

- **Consumer and market research – pilot proposals**

- **Partnerships with cement entrepreneurs**
  - CLTS

- **Hardware store SanPlat, soap, SurEau vendors**
  - CLTS

- **“CSB RRI Sanitation marketing for SanPlats”**

- **CLTS**
Affordable…

- Specially priced SanPlats
- Low fees for public toilets
Readily available...

New fee-for-use highway rest stop - idea of local women

Latrines for WASH friendly church

Improved village latrines
Appropriate...environmentally friendly...

HIP construction follows USAID environmental regulations
Aspirational

Innovative credit partnership between cement producer and MFI facilitated by HIP
HIP Madagascar activities will continue for at least one year under a different mechanism
• Opportunity to learn and grow the new experimental models
**Significant Take-Aways**

- Confirmed findings from 2005 sector assessment

- Demand driven sanitation programming is complex and requires respect, rigor and resources

- Integrated technical options provide multiple points of entry for sanitation programming
Challenges Going Forward

- Engendering broader understanding and support of the demand driven approach

- Structuring integrated products that respond to consumer aspirations

- Developing approaches for reaching the poorest and most vulnerable
More Challenges

- Effectively engaging the public sector in demand-driven sanitation, including public-private partnerships

- Dealing with urban settings where tenure, space and solids disposal are problematic

- Addressing multiple behaviors through market approaches
Thank you