Session 2: Assessing Favorable Conditions

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SanMark COP Practitioner Training
Sanitation Marketing Community of Practice

WASH Reference Group

Program Design

start-up phase

Implementation

piloting phase

Step 1. Assessment and Planning - Assess market and partnership conditions. Plan and budget for your program

Step 2. Market Research - Understand poor household consumers and local businesses and supply chains

Step 3. Product Design - Design affordable, desirable sanitation product/service options

Step 4. Test Supply-side Strategy
Design & test supply chain & business models for product delivery

Step 5. Test Demand Creation Strategy
Design & test promotional & marketing materials/tools/activities

Step 6. SanMark Program Implementation - Piloting and roll out of supply expansion & demand creation activities

Step 7. Monitoring - Monitor for results and equity
Sanitation Marketing is not the SILVER BULLET solution…

…but it can play an important part in supporting governments to reach their sanitation goals in scalable sustainable ways where market conditions are right.
Start SanMark where conditions are favorable!

Favorable environments include areas where:

• Direct hardware subsidies are not used
• Low cost technologies can be developed and made available through businesses
• Some basic market infrastructure / understanding exist
• Communities have cash income, and are using it to invest in consumer durables, improved housing
• Fecal sludge management is not the critical challenge
Examples: Favorable Conditions for SanMark

<table>
<thead>
<tr>
<th>Demand-side</th>
<th>Supply-side</th>
<th>Gov’t &amp; Enabling Envir.</th>
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<tbody>
<tr>
<td>• Hholds w/ some cash income</td>
<td>• Absence of difficult hydro-geologic conditions</td>
<td>• Policies discouraging hardware subsidies</td>
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<tr>
<td>• Close to roads, market centers</td>
<td>• Existence of some businesses supplying improved latrine building products/services</td>
<td>• No recent hardware subsidy program in area</td>
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<td>• Larger, denser communities</td>
<td>• Commercial transport exists</td>
<td>• Regulations do not require costly latrine designs</td>
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<td>• Exposure to media, info.</td>
<td>• Masonry concrete skills exist</td>
<td>• Development partners willing to share costs of San Mark start-up design</td>
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<td>• Buy consumer durables, use some improved housing materials</td>
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Favorable or Challenging?
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Activity 2: Share and Assess Conditions in your Program Area

• Pair up with new person

• What are conditions like in your country and program area, compared to Favorable Conditions?
• Which favorable conditions exist?
• Are there areas with unfavorable conditions?
Assess Conditions in Your Country

• Pair up

• What are conditions like in your country and program area, compared to Favorable SanMark Conditions?

• Do favorable conditions exist?

• Do you have areas with unfavorable conditions?
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Handout – more detailed guidance on favorable and challenging conditions for San Mark.
Conditions to examine and consider carefully when starting San Mark

1. Demand-side market conditions
   a) National / sub-national level
   b) Household / population level
   c) Community level

2. Supply-side market conditions
   a. Technological solutions
   b. Product options
   c. Supply chains

3. Gov’t policies and program conditions

4. Other helpful conditions
Three Steps to Assess Your Situation for Sanitation Marketing
Step 1: Made a GO / NO GO decision

- Decide whether conditions in your country or program area are right to start SanMark
- Consult secondary data & informants to see if market, gov’t, and partner conditions are generally favorable
- If things look favorable, proceed to the next steps
- If a large hardware subsidy program is the main stumbling block, stop and consider options
Step 2: Select 1 (or 2) provinces / districts with more favorable market conditions for ‘proof of concept’ piloting

- Look at your existing program communities to see if favorable market conditions exist
- If not, consider choosing others districts or areas within your districts with the most favorable market conditions for SanMark piloting
- Consider level of interest of province/district gov’t leadership and how to engage them
Step 3: Narrow down further to select the most favorable target area for piloting

- Work with province (or district) gov’t, but consider a smaller geographic area within the province/district that has the most favorable market conditions for initial piloting
- Geographic areas for piloting should contain about 200-500 villages within close proximity to each other and to permanent markets
- Select pilot areas that are close to main roads and near supply chains and market centers
Kampong Speu Province
Cambodia

WaterSHED ‘Hands-off’
SanMark Pilot
2009-2012
Kampong Speu

Pilot Target Area:
- Non-Subsidy province
- Along National Route 4
- Two 10 km wide strips

Target Population:
- 537 villages
- 55,100 households
- 295,000 people
Questions?
Thank you!