

Session 7: Who does What? Roles and Functions in the new sanitation market

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Activity – Sanitation marketing facilitation activities and functions

Form groups of 3-4

Create 4 piles:

- B = Businesses
- G = Gov't (national, regional, local, village leadership)
- NGO = San Mark program NGO
- O = other groups, organizations or institutions (e.g. training institutes, microfinance organizations)

Decide who should perform each function

Examples who should to doing?

- Promoting sanitation as a priority for good health
- Training suppliers in business management skills
- Private sector?
- Gov't?

SanMark is not...

...an activity undertaken on
your own

Principles:

1. Actively engage gov't
2. Develop new partnerships

Principle: Actively engage government

- Gov't plays critical role in legitimizing & enabling sanitation markets to work effectively for households AND for suppliers
- Local gov't leadership is essential for promoting demand, linking up consumer demand & market supply, and assuring 100% coverage
- Sanitation is essentially a public good: Markets can't replace gov't in ensuring safe, healthy enviro.

Get government involved from the start

Reflect on what we've learned here and your own work experiences

- Local gov't can help businesses reach and sell to new consumers.
- Local gov't can help households learn about and buy good quality products.
- Only gov't can assure 100% coverage.
- NGOs can support gov't do these things well, in more places.

Tips and Insights

- Inform and involve gov't and sector development partners **from the start** in the SanMark strategy development steps
- Be sure to get their buy-in for the new product designs promoted by the program
- By Step 6, they should feel some ownership and be willing to support

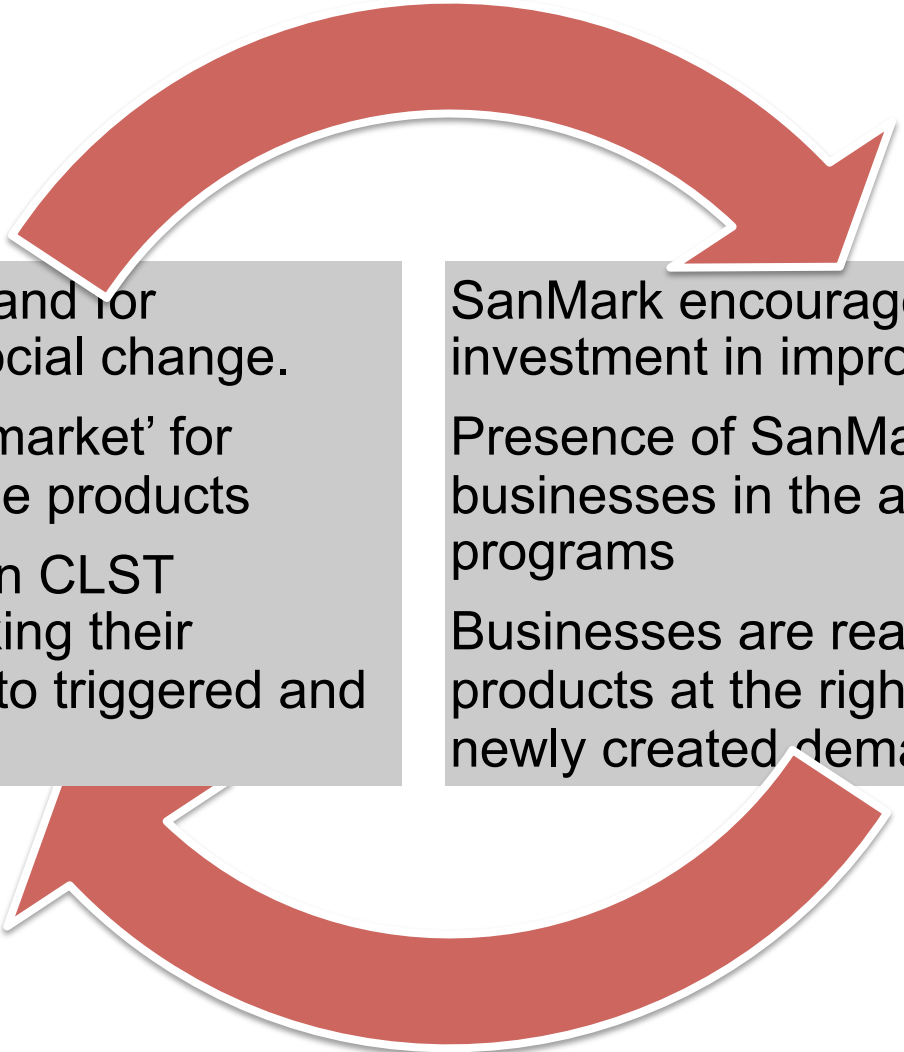
Principle: Develop partnerships to leverage strengths

- Clarify new roles and functions for existing actors to support sanitation supply & demand
 - Private sector
 - Gov't at multiple levels
 - Support institutions: microfinance, training, business services, etc....
- Understand who is best placed to do what
- Provide incentives for them to work together to make markets work better for the poor

Actors and Functions

- Gov't and NGOs take on new roles
- Partner with existing businesses and other institutional, private sector, or development actors to expand market-based supply low income communities, access to financing, market facilitation, etc
- No fixed arrangement or predefined structures

Markets facilitation activities build on and complement CLTS.



CLTS creates demand for community-wide social change.
Help to 'prime the market' for affordable, desirable products
Businesses build on CLTS momentum by making their products available to triggered and ODF communities.

SanMark encourages household investment in improved sanitation.
Presence of SanMark partner businesses in the area benefits CLTS programs
Businesses are ready with the right products at the right time to respond to newly created demand.

Thank you