

Making Sanitation Markets Work at Scale

Improving 'hygienic' coverage through private sector-led sanitation

SanMark Pilot Project (2011- 2013)

Hygienic Coverage is Critical to Improving Health for Low-Income Rural Households

For those in rural Bangladesh, sanitation has improved considerably in recent times, with some 90 million people having gained access to sanitation facilities in the last five years (WSP, 2008). While this clearly represents considerable progress, **the coverage of hygienic sanitation remains low.** This denotes not only the use of latrines but a system that is effectively breaking the cycle of disease transmission, which is critical to substantive and long-term improvements to health. If poor health remains a constant for rural households, productivity remains low in a largely agricultural sector, meaning income generating potential is seriously hindered.



Improving hygienic coverage within the sanitation sector is integral to achieving significant health related benefits;

- Hygienic' latrine coverage is only 53%
- Understanding of hygiene remains low

sanitation to low-income consumers, following which scale up to further districts will be possible.

Innovative Sanitation Design Can Enhance Hygienic Coverage

Design has emerged as a key factor in achieving hygienic sanitation. Design flaws in the current standard pit 'three rings one slab' water seal means a hygienic latrine on installation becomes unhygienic in the long-term. Yet, in **focusing on human desirability along with technical feasibility and viability of sanitation products**, it is possible to create a desirable and hygienic latrine refined for the specific needs of its users.

SanMark is an international effort supported by **Swiss Agency for Development Cooperation (SDC)** and the **World Bank Water and Sanitation Programme (WSP)** to create a market system for quality, hygienic latrine provision in Rajshahi, Northern Bangladesh. **SanMark** is being led by **International Development Enterprise (iDE)**, an international non-profit working in the Sanitation Sector to improve delivery of essential products and services to poor rural households by facilitating their participation in an effectively functioning market system.

Yet, innovative latrines alone are not enough. Increasing hygienic sanitation coverage also depends on sustainable distribution and marketing through markets-based supply channels. To this end, the **SanMark Pilot project (2011- 2013)** was developed to sustainably market and disseminate sanitation products and services in the Rajshahi district of Bangladesh. This will provide a comprehensive understanding of the most effective ways in which market systems can deliver

Making Sanitation Markets Work for Rural Consumers

iDE Bangladesh has significant experience harnessing the power of the private sector to achieve high scalability for low-cost technologies. From treadle pumps in the 1980s to latrines today, iDE employs a market systems approach to economic and social development focused on engaging the private sector to maximize the sustainability of its results.

Considering that a recent WSP study indicated 96% of rural households pay for their own sanitation services, a strong willingness to pay is evident within rural communities, which iDE's market based approach is utilizing. iDE Cambodia has had unprecedented success with disseminating private-sector-led sanitation using a market systems approach. To date, they have facilitated sales of some 7,475 hygienic 'EZ Latrine' products to rural low income customers in 200 villages over 9 months (7 months ahead of schedule).

To make the SanMark Pilot Project a reality, iDE will be fully responsible for the implementation and management of the project with support from the **Swiss Agency for Development Cooperation (SDC)** and the **World Bank Water and Sanitation Programme (WSP)**.

The Challenge: How Can Communities Move Up the Sanitation Ladder?

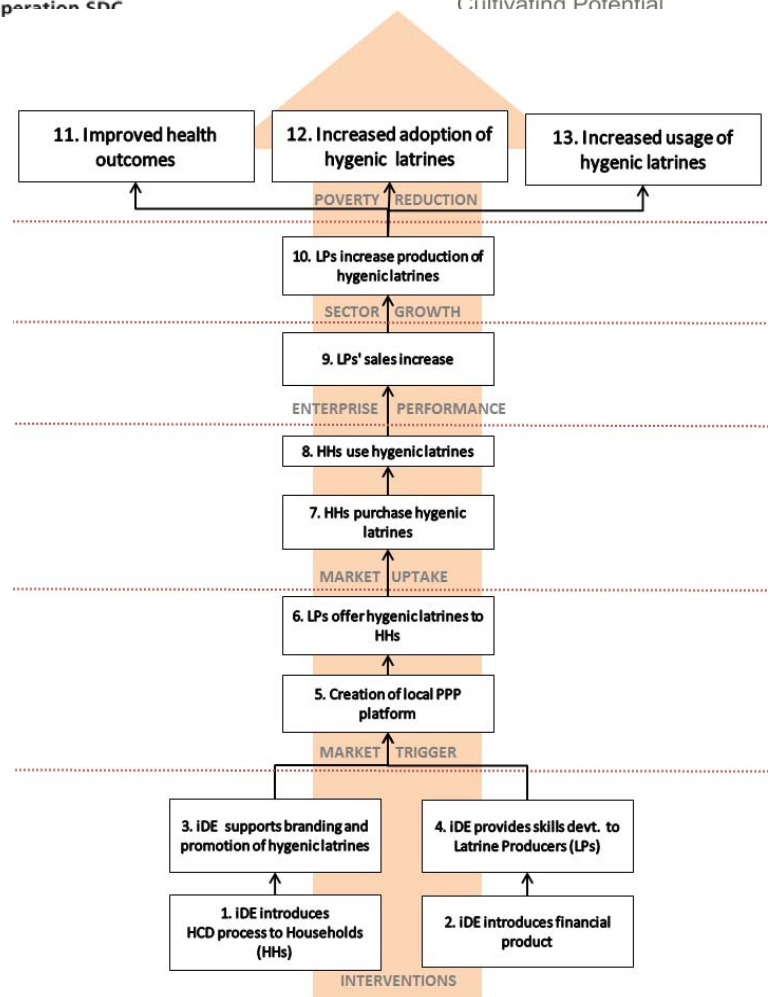
SanMark intends to create a viable market system for hygienic, desirable and affordable latrines, underpinned by public- private partnership platforms to coordinate actors of sanitation services at the local level. On the basis of results from a pilot project, iDE's approach to achieving hygienic coverage at scale recognises three challenges:

- **Hardware' challenges:** providing technically sound and socially and culturally appropriate technologies.
- **'Software' challenges:** building hygienic behaviours to ensure customers demand and maintain hygienic behaviours.
- **Support of services key to the hygienic coverage:** emptying, repair improvement and parts provision.

In recognition of these, SanMark will deliver a practical, tested business model for up-scaling sanitation services. Specifically, this means working with 20 private sector latrine producers to create a market system where 2000 rural households recognise the need for hygienic latrines and therefore demand a quality and affordable product.

What Will SanMark Deliver?

- Development and production of a range of latrine products that rural households aspire to own
- Improved availability of hygienic latrines
- Awareness and demand for hygienic latrines
- Improvements in women's comfort in using latrines
- Increased availability and access to financing of latrines
- Strengthened local governance and market co-ordination at the local level.



This relies of five components;

1. **Introduction of an appropriate design using a HCD Process** – going beyond the 'plumbing' to a product which is a desirable and simple product;
2. **Introduction of financial product** – working with local lenders to develop a financing mechanism for latrine purchase;
3. **Branding and promotion of hygienic latrines-** working with latrine producer's (LP's) to develop a sustainable sanitation marketing system;
4. **Skills development of LPs** – business development and sales skills in order to achieve high sales growth;
5. **PPP Platform at local level** – facilitating intensive collaboration to ensure local decision-making and market responsiveness of the key players in the system.

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