

# Sanitation marketing

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## The hunter-gathering approach

Hunter-gathering is a process of rapidly collecting and collating information, experiences and contributions. In a workshop setting, hunter-gatherers self-select a topic they are most interested in championing and work together in groups to produce a short report (2-6 pages) by the end of the workshop – groups and topics will be decided upon on the first day. Each day, dedicated time is given for people to collect relevant information from one another. Over the course of the session the groups self-organise collecting contributions and feeding into other topics. Participants are asked to collect information informally through breaks and meals. They may also like to use the opportunity in plenary sessions to take notes on their particular topic and ask questions to presenters that could help them with their reports. Outputs are action-orientated, with groups asked to reflect on what should be done moving forward and recommendations for policy and practice.

The notes produced are not meant to be polished or exhaustive, and they are not peer reviewed. They are rapid explorations into priority topics, which are written and disseminated quickly in the hope that they will trigger further conversations, debate and interest. As such, they are not for citation.

***This methodology is very much a work-in-progress. Comments and suggestions to strengthen and develop the hunter-gatherer process and method, as well as content and structure of the notes would be very welcome. Or if you wish to do a rapid exploration into a topic that interests you, please contact us: [clts@ids.ac.uk](mailto:clts@ids.ac.uk)***

Sanitation marketing involves the development of a product and service to meet the needs and the demand of triggered communities. Sanitation marketing aims to entice communities to improve current work in order to scale up sanitation. It also aims to contribute to the technical sustainability of sanitation work built by communities. In this approach, any household initially considered a subsidy “recipient” becomes a “customer”.

## What can be promoted?

### Challenges

- High cost of safe latrines (top of the range).
- Subsidised latrines available within the project intervention area.
- How to engage building works professionals (entrepreneurs, hardware stores, etc.) in the sanitation business.



## **Solutions**

- Carry out a market survey in order to determine population requirements/preferences, willingness to pay and ability to pay.
- Identify products to be promoted following the market survey in terms of works and services.
- Run competitions in order to promote local innovations.

## **Recommendations**

- Pursue appropriate technology research
- Human Centred Design

## **When should sanitation marketing be introduced?**

### **Challenge**

- When is the right time to integrate sanitation marketing?

### **Recommendation**

- Sanitation marketing should be integrated immediately after triggering taking into account all latrine options (from entry level to top of the range).

## **How should sanitation marketing be introduced?**

### **Challenge**

- Differentiate between sanitation marketing and subsidies

### **Solution**

- Engage with local tradesmen and federate them into an economic interest group (EIG) to be trained and structured.
- Coach EIGs right from the beginning of project implementation.
- Rely on suppliers of existing services (hardware stores) for the setting up of sanitation shops.
- Support suppliers in order to build up their business in social marketing.
- Run trade fairs (e.g. on market days) in order to exhibit products whilst running an associated advertising campaign inviting all local authorities, EIGs and partners. These fairs should have an attractive names and be a regular event.
- Use media (local radios, television) and mobile phones in order to run adverts, commercials, jingles for the promotion of EIGs activities.
- EIGs can canvass households in order to promote their product and negotiate a suitable means of payment with the community (cash, instalments or in kind).
- Emphasise product quality.
- Foster competition in order to obtain the best service offers.
- Use champions to run advertising campaigns.
- Set up incentive schemes to promote latrines (e.g. the first 10 households to buy the products are to receive free mobile phone credit).
- Identify home-grown credit facilities which can be used to fund latrines (see Senegal's experience with Village Development Associations [VDAs]).

## **4. Success stories**

*Success stories in Ghana:* there is a marketing strategy present in Ghana but it has not yet been implemented. Such strategy distinguishes between sanitation marketing and sanitation shops. There is a directory of vulnerable people who receive a public subsidy under the State's fight against poverty campaign. In the field of sanitation, this directory is used to grant subsidies at sanitation shops level.

*Success stories – the AVEC approach in Liberia:* The approach was introduced once a community received ODF status in order to support it to climb the sanitation ladder. Regarding the enhancement of the service range, builders have been trained to offer a diverse range of technologies. This made materials and sanitation products more affordable within each community. In order to create a demand for latrines, natural leaders were engaged together with Village Savings and Loans Associations (VSLA). For better management transparency, VSLA's cashboxes are operated using 3 keys which are entrusted to three different people. The saving level of each household depends on their aspirations in terms of technological options. Households who borrow money for the building of latrines repay their loans at an interest rate which is set by each community. Vulnerable people duly identified by the community do not pay their contribution. However, they do receive basic latrines built on the strength of village solidarity. The experience has recorded a 90% loan repayment level. In order to encourage the other 10 % to repay their loan, a penalty system has been put in place. Since the implementation of the sanitation marketing scheme in Liberia, over 40.000 latrines have been built.

## Recommendations

- Focus on what can stimulate the community (dignity, pride, prestige).
- Plan a regional technical experience sharing workshop in order to harmonise sanitation marketing approaches. This workshop will be co-financed by all the partners involved in the field to promote better ownership of the results and recommendations.

