



Overview of National Sanitation Marketing Guideline

Multi-Stakeholder Forum

25th September 2017

Addis Ababa

Supporting water sanitation
and hygiene services for life

Rationale for guideline

- CLTSH has delivered basic latrines
- Sanitation marketing identified as solution to move households up the sanitation ladder
- Private sector identified as key potential source of capacity

Scope and objectives

Scope covers 1) enabling environment, 2) demand generation and 3) supply of technology (3 pillars/ strategic approaches)

Five specific objectives of the guideline:

- Framework that government and development partners support
- Motivate for private sector engagement
- Harmonise implementation modalities
- Capacity building for the private sector
- Get simple and affordable products to consumers

7 steps for implementation:

Step 1. Assessment and Planning Assess market and partnership conditions, initial planning

Step 2. Market Research Understand household consumers behavior and local market providers, retailers and supply chains

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

Step 4. Test Supply Side Strategy

Design & test business models and supply chains for product delivery

Step 5. Test Demand Creation Strategy

Design & test promotional & marketing materials/ tools/activities

Step 6. Sanitation Marketing Program Implementation Testing and roll out of Sanitation Marketing supply expansion and demand creation activities

Step 7. Monitoring Monitor for results and equity

Development of business models

- Not prescriptive
- Appropriate, demand driven, sustainable, profitable and replicable
- Includes micro and small enterprises, as well as business further up the supply chain e.g. manufacturing
- Includes diversifying existing business

Capacity building

- Emphasises training for MSEs, mentions sections and topics (background, business management, technical and skill training, marketing)
- Identifies other capacity building areas to grow private sector:
 - Promotion
 - New products
 - Communications and marketing
 - Sales and distribution systems
 - Financing mechanisms
 - Business incubation
 - Quality control

Business and consumer financing

- Recognised as an important component
- Not prescriptive, but development partners and government encouraged to support (methods, tools and resource mobilisation, linkage to clients)

Marketing mix

Promotes 4Ps approach:

- Product (Balancing desirability, viability, and feasibility; inclusive in design; reducing cost; standardisation, branding and innovation are encouraged)
- Place (not prescriptive, leave to entrepreneurs, suggests franchising)
- Promotion and communication (product promotion, and demand creation, mix of methods, based on formative research and testing)
- Price (driven by private sector; segmentation important)

Partnerships, roles and responsibilities

- Clear roles and responsibilities are assigned
 - Government (health, MSE, MFIs)
 - Development partners (multilaterals, bilaterals, NGOs)
 - Private sector (companies, local producers, CBOs)
 - Households

Monitoring

