



# it's everyone's business

Sanitation Marketing in Bangladesh Conference  
25 October 2016 | 9:00 – 16:30 | Ascott Palace



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Agency for Development  
and Cooperation SDC





**it's everyone's business**

Sanitation Marketing in Bangladesh  
25 October 2016 | Ascott Palace



WHAT

WHERE

WHO

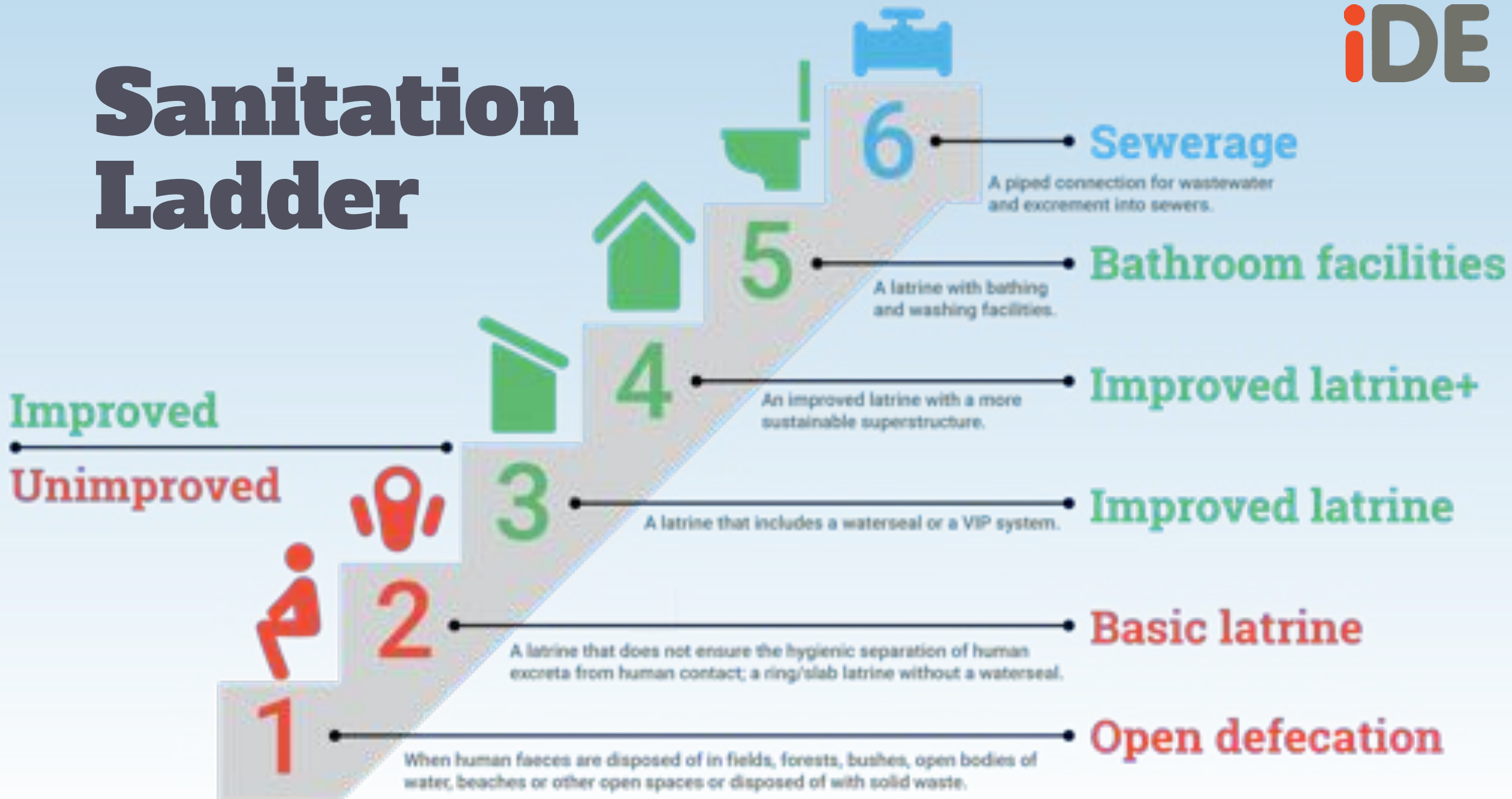
WHY

# Introduction to Sanitation Marketing





# Sanitation Ladder





# What is SanMark?

The basics of Sanitation Marketing.

WHAT

WHERE

WHO

WHY

# What is SanMark?

Sanitation marketing is an emerging field that applies social and commercial marketing approaches to scale up the supply and demand for improved sanitation facilities.

*Source: WSP Sanitation Marketing Toolkit*



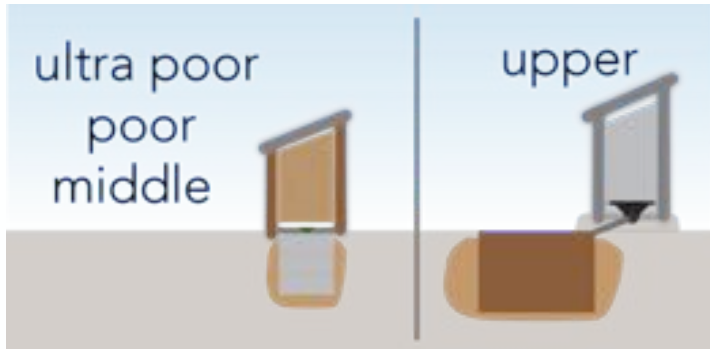


# Expanding the options



2

Unimproved



3

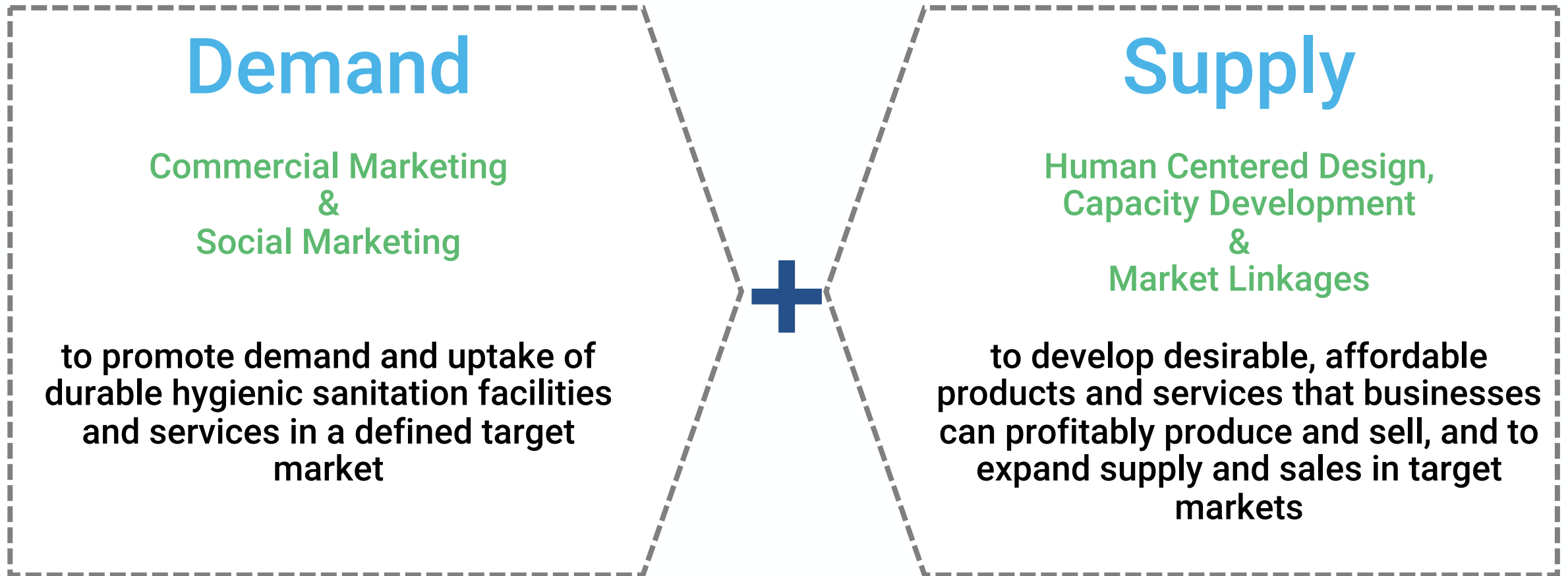
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Improved

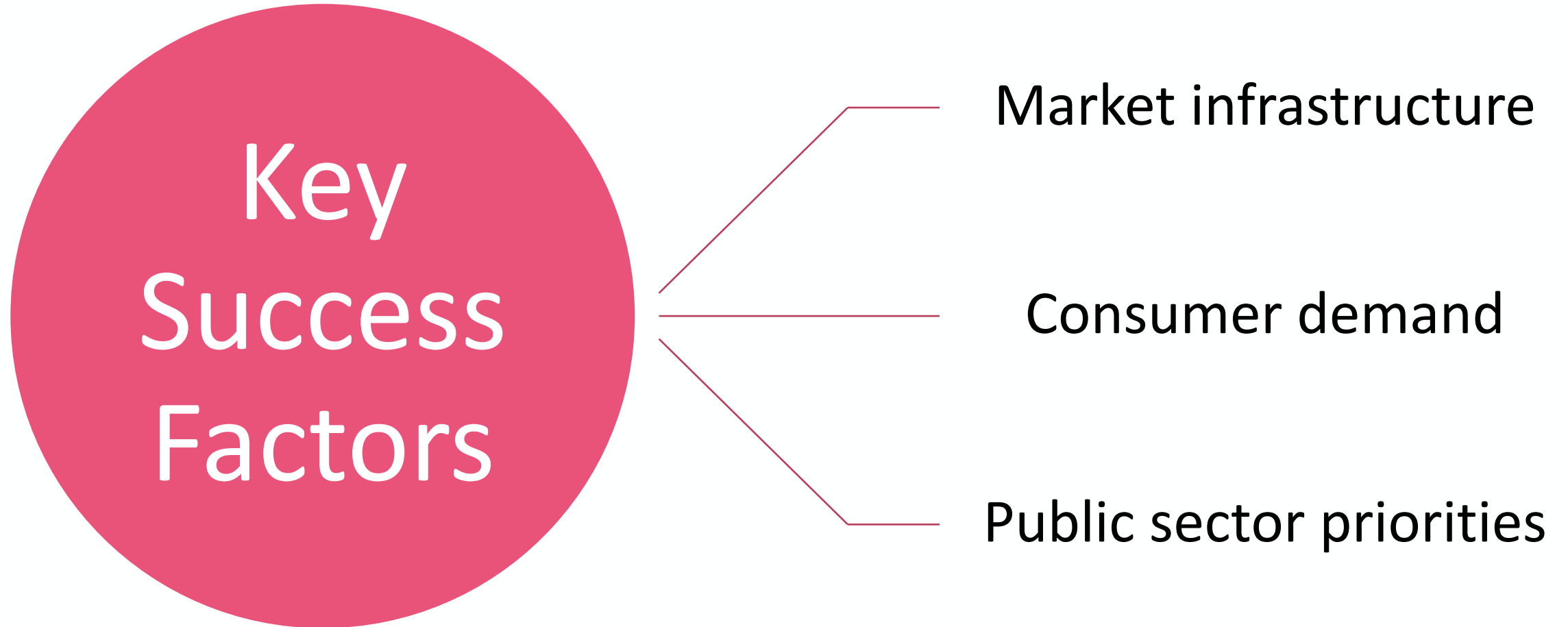




# How does SanMark work?



# SanMark is tailored to the local **iDE** context



# The 6 Ps of SanMark

**The elements considered in successful SanMark interventions**

## Product

The object, service, or behavior change you want to sell or promote

## Place

How consumers access products or information about products

## Promotion

How information is communicated to the consumer

## Price

Understanding willingness and ability to pay

## Policy

What policies create a favorable situation for sanitation marketing

## Partnerships

Working together with other stakeholders



# Why is SanMark important?

Sustainability

Scalability

Social Welfare



iDE



# **Where is SanMark happening?**

In Bangladesh and far beyond.

WHAT

WHERE

WHO

WHY

# SanMark around the world

## ASIA

- Bangladesh
- Nepal
- Cambodia
- Vietnam
- Indonesia
- Papua New Guinea

## Africa

- Ethiopia
- Ghana
- Zambia
- Madagascar
- Tanzania
- Mozambique
- Malawi





# SanMark in Bangladesh

Bangladesh  
is a perfect  
location for  
SanMark

```
graph LR; A((Bangladesh is a perfect location for SanMark)) --- B[Robust private sector and distribution networks]; A --- C[Strong success of CLTS (Community Led Total Sanitation)]; A --- D[Significant political and development backing];
```

Robust private sector and  
distribution networks

Strong success of CLTS  
(Community Led Total  
Sanitation)

Significant political and  
development backing

# **SanMark in Indonesia**

[www.youtube.com/watch?v=4vROpJLVQo8](http://www.youtube.com/watch?v=4vROpJLVQo8)





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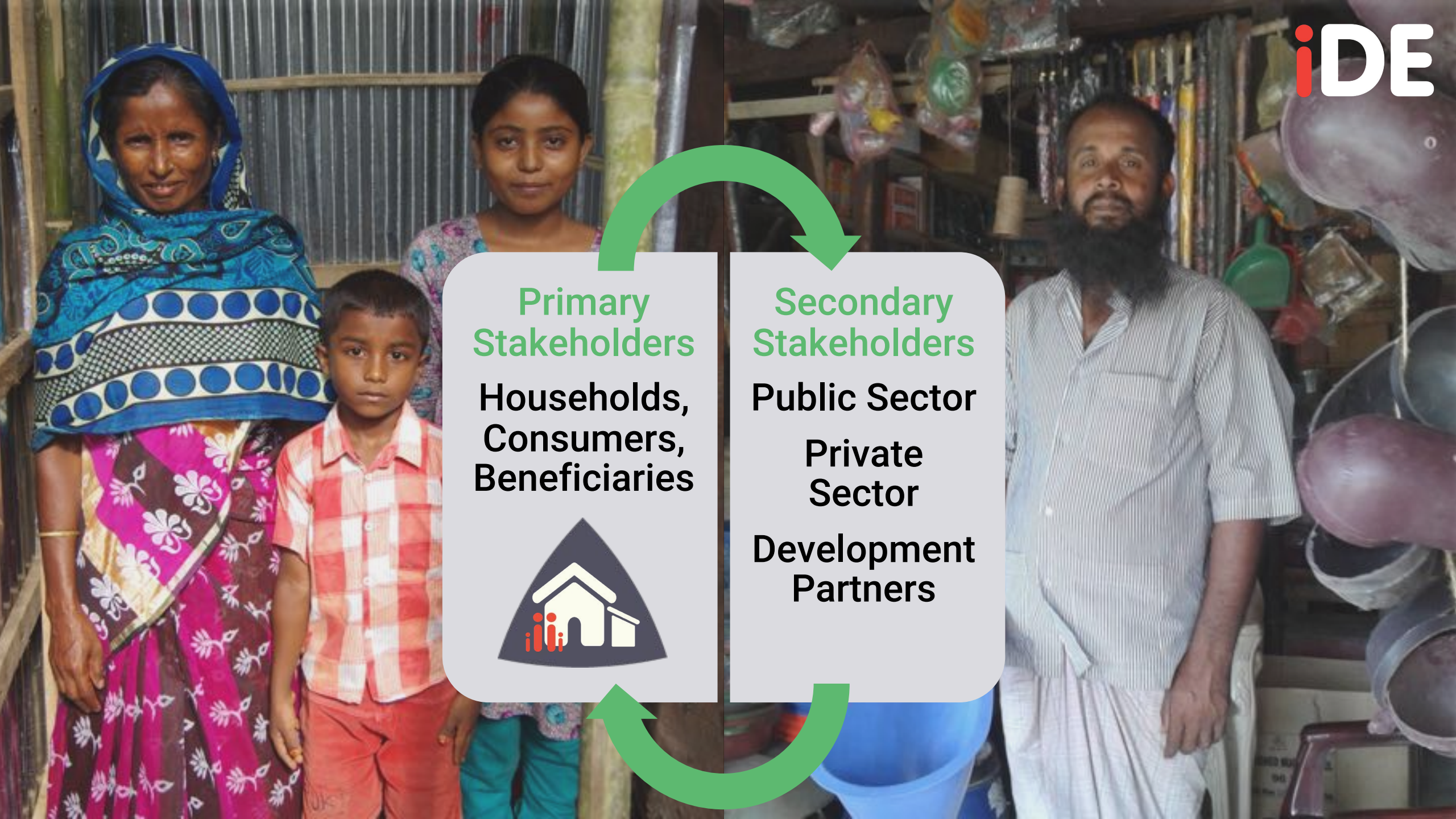
WHERE

WHO

WHY

**Who is involved  
in SanMark?**





**Primary  
Stakeholders**

**Households,  
Consumers,  
Beneficiaries**



**Secondary  
Stakeholders**

**Public Sector  
Private  
Sector  
Development  
Partners**





# Public Sector



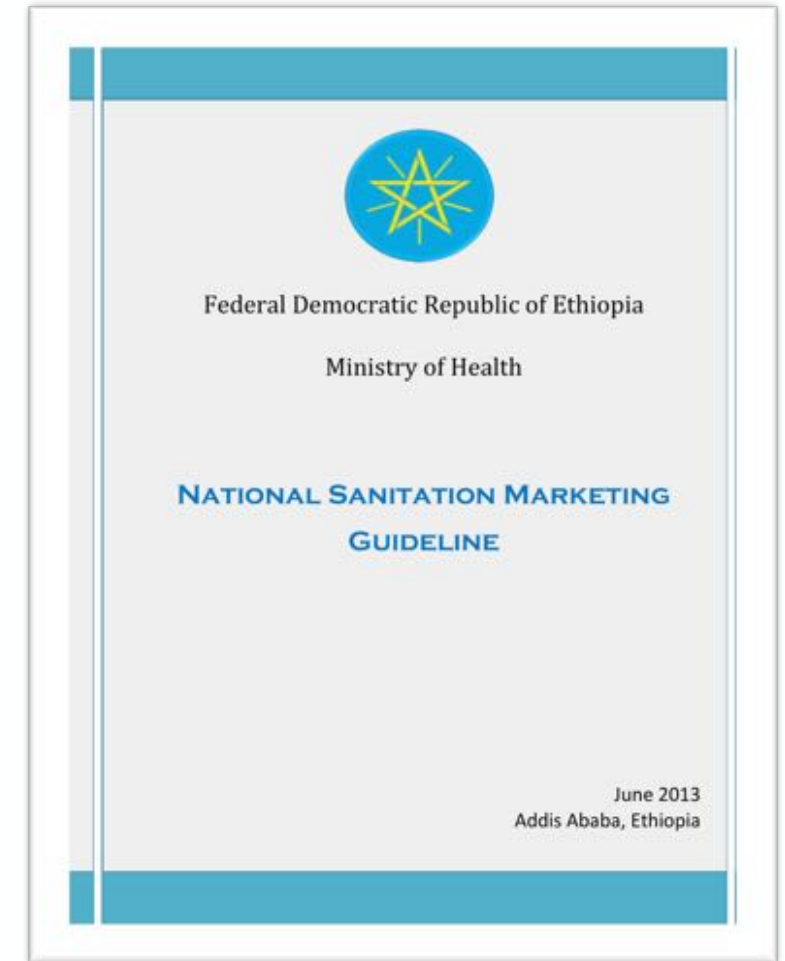
# Examples of Public Sector Engagement

## ETHIOPIA

- The Government of Ethiopia has published a National Sanitation Marketing Guideline (June 2015)

## INDONESIA

- Community health workers act as sales agents and behavior change communicators about improved sanitation; local government supports scale up and provides incentives



# Examples of Public Sector Engagement

## ZAMBIA

- The Ministry of Local Government and Housing (MLGH) commissioned a study to explore Sanitation Marketing in Zambia

## VIETNAM

- SanMark started in Vietnam in 2003 and as a result of the success, in 2012 the Government adopted SanMark as one of the three approaches it would implement in their National Target Program. From 2003 - 2011, a total of 22,000 latrines were purchased by households without subsidies.



A photograph of four people in a meeting. On the left, a woman with long dark hair, wearing a red top and pink pants, sits on a green plastic chair, holding a notebook and pen. In the center, a woman wearing a traditional white and yellow patterned shawl over a pink top sits on a wooden chair. To her right, a man with glasses and a white shirt sits on a wooden chair, resting his chin on his hands. In the foreground, the back of a person's head and shoulders are visible; they are wearing a pink patterned shirt. The background is a wall made of corrugated metal sheets. On the far left, there are large, dark, curved objects that look like parts of a water pump or large pipes.

# Development Partners

# Key Global Players

## DONORS AND THOUGHT LEADERS

- World Bank
- Unicef
- SDC
- USAID
- DFAT- Australia
- GAC - Canada

## KEY NGOS

- BRAC
- Clean Team
- GOAL
- iDE
- IFRC
- IRC
- Plan
- PSI
- WASHPlus
- WSUP
- WaterAid
- Water for People
- WaterShed



# SanMark in Publications

## Unicef

- Sanitation Marketing Learning Series
- 10 Guidance Notes

## World Bank

- Introductory Guide to Sanitation Marketing
- Toolkit
- Field notes



[Home](#)[About](#)[FAQ](#)

WaterAid as part of the  
Australian WASH  
Reference Group

# Sanitation Marketing

SanMark Community of Practice: A Peer Learning Exchange

[Get Involved](#)[SanMark Process](#)[Global Map](#)[Ask an Expert](#)[Forum](#)[Blog](#)[Resources](#)[News](#)[Contact](#)

## Sanitation Marketing Community of Practice – developing skills to build sanitation markets

Sanitation marketing helps low-income households gain sustainable access to improved sanitation facilities they want and can afford. SanMark treats households as consumers, not beneficiaries of charity and partners with private businesses to deliver products and services that meet their needs.

Developing the market for sanitation means addressing BOTH supply and demand: breaking down the barriers businesses face to entering the sanitation market, and building consumer demand for affordable improved sanitation products and services.

The SanMark Community of Practice is a platform for peer exchange and sharing lessons on

### SanMark Blog



Downstream of the Toilet:  
Transforming Poo into Profit



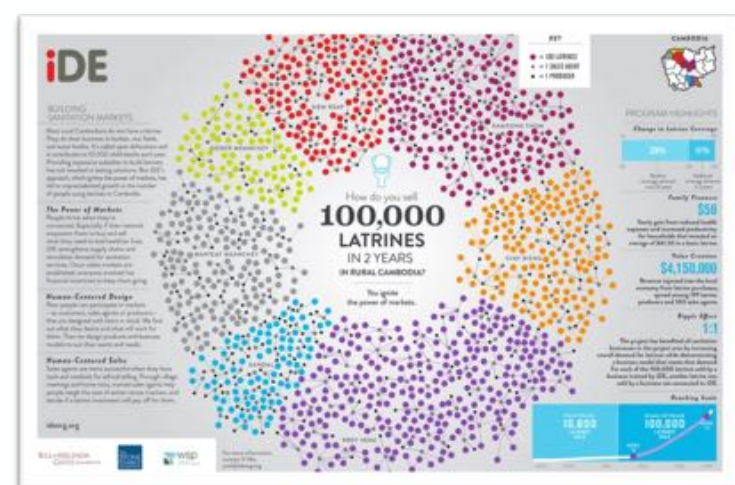
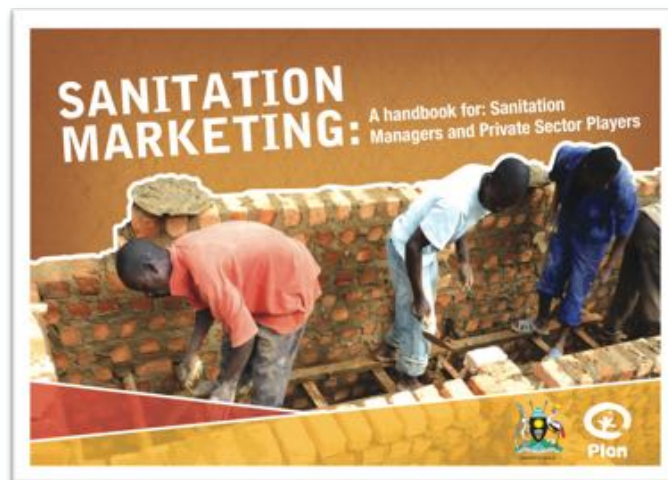
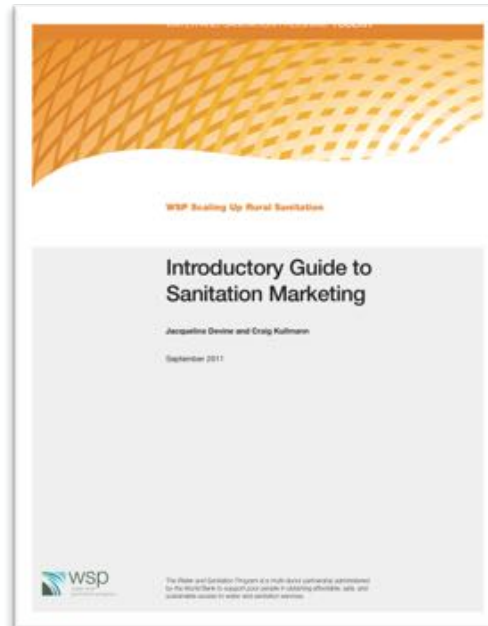
Making Sanitation Work: The  
Bangladesh Story



SanMark in Ethiopia - Opportunities  
and challenges









A photograph of five men sitting on red plastic chairs in an outdoor setting. From left to right: a man in a teal shirt, an older man in a white cap and pink shawl, a man in a black and yellow striped shirt, a man in a yellow patterned shirt, and a man in a grey and blue striped shirt. The background shows a dirt area, a large tree, and some laundry hanging on a line.

# Private Sector





**International**  
manufactures,  
designers



**National**  
manufactures,  
distributors



*Azad  
Plastics*

**Regional**  
manufactures, dealers,  
retailers

**United  
Plastics**



**Local**  
latrine producers,  
retailers,  
service providers



WHAT

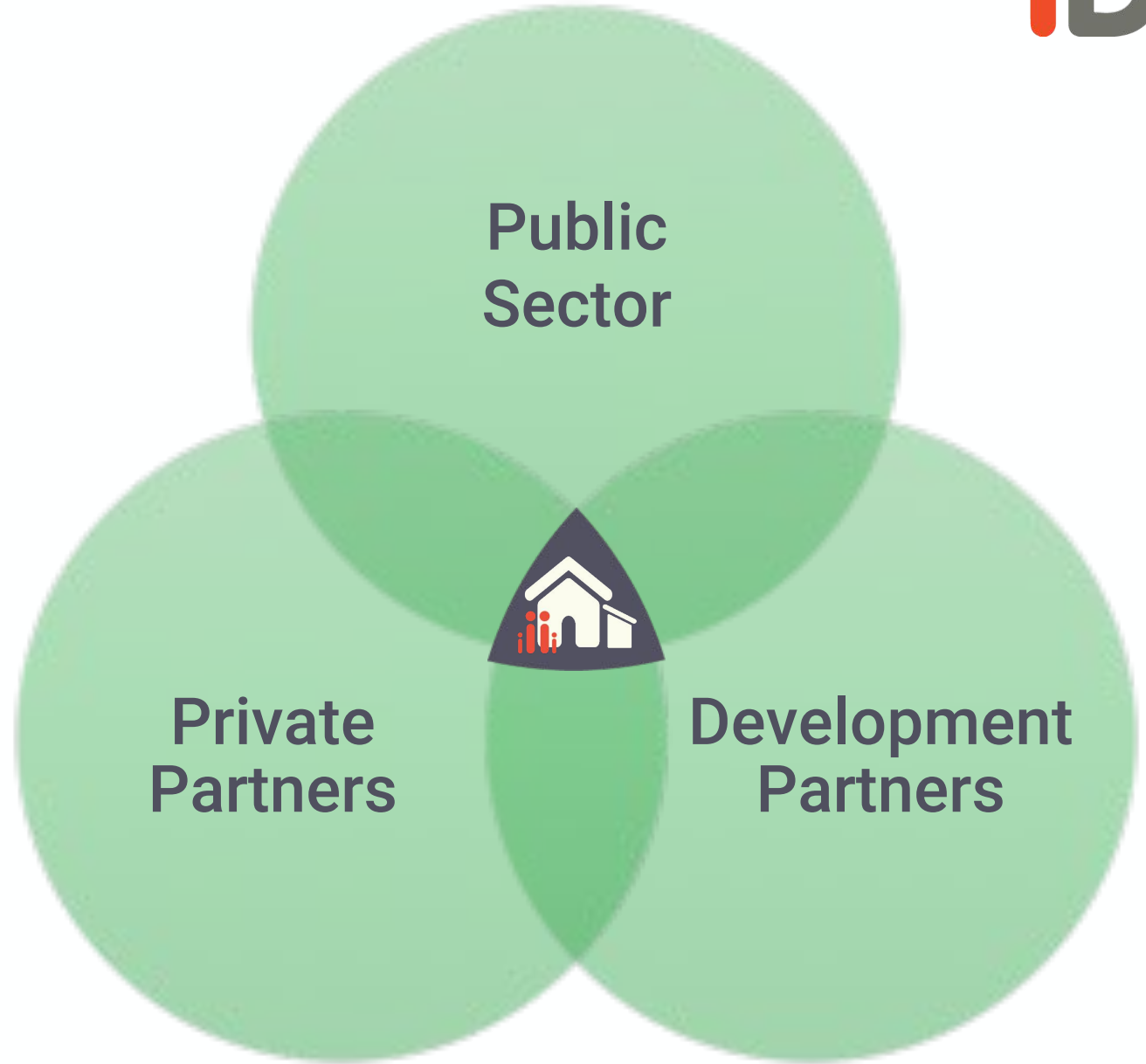
WHERE

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**Why is  
SanMark  
important?**

# **Solutions for all Stakeholders**





# Why is SanMark important?

Sustainability

Scalability

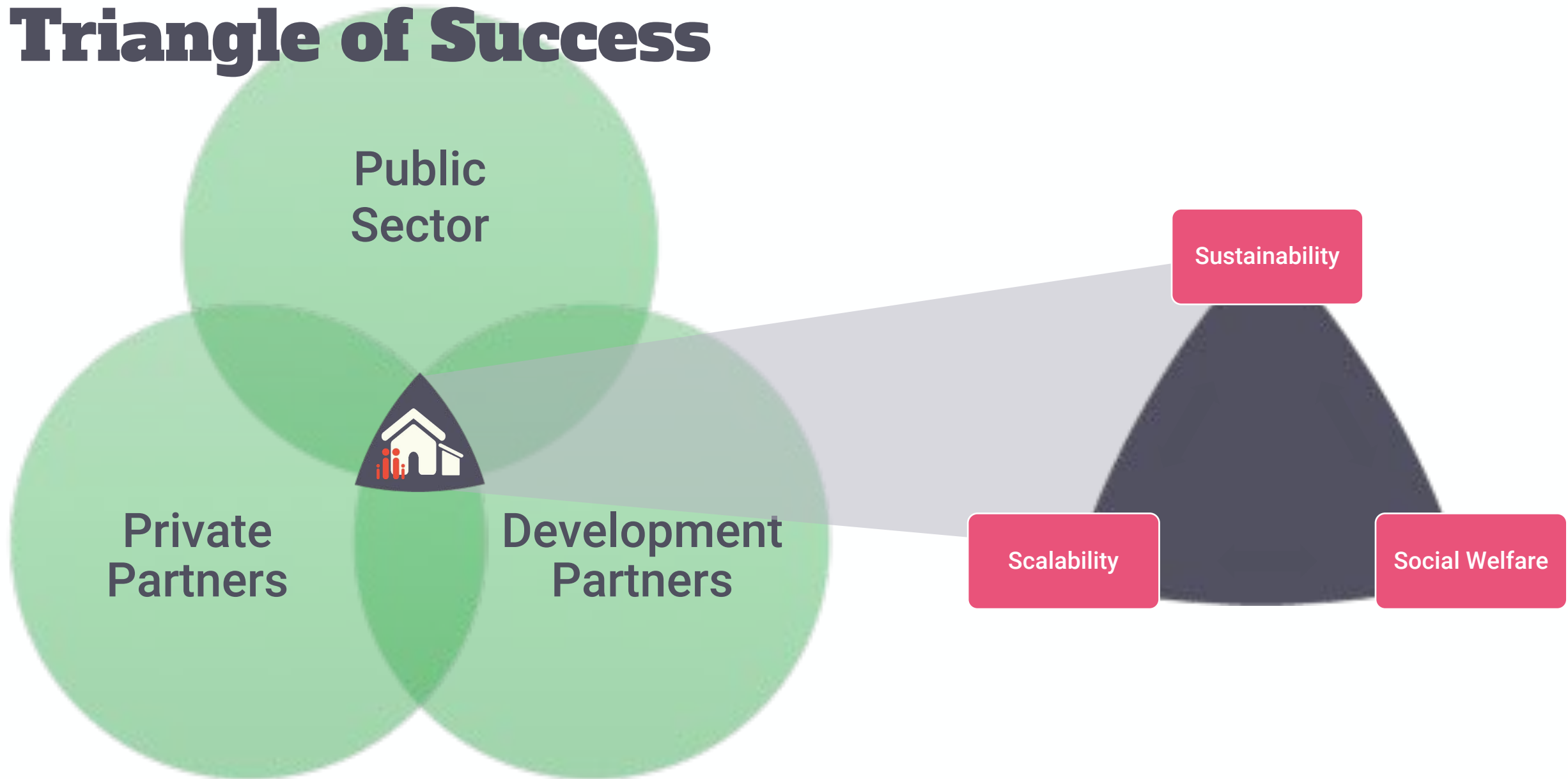
Social Welfare



iDE



# Sanitation Marketing Triangle of Success



# **it's everyone's business**

...to find win-win sanitation solutions  
for sustainability, scale and social welfare  
in Bangladesh

**iDE**