

Sanitation Marketing

What is Sanitation Marketing?

“Sanitation marketing is the application of social and commercial marketing practices to change behaviour and to scale up the demand and supply for improved sanitation and water supply, particularly amongst the poor”

Its basis in terms of application to WASH is that many people, including the poor, are willing to pay for water and sanitation facilities that will satisfy their requirements if the technology is packaged and marketed appropriately, and the supply mechanism is easily accessible

The approach links very well with demand-led, livelihood approaches, such as Community Led Total Sanitation (CLTS) and Behaviour Change Communication which prompt communities to consider their open defecation habits and encourage particular sanitation practices before using social marketing to help households move up the Sanitation Ladder. It has been shown to be highly effective in creating a sustainable sanitation industry.

Some of the benefits of Sanitation Marketing include:

- Uses behavioural changes – understands that supply alone is not enough
- Considers individual needs and preferences in solutions of safe sanitation and water supply.
- Enhances choice and dignity for beneficiaries
- Cost Effective
- Can be scaled up
- Involves local governments and helps influence policies
- Boosts economies by supporting local trade and markets

In order to get the most out of a Sanitation Marketing Project, some practical programme points referring to each step of a project are included below.

Practical Project Points

Formative Research

Formative Research is one of the most important steps involved in a Sanitation Marketing approach. It provides the foundation for the whole programme as the questions and answers will inform the team about the needs of the community and what actions will be most successful.

The formative research considers the following topics:

- **Focus**
 - Target Population
 - Desired Sanitation Behaviour
- **Opportunity**
 - Access/ Availability
 - Product Attributes
 - Social Norms
- **Ability**
 - Knowledge
 - Skills/Self-Efficacy
 - Social Support
 - Affordability
- **Motivation**
 - Attitudes And Beliefs
 - Emotional/Physical/Social Drivers
 - Willingness To Pay

The formative research stage of Sanitation Marketing should be made up of the following steps:

1. Define the problem
2. Develop approach
3. Study design
4. Data collection and analysis
5. Reporting

Once all of the required information has been collected and processed the formative research stage is complete, and the marketing strategy can be drafted

Marketing Strategy

In any type of marketing the most important step is to create a marketing strategy. This involves carefully considering the **product** which will best meet needs, the **price** which will enable most people to afford the product, the **place** where the product will be sold in order to be accessible to the most people and the **promotion** strategy which will target those most in need.

The following steps will consider these **Four P's**. They will consider the principles, challenges and strategies associated with each.

Product

In the sanitation marketing context **Product** refers not only to the physical items available but also services associated with the item; for example the services associated with a latrine such as pit emptying as well as the provision of a physical latrine.

Principles

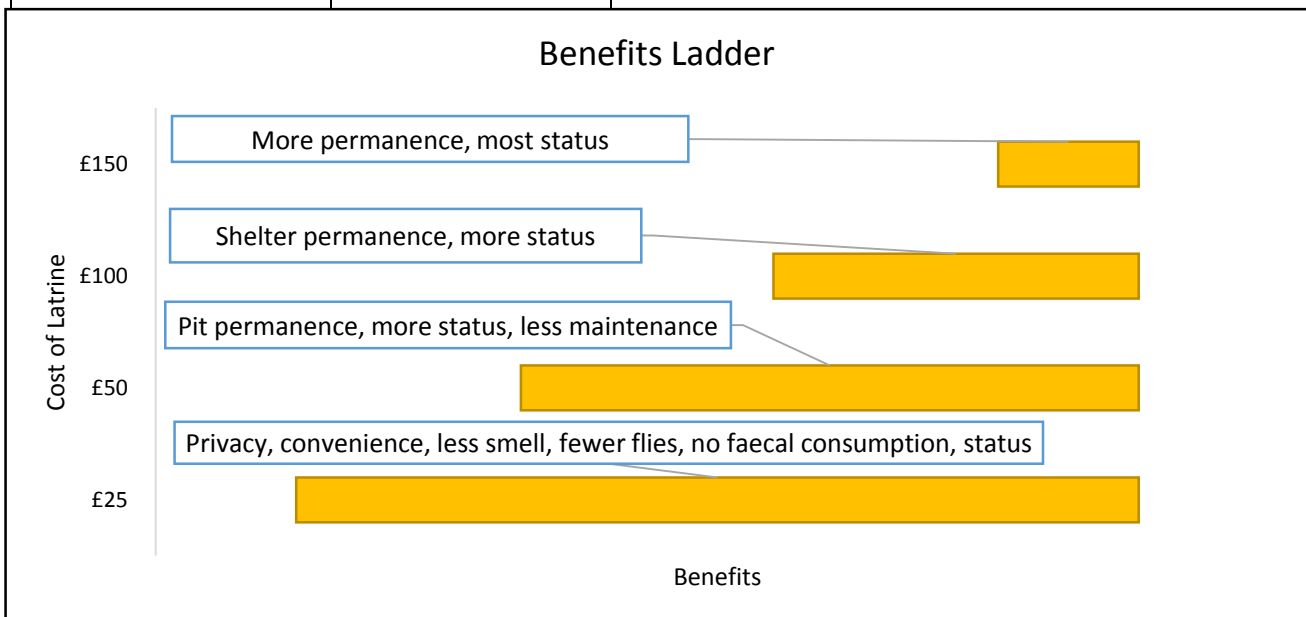
Benefits not features	Example
It is important to think in terms of benefits to a community, rather than the product's features. The 'Benefits Ladder' considers the steps on the 'Sanitation Ladder' in terms of benefits instead of features. See example below.	The features of a ventilated improved pit are a mosquito screen and ventilation. The benefits of these features are freedom from annoying insects and fewer un-pleasant odours.

Demand-led	Example
The product must respond to the needs of the customer as much as possible, and should match the desired benefits identified during the formative research.	The research identifies easy installation and comfort as key customer desires. The product consequently is a single unit for ease of installation and has a higher slab to provide greater comfort.

Challenges

Desired product unachievable	Example
When a community has high aspirations, or low awareness of what features and benefits are available, the desired, 'ideal' sanitation product is often unobtainable due to numerous constraints.	In Peru, the desired toilets eliminate odours, are attractive and modern, private, comfortable, and safe; ideally they are pour-flush as well. The cost of materials and transportation, and other market impediment factors can lead to higher costs and thus the product is unachievable. WSP Toolkit - Marketing Strategy

Image below shows a Benefits Ladder, adapted from WSP by Joanna Haywood.



Strategies

<p>Standardisation By offering a standardised sanitation product to a community unachievable features are eliminated and the product becomes more affordable</p>	<p>Example In Tanzania the product made available was a SanPlat, which allowed the 80% of households already with a pit latrine to move up the sanitation ladder. WSP Toolkit - Marketing Strategy</p>
<p>Modularisation – Sanitation Ladder This involves standardising the product in a manner that allows households to upgrade it over time by making incremental improvements. This is a way by which households can move up the benefits ladder.</p>	<p>Example Sumadi, an entrepreneur in East Java, Indonesia has developed a latrine which comes in 3 progressive and upgradeable models. The lowest priced option enables the poorest families to gain access to sanitation facilities of their own. WSP Indonesia Case Study</p>



Corrie Sissons/Tearfund

Production of Latrine Slabs in DRC

Price

Price refers to both monetary and non-monetary costs to a household when purchasing sanitation materials. For instance it includes the cost of maintenance and pit emptying, as well as time and social exclusion.

Principles

<p>Affordability vs availability of cash It is important to know the difference. Affordability is defined as the level to which a cost is within a family’s financial means. Availability of cash means funds which are accessible and can be spent.</p>
<p>Willingness to pay The likelihood that a household will pay for a sanitation product is dependent on price and benefits. Willingness to pay is quite fluid and varies as knowledge of options and costs is increased.</p>

Strategies

<p>Standardisation Designing a standard latrine can reduce production costs and increase affordable options.</p>	<p>Example The Easy Latrine designed in Cambodia used fewer materials than other designs and the savings were passed onto the community. WSP Cambodia Case Study</p>
<p>Modularisation As with Modularisation information under <i>Product</i>. Relevant with price because enables the poorest members of a community to step onto the benefits ladder and in time, as money becomes more available move up it.</p>	

Place

With sanitation marketing **Place** refers to distribution of the product. The strategy for place encompasses marketing and business and capacity development, as such options for distribution are likely to expand or evolve over time.

Principles

<p>Easy access to points of sale Research has shown that products will be bought by poor communities only if they can easily be accessed. As such shops and masons must be set up within easy distance of the target communities.</p>	<p>Example The Water and Sanitation Programme of WHO and the World Bank worked with hardware stores that were already placed within the reach of Peruvian communities to facilitate them as frontline providers. These providers could then not only supply the necessary tools, products and services for latrine construction, but could also give information around the need for the product and which would best suit needs. WSP Peru Case Study</p>
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Challenges

<p>Highly fragmented and informal distribution Sanitation facilities are often provided by thousands of small providers, who are often masons and have no storefront. This makes promotion and increasing awareness more challenging.</p>	<p>Example In Cambodia more than 80% of latrines are built by private enterprises. The problem here is that the small enterprises have only a very fragmented network, and they do not specialise in latrines and sanitation makes up only a small portion of their total business. They do not actively promote their products and sell passively. WSP Cambodia marketing lessons</p>
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Strategies

<p>Help develop networks among suppliers Whether formal or informal networks can help suppliers to work together and enhance the customer base and increase business.</p>	<p>Example Supplier networks in Vietnam have prospered and even grown. In East Java one entrepreneur works with a specific, and trusted network of masons and wholesalers giving him lower prices and better quality. WSP Vietnam Case Study</p>
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<p>One stop shops Having all information, parts and services accessible in one place helps the consumer by minimising the effort involved with latrine purchasing.</p>	<p>Example In Cambodia, EasyLatrines are sold by the supplier and are home delivered for installation. There is no need for the buyer to visit the mason, the culvert seller and the water pipe shop separately. WSP Cambodia Case Study</p>
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Anna Chilvers/Tearfund

Mason digging latrine pit in South Sudan.

Promotion

The purpose of **Promotion** is to increase, and maintain demand for sanitation product within a community. Sanitation Marketing uses two main approaches: Branded advertising, and Behaviour Change Communication.

Branded advertising is used to create awareness of a particular product, service or behaviour and can be particularly useful in strengthening the links between supply and demand. Behaviour Change Communication (BCC) is used to move people towards changing behaviours and adopting new ones.

Principles

<p>BCC builds on formative research Information from the research should show behaviours and media habits of communities, so that the promotion can be tailored to target the majority.</p>	<p>Example 54% of people use the radio to learn about country news in Afghanistan. This finding led to radio promotion of hygiene practices and BioSand Filters being advertised over the radio, and as a result over 17,000 products were sold over a 3 year period Tearfund WASH Lessons.</p>
<p>Advertising is best when integrated across channels Integration ensures the information is consistent, repeated and reinforced.</p>	<p>Example The <i>Choo Bora</i> logo and slogan in Tanzania is integrated into the radio soap opera, radio commercials, direct community events, and training materials for masons and outreach workers WSP Guide.</p>

Challenges

<p>Research based products take time to develop The time taken to develop promotion based on findings of formative research can be lengthy and cause problems when integrating sanitation marketing and Community Led Total Sanitation.</p>	<p>Example In East Java many communities had already had CLTS triggering begin before the communication materials were completed WSP Guide.</p>
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Strategies

<p>Locally implemented BCC materials Using the findings from market research helps to ensure the BCC materials will target the right people and have high motivation. To make the most of their effectiveness promotion needs to happen at the local scale, with small groups or house-to-house visits.</p>	<p>Example In some districts of Vietnam, local motivators promote sanitation on a set day each month. They plan activities in communities, promote sanitation facilities with small groups and visit individual houses to mobilise them to build latrines and maintain existing ones. Vietnamese Manual</p>
<p>Integrate Sanitation Marketing and Community Led Total Sanitation CLTS makes marketing sanitation products much easier, especially during the post-triggering phase of CLTS. However it is important to time the marketing correctly so that the two approaches do not interfere with the success of each other.</p>	<p>Example In Uganda ODF achievement was delayed because advertised mason-made latrines appealed to the community, causing them to choose to save up for the product rather than adopting locally available materials. It is important to phase the marketing once ODF status has been achieved. Often ODF celebrations can be a great place for a masons' marketing forum. Uganda Case Study</p>

Usually Marketing Strategy refers to the Four Ps, however in some instances two further Ps can be considered; policy, and partnership.

Policy

By **Policy** we mean that the Sanitation Marketing programme should have an awareness of existing frameworks so that the Sanitation product can fit in with existing agendas and support them, and can be enhanced by such policies

Partnership

Partnership with suppliers, NGOs and community based organisations that are willing to support and implement the sanitation marketing strategies can help Sanitation Marketing programmes. It is important to understand the motivation behind such partnerships so that they can be managed and exploited where necessary

Communication

An essential step in Sanitation Marketing is communication. Communication materials should be developed using the findings from the formative research so that it is most likely to resonate with the target audience.

One-on-one communication is often key in reinforcing the information provided by mass media. This is often done by networks of motivators, who get paid for every household they get to purchase a sanitation facility, or through group activities.

In order to test how effective the communication will be use it on some members of the target audience and assess comprehension, attractiveness, acceptability, identification and persuasiveness of the materials.



Women and children learning about good hygiene and sanitation in Burkina Faso.

Implementation

There is no set protocol to follow when implementing a Sanitation Marketing programme, but it is particularly important to ensure that capacity building and programme sequencing are well-developed beforehand.

Problems arise when supply fails to meet demand. An IRC programme in Bangladesh recorded areas in

which supply failed demand and then looked at the actions it would have to take to bridge these gaps. Gaps included: lack of pit emptying services, lack of promotional materials, inability to improve existing latrines [IRC Bangladesh](#). Failure to meet demand leads to the program being unsustainable and the Sanitation Market no longer working.

Other considerations

Past experience of sanitation marketing projects has shown that it is important to develop long term maintenance services at the same time as the product. Without it the products fall into disrepair and stop being used. In Peru the Creating Sanitation Marketing initiative markets a complete package which provides not only sanitation facilities, but also maintenance services and even financing services [WSP Peru Case Study](#)

Another useful consideration is the development of complementary products, such as hand-wash stations and hygiene products. In India, Water Aid's sanitation marketing programme promoted good hygiene practice simultaneously to marketing sanitation facilities by selling products such as soap and other cleaning materials in the same places as the latrine material [WaterAid India Case Study](#).

For some programmes working with poor communities, financing strategies must be set up at the same time as the other Sanitation Marketing strategies: access to financial aid needs to be an integral part of the strategy. In Cambodia microfinancing options enabled EasyLatrine enterprises to expand and sell sanitation facilities to a wider audience. Without the access to finance the market would struggle to supply sufficient sanitation to meet demand [WSP Cambodia Case Study](#).

Summary

This tool has provided advice on the key considerations vital to a successful Sanitation Marketing programme.

For further information and learning on Sanitation Marketing see the WSP toolkit and documents online at: <http://wsp.org/toolkit/toolkit-home>

Case Studies

West Bengal

UNICEF worked together with the Government of West Bengal to initiate and carry out a Sanitation Marketing Programme in the Medinipur district which has successfully led to a decrease in open defecation and an increase in toilets being regarded as an essential household feature.

Research had shown that within this community there was a dormant desire to own a latrine. And from this fact two strategies were developed. One which was demand responsive, making latrines available within the community, and the other which aimed to change the behaviours of the community and change the unacted upon desire for a latrine into an active need.

The steps involved with the demand responsive strategy were designing a range of differently priced products, the setting up of a production team for these products, and creating a sales room. The results of this strategy was a number of toilet models, with varying benefits and prices, and also the option for future upgrades being both produced and sold at a community accessible Rural Sanitary Mart.

The other part of sanitation marketing is the demand creating strategy. In this case the need was to activate a latent desire for a latrine so that communities would no longer be satisfied with not having one. Posters and associated TV adverts were developed which tapped into this desire, coupled with district wide activities across 1 week which promoted sanitation facilities. The demand creating strategy also accounted for those community members still not acting on their wish for a toilet, and a network of paid community motivator networks was set up to encourage them through one on one visits and intimate group meetings..

The success of the West Bengal programme was proven when random spot checks were carried out in one of the district's blocks during spring 2001. They found that all houses from almost 2000 checked had latrines; that all villages had improved cleanliness and environmental conditions; that diarrhoea incidences were reducing; and that no death associated with diarrhoea had been recorded in the block [UNICEF West Bengal Case Study](#).

Benin

The national rural sanitation marketing and health promotion programme in Benin was supported by large Dutch, Danish and German partners and therefore had the ability to become the innovative and hugely successful project that it did.

Social studies and in depth research identified key factors to target in the communication strategy. As a result the media created was very effective in stimulating demand for sanitation. The large scale media messages were images showing the key non-health benefits of latrines. And this initial motivation was then followed on by direct contact, a step which was shown to be essential in gaining the results this programme did. Teams of motivators and local activities used house-to-house and person-to-person interactions to reiterate the importance of sanitation and increase desire to change behaviours.

Running simultaneously to the demand creation strategies, was a supply management strategy. Several local masons from each district were trained not only in the construction of a variety of low-cost latrines but also in marketing and sales techniques. It was shown to be good to train several masons close by each other to create rivalry and keep prices competitive.

18 months after the programme was initiated in 2005 the Rural Sanitation Programme in Benin had resulted in a 10% rise, from 6.2%, of households with access to sanitation facilities [WSP Benin Case Study](#).

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