

Hands Off! The WASH Marketing approach to self-sustaining sanitation markets

Program at a Glance

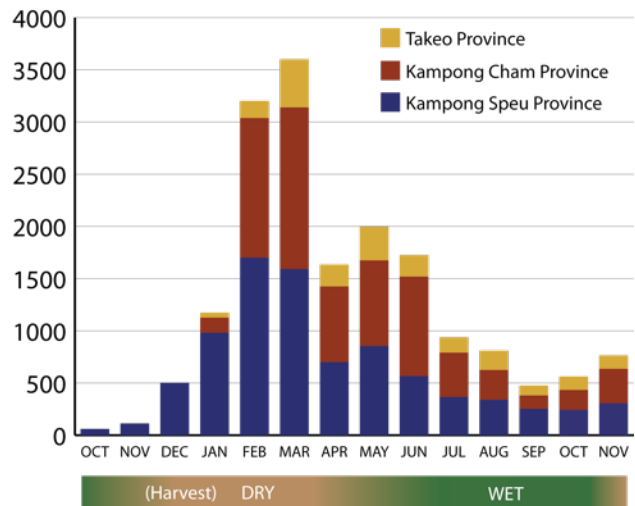
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Sanitation marketing uses the power of the market to increase sustainable access to sanitation at scale. By treating households as discerning consumers, rather than project beneficiaries, sanitation marketing helps enterprises to deliver sanitation products and services that households want and can afford.

The Water, Sanitation and Hygiene Marketing (WASH-M) program takes a Hands-Off approach to sanitation marketing. Pioneered in Cambodia, the Hands-Off approach recognizes that with creative social marketing, targeted support to local enterprises and the brokering of effective public-private partnerships, sanitation markets can grow without on-going external intervention. The Hands-Off program plays the role of catalyzing facilitator, using in-depth research into demand and supply to inform simple but effective strategies aimed at linking consumers to suppliers, and then staying out of their way.

Using field tested social marketing tools and CLTS-inspired marketing messages, the Hands-Off approach generates momentum for behavior change, and enables that change by ensuring that a ready supply of low-cost attractive products is available to households.

WASH Marketing Enterprise Sales Data



The Hands-Off approach identifies existing best-fit sanitation enterprises, keeping barriers to market entry low and encouraging competition. Businesses invest in their own expansion and marketing activities, relying on their own entrepreneurship, not an NGO or agency brand.

The Hands-Off approach recognizes the vital role that local governments play in sustaining and scaling up sanitation markets. Targeted training and support is provided to sub-national officials to monitor sanitation coverage, champion and promote sanitation behavior change, and regulate local enterprises. With the WASH-M Hands-Off program helping to broker partnerships between the private and public sectors, the approach increases the likelihood that toilet sales, installation and use will continue long after project activities cease.

The WASH-M project is a jointly delivered program of WaterSHED-Asia and Lien Aid. The Water, Sanitation and Hygiene Enterprise Development (WaterSHED) Program is led by the University of North Carolina at Chapel Hill and supported by the United States Agency for International Development. Lien Aid is an international NGO that seeks to make safe water and sanitation accessible and affordable to poor communities in Asia. The World Toilet Organization provided technical support in the pilot stages of the program.

For more information:
www.watershedasia.org/sanitation-marketing

PROGRAM OVERVIEW

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Target markets	Kampong Speu, Kampong Cham & Takeo provinces, Cambodia
Households in target area	419,000
Percentage of households with access to sanitation (2008)*	Kampong Speu – 18%, Kampong Cham – 26%, Takeo – 24%
Cumulative toilet sales (May 2010 - Nov 2011)	19,342
Project-supported enterprises	163
Project-trained sales agents	406
Program duration	Apr 2009 - Sept 2013

* 2008 General Population Census of Cambodia