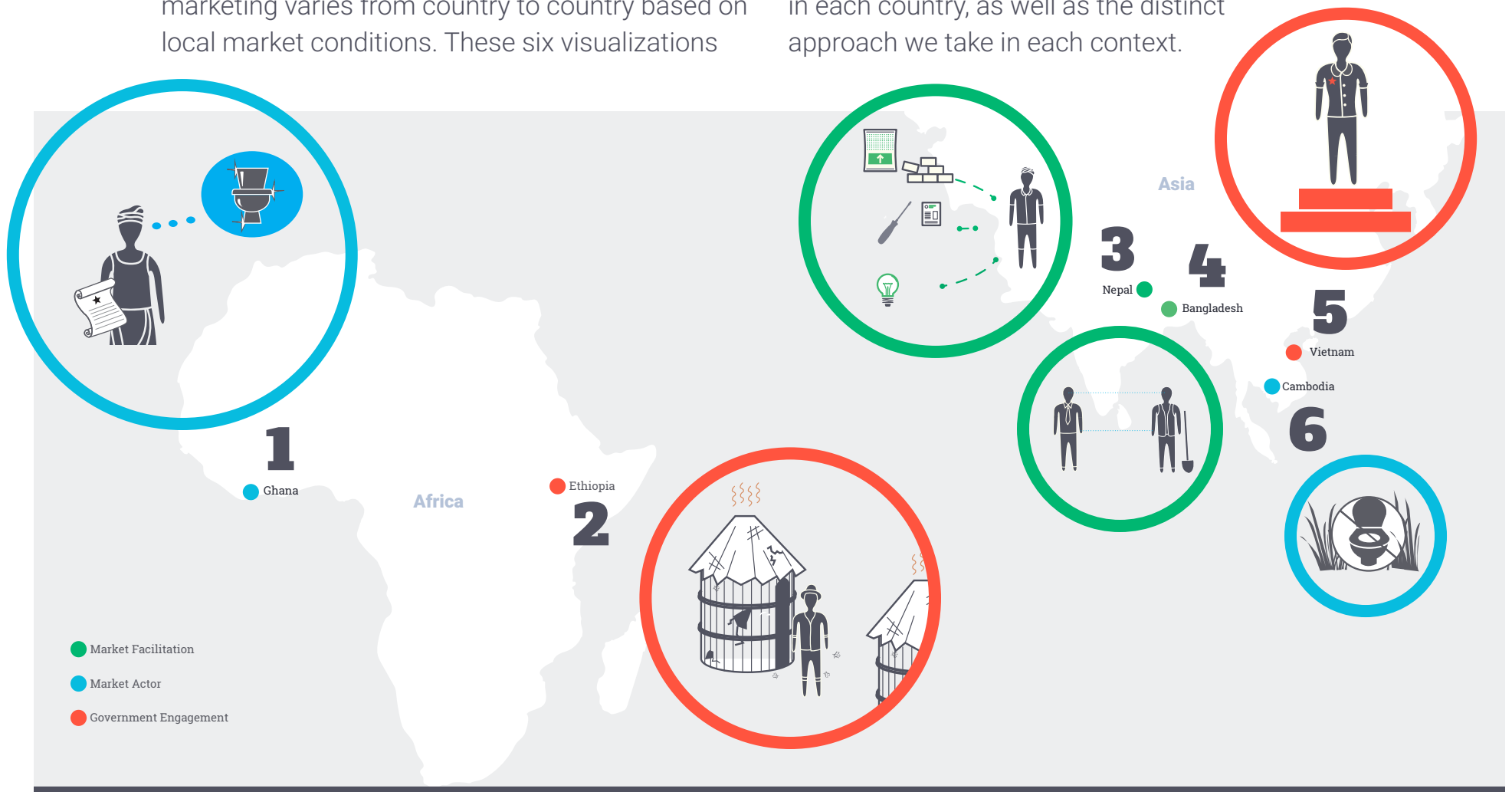


# iDE Sanitation Program Design: Six unique visualizations that illuminate how we design to context in order to build markets.

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. These six visualizations

depict the sanitation marketing strategies we pursue across our global portfolio and provide information on the unique market challenges and opportunities in each country, as well as the distinct approach we take in each context.



# Ghana Sanitation Program

## A social enterprise approach to scaling sanitation

### 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.



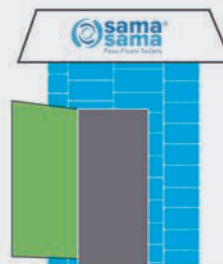
### OPPORTUNITY

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.



RETAIL PRODUCTION MARGIN

cash  
\$431 \$385 \$24

installments  
\$526 \$385 \$141

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.

# Cambodia Sanitation Program

## Taking an active role in the market to scale sanitation

### PROBLEM

Most households did not have toilets, and the sanitation supply chain was fragmented.



### OPPORTUNITY

Some businesses were selling toilet supplies, and people were interested in buying high quality toilets.



### APPROACH

Aggregate parts for easy production and distribution.



### USER NEEDS

We want a convenient way to purchase quality pour-flush products that convey status to our families and communities.



### PRODUCT

The Easy Latrine can be sold with one of the following shelter choices.

Ring Shelter



\$247	\$170	\$77
RETAIL	PRODUCTION	MARGIN

Easy Shelter



\$439	\$358	\$81
RETAIL	PRODUCTION	MARGIN

Figures shown are averages. Margins are calculated before commissions and fees.

### PLACE

Manage a professional salesforce to sell directly to households and in village presentations.



### PROMOTION

Buy a high quality, status-enhancing product without having to leave your home. Installation included!

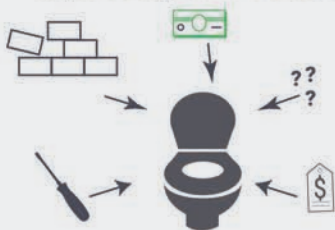


# Nepal Sanitation Program

Leveraging local networks and national momentum to facilitate sanitation market growth

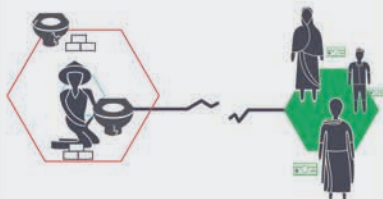
## PROBLEM

People were willing to buy, but had limited or no access to quality sanitation products. It took many steps to buy, build & install.



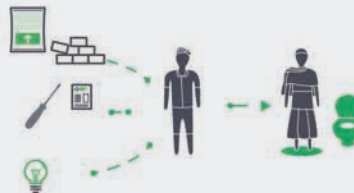
## OPPORTUNITY

Supportive enabling environment and burgeoning demand, but low production capacity and limited geographic reach.



## APPROACH

Local NGOs build latrine business owners' capacity to provide "one-stop" manufacture & install services, and train sales agents in direct sales techniques.



## USER NEEDS

We need a better way to buy a quality toilet that is easy to transport & maintain.



## PRODUCT

The Nepal Easy Latrine, an offset pit latrine with attractive slab for easy cleaning.



## PRICE

Prices below are for the Nepal Easy Latrine without shelter.

\$		
\$26.40	\$21	\$5.40
RETAIL	PRODUCTION	MARGIN (30%)

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

## PLACE

Sales agents sell toilets directly to individual households & in community gatherings. Latrine business owners are located close to communities for easy transport.



## PROMOTION

Invest in a quality toilet that keeps your family safe and that you can be proud to own.

# Bangladesh Sanitation Program

## Engaging lead firms and local entrepreneurs to improve sanitation

### PROBLEM

Lots of people have toilets, but most are unhygienic and smelly.



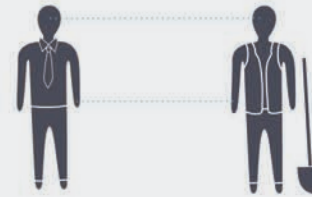
### OPPORTUNITY

Strong private sector with capacity to mass-produce affordable, quality sanitation products.



### APPROACH

Design affordable, hygienic solutions. Connect large national lead firms with local producers and installers in the field.



### USER NEEDS

We want our waste separated from our environment. And minimize space, too.



### PRODUCT

Direct and offset pit latrines using innovative components such as the SaTo Pan and SanBox.



### PRICE

Prices below include pan, slab, and direct pit, but not superstructure.

\$22.80	\$18.80	\$4
RETAIL	PRODUCTION	MARGIN (21%)

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

### PLACE

Product sales are led by local latrine producers through sales agents in village meetings and through farmer groups.



### PROMOTION

If you hear the tak\*, you know it's safe.

\*Sound of the pan closing

# Vietnam Sanitation Program

## Working with the government to build sanitation demand and supply capacity

### PROBLEM

Many rural households didn't have toilets, and were in the market for high quality (but expensive) toilets with septic systems.



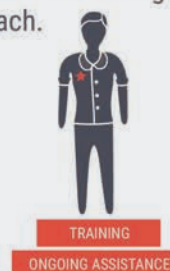
### OPPORTUNITY

Private sector service providers were not able to offer desirable products at affordable prices.



### APPROACH

Provide government workers with training and ongoing assistance to implement the Sanitation Marketing approach.



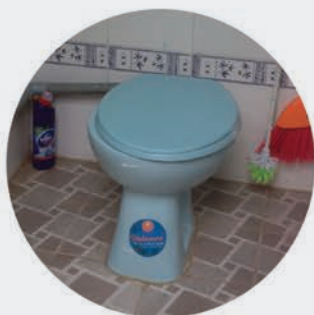
### USER NEEDS

We want a quality toilet preferably with a septic system.



### PRODUCT

An affordable septic-system toilet with various pan and flushing options.



### PRICE

Prices below include super-structure.



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

### PLACE

Representatives from the Women's Union and Center for Preventative Medicine sell directly to households & villages.



### PROMOTION

Toilets are not as expensive as you think!



# Ethiopia Sanitation Program

**Building a sanitation market while fostering government capacity**

## PROBLEM

Many households have unhygienic and low quality toilets. Supply chain is very fragmented and transport is slow and expensive.



## OPPORTUNITY

Well-established user base with demand for quality latrines due to long history of CLTS and established behavior of rebuilding pits.



## APPROACH

Demonstrate business model viability and build public and private sector capacity to scale.



## USER NEEDS

We want a sturdy pit with a slab that looks nice and is easy to keep clean.



## PRODUCT

Circular slabs with pit-hole covers and optional pit lining to prevent collapse.



## PRICE

Prices below are for a circular slab. Pit lining is sold separately.

\$17	\$13.50	\$3.50
RETAIL	PRODUCTION	MARGIN (21%)

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

## PLACE

Sales agents sell directly in villages and at market days with support from government and health extension workers.



## PROMOTION

Buy a strong, modern toilet to create a clean environment to keep your family and community healthy.

- Market Facilitation
- Market Actor
- Government Engagement



**1**

● Ghana

Africa

● Ethiopia

**2**



Asia



**3**

● Nepal

**4**

● Bangladesh

**5**

● Vietnam

● Cambodia

**6**



**iDE**

iDE creates income and livelihood opportunities for poor rural households across Asia, Africa, and Latin America. iDE builds markets in a range of sectors, including agriculture, water, sanitation, hygiene, and access to finance.

**Contact Us**

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