Sustainable rural sanitation at scale: Supply Chain Development & Marketing

CLTS and Scaling Up Rural Sanitation Learning Workshop

9 September 2012
Side Event EASAN3, Bali, Indonesia
Why Sanitation marketing?
A circular problem

Suppliers have no or limited market

Govt/NGOs educate and inform and knowledge is high

Govt and donors subsidize

Few people are observed to demand to buy

People wait for their turn

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People wait for their turn
Understand the consumer

• Demand Side
  – Product preference
  – Ease to purchase
  – Access to supplier/delivery
  – Trust in supply chain
  – Seasonal Cash flow
  – Messages & images that resonate
Understand the supply chain

- Supply Side:
  - Level of business skills
  - Sales approach - active/passive
  - Knowledge of consumer demand
  - Perceptions of consumers’ ability to pay
  - Complimentary lines of business
  - Access to credit
Understand Government as the enabler
Understand yourself

• & your govt department/organisation
  – Find the right people for the right job
  – Don’t be tempted to automatically repurpose staff
  – Find motivated and business oriented people
  – Identify local experts: marketing, business management
Value chain support not insertion

- **Latrine Supplier**
- **Sales Agent**
- **Consumers**

- Simple Business Skills
- Sale & Marketing support & training
- Affordable options, demand creation
Efficiency Loss

Toilet Adoption: CLTS

Toilet Adoption: San. Mark

Triggering  Follow-Up1  Follow-Up2

Supplier  Sales Event 1  Sales Event 2
Offset-Parallel Programs

CLTS

San. Mark

Supplier

Triggering

Up 2

Follow-Up 1

Sales Event 1

Sales Event

Unlined Dry Pit Latrine

Pour Flush Latrine
Keep it simple

- Cylinder 0.8 x 2
- Cylinder 1 x 2
- Cylinder 0.8 x 3
- Cylinder 1 x 3

| 1 cm | 1 cm | 0.8 cm | 0.8 cm | 0.8 cm | 75 cm | 21 cm |
Messages and Images that resonate

A dog can’t use latrine, but you can.
Have a Latrine yet?
Make the impossible possible

20 months > 30,000 sales
**Focus on the process**

- **Understand the consumer**
  - Break down barriers to access
  - Motivate behaviour change and adoption

- **Understand the supply chain**
  - Break down barriers to customers
  - Demonstrate demand – profit is the incentive

- **Engage government**
  - Lead by example
  - Motivate change in community norms
  - Facilitate market access
A circular solution

Supplier
right product
right price
right place

Consumer
product
access &
motivation to
act

Increase in
demand

Change in
social norms

Government
leading &
motivating

Increase in
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Change in
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Government
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Consumer
product
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Supplier
right product
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Remember... Scalable Sustainable

But not a silver bullet
Thank you

Learn more about a market based approach by visiting:

www.watershedasia.org

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