Cameroon Sanitation Programme (CAMSAN) - Urban Component
Douala Urban Council

A Marketing Research Case
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Overview

- Cameroon Sanitation Program (CAMSAN)
- CAMSAN Urban Component in Douala
- Market Research Case

1- La démarche opérationnelle de BUETEC

2- La stratégie d’investissement de BUETEC
Cameroon adopted a national sanitation strategy (CAMSAN) in 2011. The strategy seeks to:
- Increase the demand and supply of sanitation through promotion and subsidies
- Environmental projection through sludge management
- Institutionnal capacity building at the local or decentralised communities
- The subsidies represents between 39 to 54% of the costs of each individual latrine
CAMSAN at Urban Douala

- CAMSAN is being implemented at its pilote phase through a loan from the World Bank Group.
- A city of about 2.5 millions inhabitants in the coastal backward of the Atlantic Ocean, Douala has a critically lacks convenient sanitation facilities. Statistics say 38% of the population is in the need.
- The city often suffers from the outbreak of cholera.
- Land tenue is a big problem. About 20% of the city inhabitants are non-cameroonian.
CAMSAN URBAN COMPONENT IN DOUALA: THE TARGETS

INITIAL PROJECT PLANNING

- **Douala 2 District**
  - Institutionnal blocs of latrines ((100% subvention)
  - Schools, marketsplaces, Health centers

- **Douala 3 Distict**
  - Institutionnal blocs of latrines ((100% subvention)
  - Schools, marketsplaces, Health centers
  - I Household latrines (39-54 % subvention)

- **Douala 4 District**
  - Institutionnal blocs of latrines ((100% subvention)
  - Schools, marketsplaces, Health centers

- **Douala 5 District**
  - Institutionnal blocs of latrines ((100% subvention)
  - Schools, marketsplaces, Health centers
  - I Household latrines (39-54 % subvention)

**INSTITUTIONAL LATRINES:** 400

**HOUSEHOLD LATRINES:** 25 000
SANITATION MARKET RESEARCH CASE - URBAN DOUALA

**ACTIVITIES CARRIED-OUT**

- **Rapid household Sanitation Assessment**
  - Demand potential
  - Defecation practice and self-beliefs of households
  - Need or not of modern latrine and its definition
  - Purchasing power – financing – volunteering
  - Latrine decision process

- **In-depth Consumer Research**
  - Household vulnerability to cholera
  - Household structure - housing situation
  - Belonging to familial, Professional or community associations
  - Information channel used

- **Technology Re-engineering**
  - Description of preferred latrine types
  - Accessibility to water - availability of land
  - Cost calculations on the 2 most preferred latrine types

- **Project-targets Review**

**HOUSEHOLD LATRINES: 18000**

**INSTITUTIONAL LATRINES: 400**

- Writing the Terms of References (TORs)
- Writing promotion briefs
- Procurement process