BG SANITATION MARKETING
Experience With UNICEF Support

For Presentation at Federal Sanitation Marketing Multi-Stakeholders Platform (MSP)

25 September 2017
Hard Rock Restaurant
Addis Ababa

Presentation Outline

1. **BG Regional Background information**
2. **Steps undertaken to start the SanMark in BG**
3. Experience Sharing visits to Sire woreda-Oromia
4. Regional SanMark Launching Workshop
5. Need assessment
6. Memorandum of understanding (MOU)
7. Design of Latrine Molds and slab production
8. Training of MSE and establishing Sani Centers
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11. BG Sanitation and Hygiene Road Map to achieve GTP 2
12. BG WASH partners
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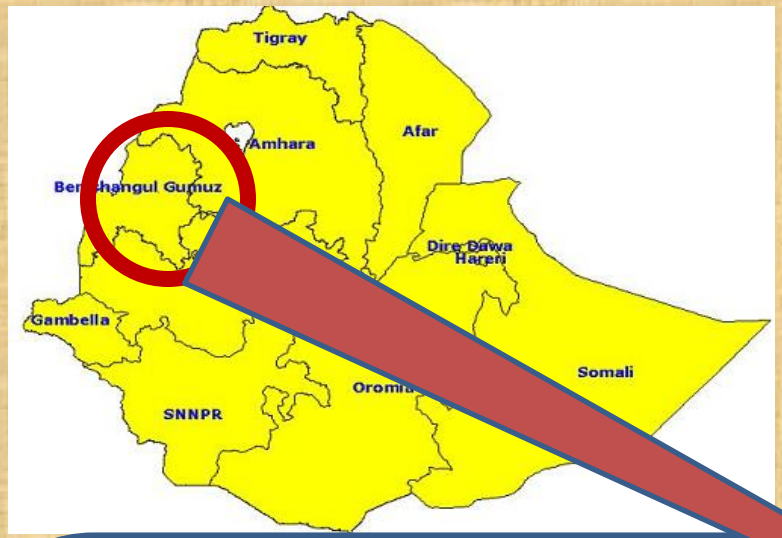
14. **The Way forward**

1. BG BACKGROUND INFORMATION:
(projection: 2009 censes)

- **Total Population – 1,066,001**
  - **540,463 (50.7%) - males**
  - **525,538 (49.3%) - females**
- **Rural Population – 922,091(86.5%)**
- **Urban Population – 143,910 (13.5%)**
- **Annual popn growth rate – 3%**
- **Total fertility rate(TFR) = 5.2%**
- **Total House holds (4.5) = 236,889**

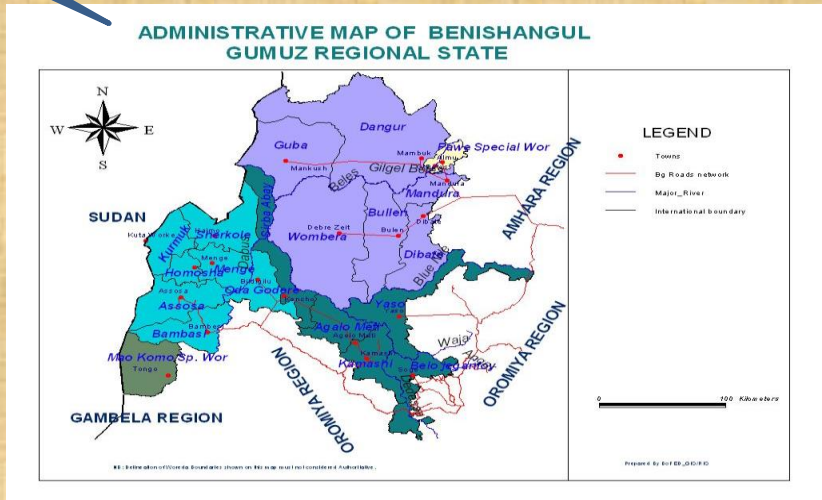
Background



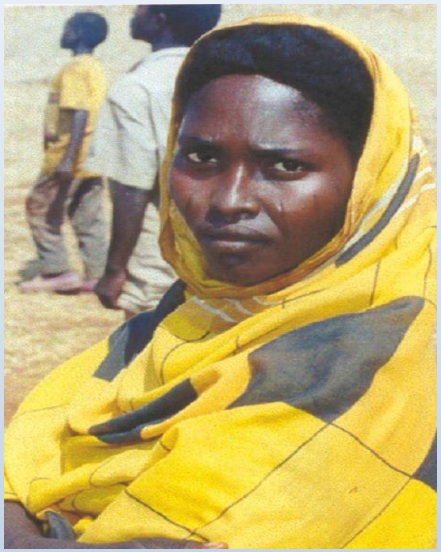
- Benishangul Gumuz Regional State is one of the developing regions in the Country
- The region is located in North west parts of Ethiopia
- The region shares Border with
  - Amhara R.state in North
  - Oromia R.state in the East
  - Gambella R.s in the South and
  - Sudan republic in the West

(8 woredas share international border with Sudan)

- **The region has :-**
  - **3 zones (Metekel, Assosa, and Kamashi)**
  - **20 woredas (one Special woreda and 19 woredas and currently one city administration (Assosa)**
  - **475 kebels and 3678 villages**
- **Elevation: ranges from 580-2731 meters above sea level**
- **Climate: 75% lowland, 24% Midland and 1% highland**
- **Hottest period: February to April (35^{0c} - 40 ^{0c})**
- **Rain fall 800-2000 mm annually**



Main ethnic groups (natives of the region)

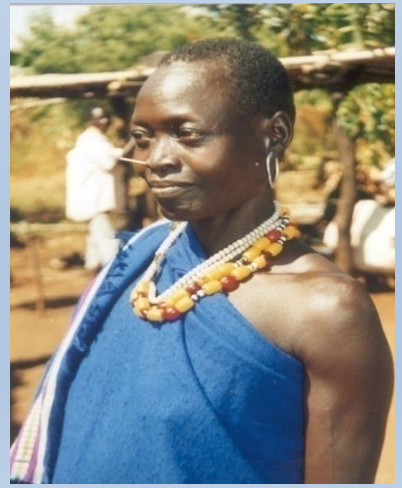


Berta

Gumuz

Shinasha

Mao

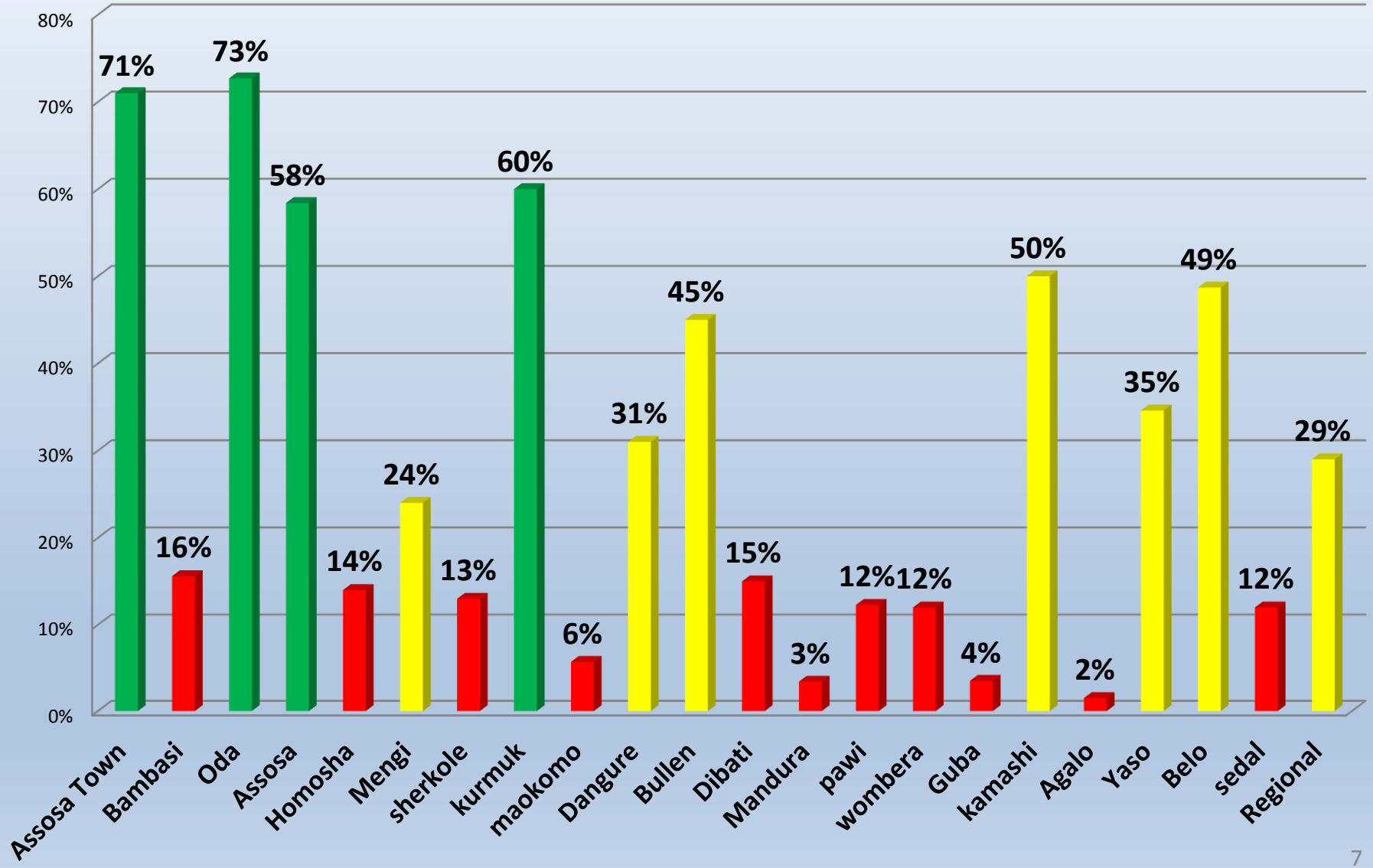


Komo

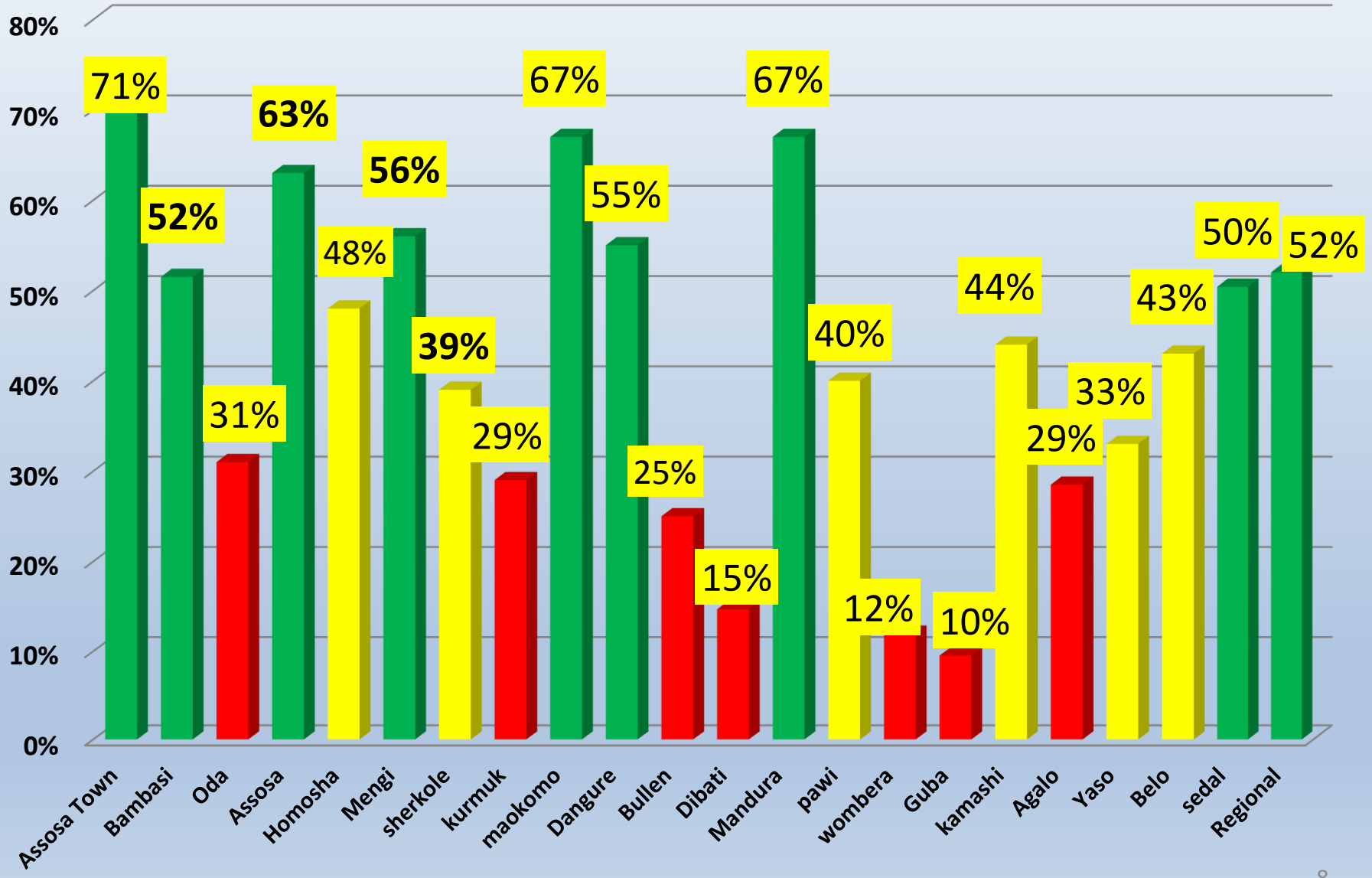
Health Facilities

- **HPs:** 405 Functional
- **HCs:** 40 Functional and 4 under construction
- **Hospitals:**
  - 2 General
  - 4 Primary under construction
- There are **963 HEWs** (894 rural & 69 urban)
- Environmental Health Professionals: **30**

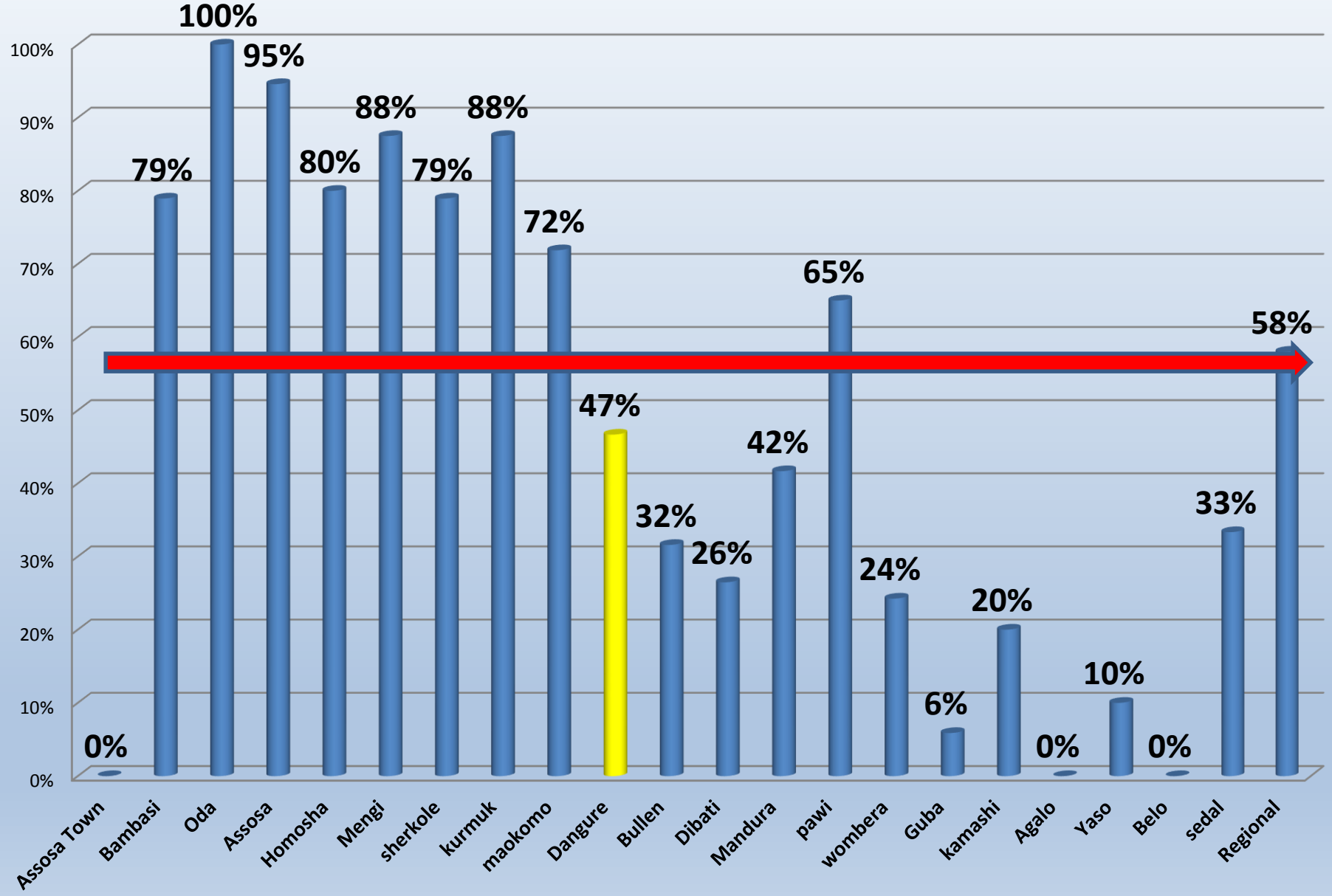
Improved latrine Coverage

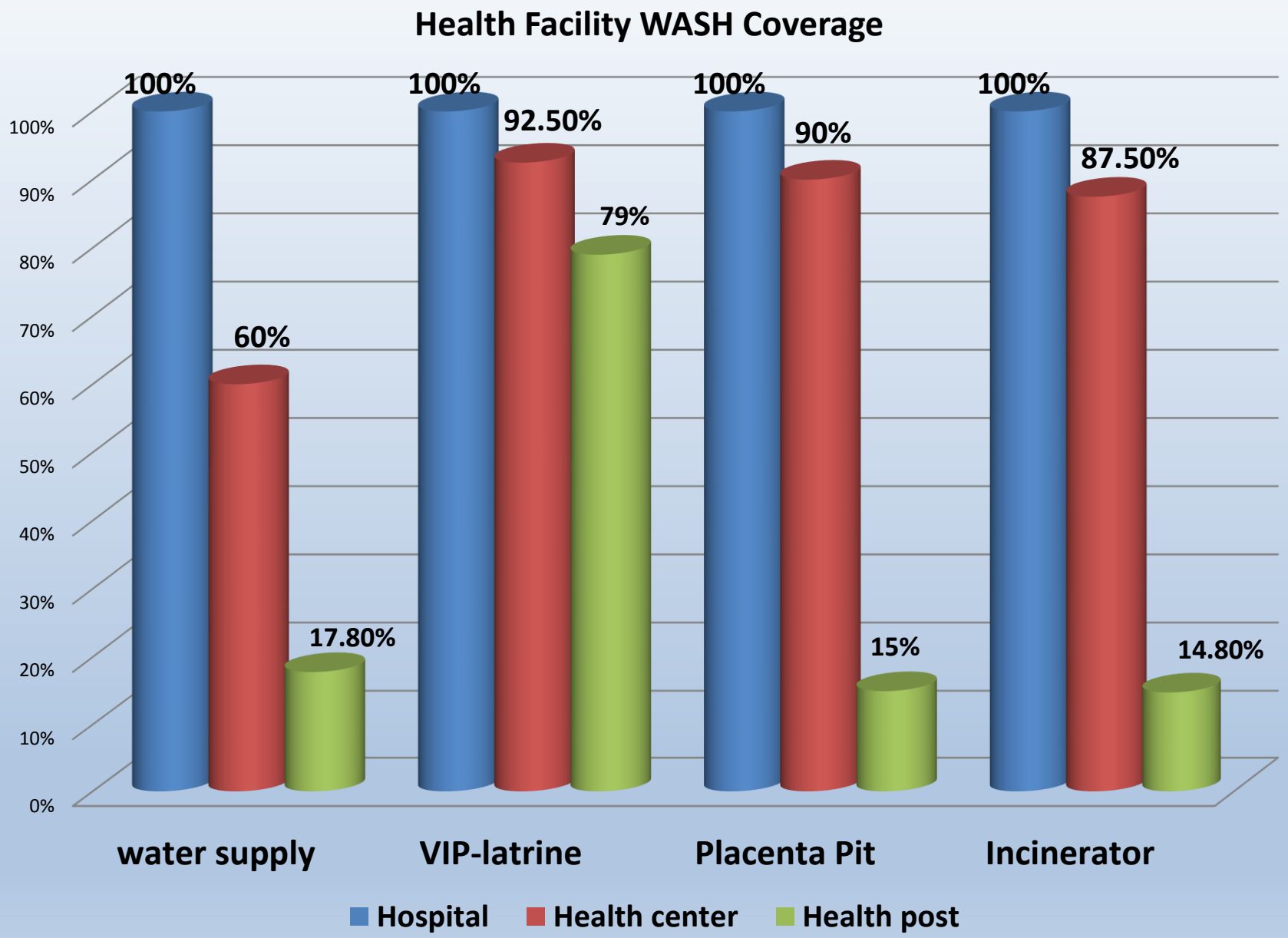


Hand Washing Facility Coverage



BG ODF Kebeles Coverage by Woreda




Health Facility WASH Coverage
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
100%
60%
17.80%
100%
92.50%
79%
100%
90%
15%
100%
87.50%
14.80%
water supply
VIP-latrine
Placenta Pit
Incinerator
Hospital
Health center
Health post

2. Steps undertaken to start the SanMark in BG

Activities	Duration
Experience Sharing Visit	Nov-15
Regional Launching Workshop	Mar-16
Need Assessment	Apr - May 16
Locally Design Molds	June - Sep 16
Basic Training Micro & Small scale Enterprises (MSE)	June and Nov 16
Sani Center construction	June - Dec 16
Production of Slabs	Mid Jan-17
Social Promotion and Marketing	Starting from Nov. 2016

3. Experience Sharing visits to Sire woreda: Oromia

- **In November 2015 experience sharing visits was made to Sire woreda**
- 4 experts and focal person form regional HB
- 4 experts from two woredas: Assosa and Maokomo (2 per woreda) visited Sire woreda
- **Objective:** to get experience on how to implement sanitation marketing

Orientation on SanMark at Sire woreda

3. Experience Sharing visits …..

Visits to SanMark Center (60cm x 60cm slabs)

3. Experience Sharing visits …..

Practical Demonstration on latrine slabs production

3. Experience Sharing visits …..

Lessons learned

- **What is sanitation marketing?** A market-based approach that addresses demand and supply together to increase sustained uptake and use of improved sanitation (e.g., durable & hygienic latrine).
- Composition of (age and sex) of the artesian/ MSE,
- The challenge of transportation of the slabs,
- Selection of the size of the slabs and design of molds,
- Market promotion (Promotors, existing structure);
- Factors to be considered in selecting favorable kebeles for sanitation Marketing centers **(Access, social status and ODF)**

4. Regional SanMark Launching Workshop

- The launching workshop was made in the presence of higher officials from **RHB, TVET, MFI, MSE** and **woreda officials** including woreda administrations,
- **WASH partner like WB**.
- To create common understanding at all level so that they can support the implementation of SanMark

5. Need assessment

Final results of Need Assessments (212 HH)

S.NO	Sanitation market product	Individual selected	percent
1	Concrete slab 110 x110 cm	199	94%
2	Hand washing facility	197	93%
3	HH water treatment	198	93.3%
4	Shower facility	196	92.4%
5	Vent pip locally made	194	91%

HHs Willingness to pay (212 HH)

- ❖ **Slabs of 110 x110 cm**
  - ✓ 40-90 Birr → 17 HHs
  - ✓ 100-150 Birr → 84 HHs
  - ✓ 151-200 Birr → 60 HHs
  - ✓ >200 Birr → 38 HHs
- ❖ **HH water treatment chemical**
  - ✓ 5 – 10 Birr → 78 HHs
  - ✓ 10 Birr → 119 HHs

HHs Willingness to pay …

- **Hand washing with stand**
  - ✓ 10-20 Birr → 134 HHs
  - ✓ 30-40 Birr → 26 HHs
  - ✓ >50 Birr → 38 HHs
- **Shower facility**
  - ✓ 30 Birr → 83 HHs
  - ✓ 40 – 50 Birr → 60 HHs
  - ✓ > 60 Birr → 53 HHs
- **Vent pipe**
  - ✓ 10-20 Birr → 102 HHs
  - ✓ 30-40 Birr → 45 HHs
  - ✓ > 50 Birr → 49 HHs

Mode of payments

- At once → 78 (39%)
- At Two times → 112 (56%)
- At Three times → 9 (5%)

6. Memorandum of Understanding (MOU)

- **Signed** Among: RHB, MSE (Micro & Small scale Enterprise), Micro finance and TVET with clear mandate

Objectives of MoU:

- To enhance Political commitment at all level
- For Strong integration among stakeholders,
- To enhance Joint supportive supervision and follow up by regional and woreda offices,

Following the signing of MOU, Regional level Technical Working groups established

- BG-RHB ----------2
- BG-MFI----------2
- BG-RMSE ---------2
- Assosa TVET -----2
- The members meet regularly on quarterly base to discuss on the progress and to solve the problems

7. Design of Molds and Slab Production

- Based on community preference, the design of 110cm x 110cm mold was made locally by TVET,
- To overcome the problem of loading and unloading (transportation), it was made in to 3 pieces:
  - 30cm x 110cm,
  - 50cm x 110cm and
  - 30cm x 110cm
- The **price is 350 Birr/ slab**

Locally Designed Latrine Mold

8. Training of MSE and establishing Sani Centers

Training Cont…

Abrhamo SanMark Centre

Tsetse SanMark center

Selga 22 SanMark Center

Latrine Slabs Produced

Latrine Slabs Produced …

While making the latrine slab

(110cm x110cm)

Budget Support provided to MSE

A Total of **137,000 Birr** per MSE

- Sani- center construction **87,000 Birr**
- Start up capital/materials **30,000 Birr**
- Basic training for 10 days **20,000 Birr**

Market Promotion

- Using the **existing structure**: by HEWs, HDA, Kebele leaders, and health workers,
- At **community gatherings**: market place and meetings

9. Current status of SanMark

(January – August 2017)

No.	Woreda/ Sani Center	Latrine Slabs Produced	Latrine Slabs Sold	Latrine slabs In the Store
1	**Assosa Woreda**	**307**	**230**	**77**
	Aberamo	80	60	20
	Tsetse	135	102	33
	Selga 22	92	68	24
2	**MaoKomo Woreda**	**60**	**0**	**60**
	Shegogo	40	0	40
	Yamesera	20	0	20
	Total	**367**	**230**	**137**

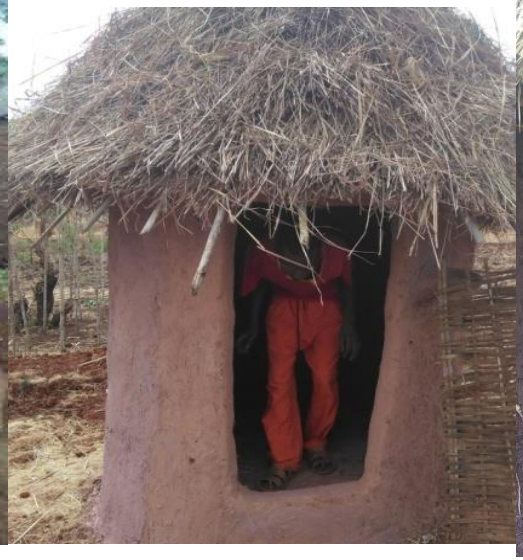
Current capital status of MSE in Cash

(January – August 2017)

No.	Woreda/ Sani Center	Contribution	Profit from sale of Latrine slabs	Total
1	**Assosa Woreda**	**15,500**	**20,700**	**36,200**
	Aberamo	5,500	5,400	10,900
	Tsetse	5,000	9,180	14,180
	Selga 22	5,000	6,120	11,120
2	**MaoKomo Woreda**	**10,000**	**-**	**10,000**
	Shegogo	5,000	0	5,000
	Yamesera	5,000	0	5,000
	Total	**25,500**	**20,700**	**46,200**

HHs using Latrine slabs

Improved latrines



Media team from MoH documenting the SanMark in BG

10. GTP 2 targets for WASH

National level

- **Water Supply:** based on new water supply standard (**25 – 100 l/p/d)**
  - to increase from 59% ➔85% in **rural** areas and
  - 58% ➔**75%** in **urban** areas.
  - Average to reach 83% by 2020
- **Sanitation:** safely managed and resilient sanitation services is planned to increase from **7% to 82%**
- **Hygiene:** improved hygiene behaviours (Hand Washing, Face Washing, Food Hygiene) and living in healthy environments is planned to be increased **from 17% - 70%**

11. BG Sanitation and Hygiene Road Map plan to achieve GTP 2

- **With UNICEF financial and technical support a 3 days sanitation and hygiene roadmap planning was made for both rural and urbans and plan compilation is underway at regional level,**
- To enhance the improved latrine coverage, sanitation marketing implementation is underway in UNICEF and OWNP supported woredas
- Government is expected to scale up it to other woredas

11. BG Sanitation and Hygiene Road Map …

- Increase Improved latrine coverage from 29% -82%
- Increase latrine utilization from current 73% -82%
- Increase hand washing at critical times with soap from 52% -77%
- Increase ODF kebeles from 58% - 82%
- Increase HHWT and safe storage from 52% -77%
- 100 % WASH facility for institutions

11. Budget Required to Achieve GTP 2 for Sanitation

Activity Descriptions	Annual Budget Required (ETB)				
	2018	2019	2020	Total	Gap
ODF Kebeles (Target 82%)	6,528,600	6,354,600	6,144,600	19,027,800	16,632,800
Improved HH Latrine (Target 82%)	4,879,600	10,879,600	10,879,600	26,638,800	19,009,200
HHWT and Safe Storage (Target 77%)	2,515,230	2,515,230	2,515,230	7,545,690	7,545,690
Hand Washing at Crtical times (Target 77%)	3,075,000	3,075,000	3,075,000	9,225,000	6,735,000
Institutional WASH Facility (Target 100%)	61,619,000	64,969,000	69,079,000	195,707,000	180,031,000
Procurement of Materials	12,500,000	15,900,000	5,100,000	32,000,000	32,000,000
Sub Total for Rural	**91,117,430**	**103,693,430**	**96,793,430**	**290,144,290**	**261,953,690**
Sub Total for Urban	**95,758,873**	**50,623,670**	**24,965,692**	**177,064,963**	**56,276,981**
Grand Total Regional	**186,876,303**	**154,317,100**	**121,759,122**	**467,209,253**	**318,230,671**

12. BG WASH partners

One WASH (9)

- ✓ Guba
- ✓ Kurmuk
- ✓ Menge
- ✓ Yaso
- ✓ Dangure
- ✓ Sedal
- ✓ Sherkole
- ✓ Sedal and
- ✓ Kamashi Town

UNICEF /DRS (3)

- ✓ Assosa
- ✓ Maokomo
- ✓ Yaso

Co-WASH (4)

- ✓ Bambasi
- ✓ Oda
- ✓ Belo
- ✓ Agalo

NGOs:

World Vision

- ✓ Bambasi
- ✓ Maokomo

Amiref (new)

- ✓ Bambasi
- ✓ Menge

11. Challenges

- From experience sharing visit to actual Latrine slabs production and marketing it took more than a year.
- At the beginning, SanMark is not profitable for MSE to fully relay on → loss confidence on Business modality
- Lack of transportation to transport slabs to other kebeles,
- Even though, MoU is signed among stakeholders, most of the SanMark works are left to RHB,
- **Few NGO partners in the Region,**
- May be Shortage of budget to achieve GTP 2 target for Sanitation and hygiene???

The Way forward

- At regional level, Scale up best practices to other woredas & kebeles (4 woredas & 8 kebeles)
- Strengthen joint supportive supervision & follow up,
- Diversify activities of MSE to generate more income (latrine cover, sanitary pads, soaps, vent pipes, etc.)
- Promote saving methods (20-30 Birr/month) at HH level and Facilitate Credit from MFI to increase HHs purchasing capacity.
- Strengthen Promotion through IEC/ BCC materials, Mass media, Dramas, HEW, Community leaders, HAD & Health workers
- Create sub sani center to minimize the problem on Slab transportation.

Thank You for Your Attention