iDE works in six countries to build markets that can deliver sanitation solutions that people want and can afford. Our specific approach to sanitation marketing varies from country to country based on local market conditions.

MARKETS FOR SANITATION IN GHANA
A social enterprise approach to scaling sanitation in northern Ghana.

PROBLEM
Most toilets in rural areas are poor quality and subsidized by NGOs. This is a far cry from high quality flush toilets found in urban areas.

OPPORTUNITY
Everyone aspires to own a nice toilet and many are willing to pay for it. Sanitation is a national priority.

APPROACH
Establish a hybrid social enterprise that sells a branded product which is aspirational but affordable.

USER NEEDS
We need an aspirational toilet with financing options that allow us to pay bit by bit.

PRODUCT
The Sama Sama product is a pour-flush offset pit toilet with a handwashing station.

PRICE
Prices below are for the Sama Sama toilet with shelter.

<table>
<thead>
<tr>
<th></th>
<th>RETAIL</th>
<th>PRODUCTION</th>
<th>MARGIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>cash</td>
<td>$431</td>
<td>$385</td>
<td>$24</td>
</tr>
<tr>
<td>installments</td>
<td>$526</td>
<td>$385</td>
<td>$141</td>
</tr>
</tbody>
</table>

Production costs and retail prices vary within countries. Figures shown are averages.

PLACE
Sama Sama sales agents use door-to-door sales and marketing strategies for reaching customers.

PROMOTION
Sama Sama provides your family with an affordable, clean, pour-flush toilet, fully installed at your home.

This graphic depicts our sanitation marketing strategies in Ghana and provides information on the unique market challenges and opportunities there, as well as the distinct approach we take to build lasting change.