it’s everyone’s business

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

1. Open defecation
   - When human faeces are disposed of in fields, forests, bushes, open bodies of water, beaches or other open spaces or disposed of with solid waste.

2. Basic latrine
   - A latrine that does not ensure the hygienic separation of human excreta from human contact; a ring/slab latrine without a water seal.

3. Improved latrine
   - A latrine that includes a water seal or a VIP system.

4. Improved latrine+
   - An improved latrine with a more sustainable superstructure.

5. Bathroom facilities
   - A latrine with bathing and washing facilities.

6. Sewerage
   - A piped connection for wastewater and excrement into sewers.

Improved

Unimproved
What is SanMark?
The basics of Sanitation Marketing.
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

Unimproved

Improved

2

3

4
How does SanMark work?

**Demand**

Commercial Marketing & Social Marketing
to promote demand and uptake of durable hygienic sanitation facilities and services in a defined target market

**Supply**

Human Centered Design, Capacity Development & Market Linkages
to develop desirable, affordable products and services that businesses can profitably produce and sell, and to expand supply and sales in target markets

*Source: Sanitation Marketing Community of Practice WASH Reference Group*
SanMark is tailored to the local context

Key Success Factors

- Market infrastructure
- Consumer demand
- Public sector priorities
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
Where is SanMark happening?

In Bangladesh and far beyond.
## SanMark around the world

<table>
<thead>
<tr>
<th>ASIA</th>
<th>Africa</th>
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<tbody>
<tr>
<td>Bangladesh</td>
<td>Ethiopia</td>
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<td>Nepal</td>
<td>Ghana</td>
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<td>Cambodia</td>
<td>Zambia</td>
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<td>Vietnam</td>
<td>Madagascar</td>
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<td>Indonesia</td>
<td>Tanzania</td>
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<td>Papua New Guinea</td>
<td>Mozambique</td>
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<td>Malawi</td>
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The table above lists the countries where SanMark projects are implemented:

- 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

- 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
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.
# 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
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 marketing sanitation products and services.
Private Sector
<table>
<thead>
<tr>
<th>Level</th>
<th>Category</th>
<th>Manufacturers, Distributors, Retailers, Service Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>International</td>
<td>American Standard manufactures, designers</td>
<td></td>
</tr>
<tr>
<td>National</td>
<td>RFL manufactures, distributors</td>
<td></td>
</tr>
<tr>
<td>Regional</td>
<td>Azad Plastics manufactures, dealers, retailers</td>
<td></td>
</tr>
<tr>
<td>Local</td>
<td>United Plastics latrine producers, retailers, service providers</td>
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</tbody>
</table>
Why is SanMark important?
Solutions for all Stakeholders

Public Sector

Private Partners

Development Partners
Why is SanMark important?

- Sustainability
- Scalability
- Social Welfare
Sanitation Marketing
Triangle of Success

- Public Sector
- Private Partners
- Development Partners

- Sustainability
- Scalability
- Social Welfare
it’s everyone’s business

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