



'Make A Splash!' Partnership Progress Report

**MAKE A
SPLASH!**

LIXIL

IN PARTNERSHIP WITH

unicef 





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Foreword

by LIXIL



Every person on the planet dreams of a better home. LIXIL's purpose is to make better homes a reality for everyone, everywhere, whether by renovating their kitchen in Tokyo or by installing their first toilet in rural Tanzania.

Still today, an estimated 2 billion people – about one-quarter of the global population – live without access to safe, sanitary toilets. These figures come with a devastating human cost: each day, over 700 children under 5 die from diarrheal diseases caused by unhygienic living conditions.

While 456 million people in sub-Saharan Africa had a mobile phone connection in 2018, an estimated 344 million children did not have a functioning toilet at home.¹ But as a toilet maker, how much impact can one company have?

At LIXIL, we have set ourselves the target of improving sanitation and quality of life for 100 million people by 2025, using our technology and capabilities as a leader in water and housing technology products. However, to have true sustainable impact, we recognized that working with other stakeholders and leveraging each other's expertise would be key to unlocking change.

We believe the 'Make A Splash!' partnership between LIXIL and UNICEF is the right partnership at the right time to help tackle the issue of global sanitation and hygiene. At LIXIL, we design products that matter to people, including the SATO's range of affordable and innovative bathroom solutions that meet the needs of consumers in some of the most remote parts of the world.



The partnership demonstrates how businesses such as LIXIL in partnership with UNICEF, governments, NGOs and communities can support the development of sustainable sanitation markets and create business opportunities for entrepreneurs and artisans.

This report marks two years of the ‘Make A Splash!’ partnership. It outlines how the partners have been adopting comprehensive new approaches to developing sustainable sanitation markets, starting in East Africa. With the COVID-19 pandemic highlighting vast inequalities in access to sanitation and hygiene, LIXIL also developed the novel SATO Tap,[™] a low-cost device for low-income households, even without access to a supply of running water. UNICEF provided technical inputs in the design and with LIXIL, will carry out field trials to see how best the device meets the needs of families.

We are proud to be entering the third year of the ‘Make A Splash!’ partnership, and in response to the COVID-19 emergency have expanded the scope to include activities in handwashing and sanitation. Our aim is to reach those in the 40 per cent of the world’s population that do not have access to basic handwashing facilities to make better homes a reality for everyone, everywhere.



JIN MONTESANO, Director, Chief People Officer, LIXIL Group Corporation.

¹ <https://www.fdiintelligence.com/article/76565>



Foreword

by UNICEF



Toilets save lives. From small, remote villages to urban, densely populated areas, I've seen the convenience, the smiles and the overall peace of mind that a safe, clean and private toilet brings to an individual and a community. Toilets are about so much more than improved sanitation, and that's why the LIXIL and UNICEF 'Make A Splash!' partnership is such an important one in transforming the lives of children, their families and communities.

The 'Make A Splash!' partnership contributes to Sustainable Development Goal 6, which aims to provide access to adequate and equitable sanitation and hygiene for all by 2030, bringing about a world where we end open defecation.

'Make A Splash!' was a pioneering partnership for UNICEF with a private-sector company in sanitation, and we started implementation in Ethiopia, Kenya and the United Republic of Tanzania. UNICEF's work with governments, NGOs and communities in sanitation was already producing increasing numbers of cleaner, safer and open-defecation-free societies. Collectively, we were creating demand for toilets. In doing so, there was a need for communities to have access to a product that was safe, affordable and easy to install. LIXIL, with the development of the SATO pan, met that need.

This partnership is a good example of UNICEF's vision for partnerships with business – it builds on respective strengths to deliver a shared ambition of transformational change for children. It is innovative in its approach in tackling the global sanitation crisis, delivers at scale while also producing business results in terms of corporate reputation, employee engagement and business performance.



As a result of this firmly rooted partnership, we were able to rapidly expand our work to respond to the COVID-19 pandemic. Proper handwashing is one of the best measures to protect against the virus. It is also one that many low-income households don't have easy access to. The 'Make A Splash!' partnership is now expanding to address this need and make hygiene accessible and affordable for all. In addition, the partnership will maximize existing public- and private-sector networks and supply chains to find the most efficient means to get handwashing products to households. In the area of data collection, we will strengthen the use of our existing partnership's real-time monitoring system to improve behavior change communication and advocacy to build more resilient WASH services.

As we reimagine our world post-COVID, we will need to develop partnerships like these, that are creative and innovative. Partnerships like 'Make A Splash!' that are based on a shared commitment and responsibility that aim to build a better world for every child, everywhere, will be critical, as no one entity can achieve these results alone.



CHARLOTTE PETRI GORNITZKA,
Deputy Executive Director, Partnerships, UNICEF

Summary

‘Make A Splash!’ Partnership



Imagine for a moment your life without a proper toilet. How would it be different? Would your daily activities change? Would you change what you ate? How many times you drank? If you are an adolescent girl, would you go to school? If you are a woman, would you seek employment? For the 2 billion people who lack basic sanitation services, or have poor quality toilets, these choices are a part of their everyday lives.²

Sister Monica knows this reality firsthand. She looks after children with disabilities at the Sigomre Small Home in Siaya County, Kenya. The children used to relieve themselves in an open pit where they were in danger of falling in and injuring themselves. Not too far away, Margaret Odhiambo would use the bushes, and, like many women, was vulnerable to abuse when alone or at night.

Right now, in 2020, still 1 in 3 people does not have improved sanitation, and one in seven still practices open defecation.³ Children - like those at Sigomre Small Home - and women, like Margaret, are the people behind the statistics.

In 2018, UNICEF and LIXIL created a bold, new partnership called ‘Make A Splash!’ It is UNICEF’s first global shared-value partnership in water, sanitation and hygiene (WASH), and the first of its kind with a Japanese company. It combines UNICEF’s WASH sector leadership with LIXIL’s global expertise in toilet design and innovation. As UNICEF changes people’s attitudes to open defecation and using poor quality, unsafe facilities, people demand better sanitation and hygiene services. LIXIL is helping to meet this demand through its SATO products, which provide safe, affordable and sustainable solutions so communities can improve and sustain proper sanitation.

The partnership demonstrates how businesses, together with UNICEF, governments, non-governmental organizations (NGOs) and communities can help develop sustainable sanitation markets and affordable toilets for everyone. Working together is the only way to accelerate progress towards Sustainable Development Goal 6 (SDG) to end open defecation and ensure sanitation for all by 2030. Without dramatic progress, universal access would take decades to achieve and will undermine the progress of virtually every other SDG.⁴

Boys at School, Siaya County, Kenya. © LIXIL/Gakuo/2019



UNICEF’s partnership with the private sector is critical to accelerate progress for children in achieving the Sustainable Development Goals. Our partnership with LIXIL is an example of how we can work together with multiple stakeholders - governments, partners, communities and companies - to co-create solutions that can bring lasting change for children. It is reflective of the shared-value approach that delivers social impact while at the same time providing business value to our partners,” said Charlotte Petri Gornitzka, Deputy Executive Director, Partnerships, UNICEF.

For Sister Monica, the children of the Sigomre Small Home, and Margaret Odhiambo, the partnership has provided clean, safe toilets and along with it, comfort and convenience.

The COVID-19 pandemic has drawn into sharp focus the importance of hand hygiene, and the need for the most underserved to have ready access to handwashing facilities. The pandemic provided an opportunity for LIXIL and UNICEF to expand the ‘Make A Splash!’ partnership to meet this need and make handwashing accessible to all through the pioneering new product, the SATO Tap™.

² WHO/UNICEF JMP Report, Progress on household drinking water, sanitation and hygiene: Special Focus on Inequalities, 2000-2017 (online) <https://washdata.org/sites/default/files/documents/reports/2019-07/jmp-2019-wash-households.pdf> “2.1 billion people gained access to at least basic services and the population lacking basic services decreased from 2.7 billion to 2 billion”

³ UNICEF Water, Sanitation and Hygiene (online) https://www.unicef.org/wash/3942_43084.html

⁴ 2030 Agenda for Sustainable Development (online) <https://www.sdg6monitoring.org/indicators/target-6-2/> Sustainable Development Goal 6.2, “By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations”



We have just under 10 years to fulfill the Sustainable Development Goals by the 2030 target date, and to do that we need to have industry, governments, financiers and development partners working together to strengthen local markets that will make sanitation services available and affordable at scale,” said Kelly Ann Naylor, Associate Director of WASH, UNICEF.

Working for Every Child, Everywhere

UNICEF works in communities to help some of the world's most underserved children and their families. Improved sanitation and water sources are essential for the survival and development of children. Without clean water, good hygiene practices and basic toilets, the lives of millions of children are at risk. UNICEF's WASH teams work in over 100 countries worldwide to improve water and sanitation services, as well as basic hygiene practices.

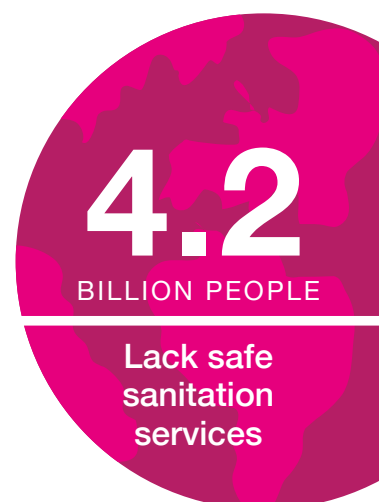
Working with partners, UNICEF supports behavior change for sanitation and hygiene at the community level, to create a social norm of ending open defecation and encouraging people to build and use safe toilets. UNICEF also works with governments to advise their sanitation policies and plans to make clean water, toilets and hygiene accessible for all. The aim is to help 60 million people by 2021 get access to at least basic sanitation.⁵ This is done by supporting the creation of sanitation markets and the delivery of sanitation services to communities.

By engaging with businesses to meet SDG targets, UNICEF is demonstrating the market potential of providing safe sanitation services to the 4.2 billion people across the world who lack these services.⁶ And it is not a small market: the Business and Sustainable Development Commission estimates the market opportunities of the SDGs at around US\$12 trillion.⁷



© UNICEF Ethiopia /2017/Tadesse

UNICEF fosters community-based approaches for sanitation and empowers communities to end open defecation themselves. Communities are encouraged to carry out an analysis of existing defecation patterns and threats, and to use local resources to build low-cost household toilets and ultimately eliminate the practice of open defecation.



⁵ 'UNICEF Convenes Key Players in Sanitation Markets in West Africa', 2018, (online) <https://www.unicef.org/wca/press-releases/unicef-convenes-key-players-sanitation-markets-west-africa>

⁶ 'WHO and UNICEF Launch Updated Estimates for Water, Sanitation and Hygiene', (online) <https://www.unwater.org/who-and-unicef-launch-updated-estimates-for-water-sanitation-and-hygiene/>

⁷ Business and Sustainable Development Commission flagship report, 2017 [http://businesscommission.org/news/release-sustainable-business-can-unlock-at-least-us-12-trillion-in-new-market-value-and-repair-economic-system#:~:text=London%20\(16%20January%2C%202017\),380%20million%20jobs%20by%202030](http://businesscommission.org/news/release-sustainable-business-can-unlock-at-least-us-12-trillion-in-new-market-value-and-repair-economic-system#:~:text=London%20(16%20January%2C%202017),380%20million%20jobs%20by%202030)



Woman holding SATO pan, Siaya County, Kenya. © LIXIL/Gakuo/2019

Making Better Homes a Reality

LIXIL is a purpose-driven company that produces pioneering water and housing products, making better homes a reality for everyone, everywhere. A better home is made up of surprisingly simple things – baths to escape in after a long day, kitchens that bring together families over meals, and toilets that provide cleanliness and comfort. However, these comforts are out of reach for billions of people. LIXIL's corporate responsibility strategy is focused on giving more people access to better sanitation and hygiene, increasing water conservation and environmental sustainability, and expanding diversity and inclusion within their company and customer base.



Community meeting, Siaya County, Kenya. © LIXIL/Gakuo/2019



Before, children used open pit latrines, and we had to hold many disabled children when they went to the toilet,” explains Sister Monica. “The SATO pans seal, preventing flies from spreading disease. Now, we are so happy, what they are using now is so modest. You can see how clean it is, and there are no flies.”

Drawing on its Japanese heritage of craftsmanship, SATO is a global brand of innovative toilet products that applies LIXIL’s consumer-centric design expertise to address the needs of low-income communities in Africa and Asia. The philosophy of the business is to tackle sanitation issues through the value chain and to establish regional production and sales systems that encourage local investment, create jobs and build skills. It is a social business, but like any other business, SATO aims to be commercially viable. In 2019, SATO achieved profitability in Bangladesh, proving that social enterprises can be self-sustaining.

SATO toilets are a range of simple and affordable toilet products designed around user needs and wants. Its signature trap door seals open pits, minimizing odors and insects that could carry infectious diseases. It brings the benefits of the flush toilet to users of pit toilets, making it an aspirational and hygienic choice for communities and households that lack access to sewage systems. As of April 2020, SATO products have benefitted over 18 million people in more than 38 countries.

In low- and middle-income countries in Asia and Africa, SATO can serve as a first-entry product for basic sanitation to stimulate the development of sanitation markets, test customer behavior and prompt research and development of solutions. It is also a practical and affordable upgrade from open pit latrines, as it was for Sister Monica and the children of Sigomre Small Home.



© LIXIL/Gakuo/2019



Over the years, we have seen a growing interest in LIXIL’s contribution to society. Our corporate responsibility commitment has strengthened the organization, and ‘Team Splash’ is a prime example of our employee engagement. The ‘Make A Splash!’ partnership is where we contribute our expertise in sanitation solutions, and it unites us with the leading children’s organization to reach the communities that need improved toilets. We are glad to be a part of the change, and to be able to share our values with UNICEF, as well as other stakeholders,” said Jin Montesano, Director, Executive Vice President, Chief People Officer, LIXIL Group Corporation.

LIXIL’s employees are proud that they make a real impact on people’s lives and environment. Through the ‘Team Splash’ employee contribution program, LIXIL’s employees support partnership activities. Already close to 3,000 donations have been made, raising a total of over US \$110,000.

In addition to its employees, LIXIL’s customers and partners joined the effort to support the ‘Make A Splash!’ partnership. In 2019, LIXIL renewed its cause-related marketing campaign ‘Toilets for All Project’, where for each LIXIL Shower Toilet sold in Japan, LIXIL donated a portion of sales to its partnership with UNICEF. As a result of the campaign, around US\$ 245,000 was donated, while also raising awareness of global sanitation issues to LIXIL’s customers, partners and employees.



LIXIL customers and partners donate through the 'Toilets for All Project'



Stronger Together


'MAKE A SPLASH!' PARTNERSHIP PROGRESS REPORT

The partnership builds on UNICEF and LIXIL's respective strengths to deliver on a shared ambition to tackle the global sanitation crisis. UNICEF works with governments to change sanitation policies. In addition, the organization partners with NGOs and communities to share information and create awareness about sanitation and health that leads to an end to the practice of open defecation. With the increased demand for better sanitation comes the need for affordable sanitation products. It is here that LIXIL steps in to meet the demand. In addition to providing safe, affordable solutions through SATO, LIXIL trains artisans to install toilets, strengthens production and supply chains and builds awareness of SATO in communities.

As the first mover in these new markets, LIXIL's SATO brand is managing the risks associated with it. Its activities will support the entry of other local enterprises into the market. Other partnership activities include developing financial opportunities so that people can afford better latrines; encouraging other players, such as cement companies and waste service companies, to enter the market; and data collection. The ultimate goal is to build strong sanitation markets with diverse players, who can offer communities a variety of sanitation products at a range of prices that meet their needs.

Supporting through Positive Change

63
MILLION
have to share
toilet facilities



Family hut, Oromia, Ethiopia. © UNICEF/UNI125789/Getachew/2012



Ninety-eight million people in East and Southern Africa still practice open defecation, 179 million use unimproved toilets, like pit latrines, and 63 million have to share toilet facilities.⁸ Eighty-one per cent of people in East Africa need to migrate to improved sanitation facilities by 2030 in order to fulfil the Sustainable Development Goal of leaving no one behind in the provision of adequate and equitable sanitation.⁹ UNICEF and LIXIL's partnership can accelerate this and increase the sanitation options available to communities.

⁸ UNICEF, East and Southern Africa (online) <https://www.unicef.org/esa/sanitation-and-hygiene>

⁹ WHO/UNICEF Joint Monitoring Report, 2019, Aggregation of percentage data in East Africa countries



© UNICEF/UN0158465/Tadesse/2017

LIXIL and UNICEF started partnership activities in East Africa, in countries where over 5 million people still practice open defecation.¹⁰ The Governments of Kenya, the United Republic of Tanzania and Ethiopia are strongly committed to giving people access to improved sanitation, but there is a lack of affordable sanitation products on the market for low-income families to upgrade to from a pit latrine. The different contexts in each country means that SATO products perform very differently in each market.

LIXIL provided a license to Silafrica, a plastic goods manufacturer, to make SATO products in Kenya and Tanzania. As Silafrica also distributes water tanks and other related plumbing goods, the relationship with the company meant that LIXIL could use Silafrica's distribution network to sell SATO merchandise. In Ethiopia, the business model was slightly different as SATO products are imported rather than manufactured locally.

To guide the implementation of joint activities, the partners use a monitoring and evaluation system that collects frequent data of household sanitation conditions and product sales. In an innovative move, young, college-educated people from the community conduct household surveys and operate call centers. This monitoring work provides an additional source of income in the three countries. It also allows for a quick and less expensive way to gather results than traditional monitoring and evaluation methods.



179
MILLION
PEOPLE
use unimproved
toilets, like pit
latrines

¹⁰ UNICEF Game Plan to End Open Defecation, 2018. Game plan countries are countries that either have more than 5 million people defecating in the open or more than 50 per cent of the population defecating in the open.



Partnership Implementation in East Africa - Kenya, United Republic of Tanzania and Ethiopia

A FUTURE WHERE
WOMEN AND GIRLS
CAN GO TO THE TOILET WITHOUT FEAR,
AND WHERE
**CHILDREN LIVE
HEALTHIER LIVES**
FREE FROM DIARRHEAL DISEASE.



Girls wash their hands, Turkana, Kenya. © UNICEF/UNI127352/Noorani/2010

Kenya

From urban slums without piped water to rural communities that have managed to eradicate open defecation, the sanitation dynamics in Kenya are varied. Overall, 30 per cent of Kenyans have access to basic sanitation services,¹¹ compared to 58 per cent of the population with basic drinking water services. Investment in water supply has been prioritized over sanitation. Nowhere is this more evident than in the most marginalized rural communities, where the practice of open defecation is most common.

Siaya County is one of the counties that has managed to eliminate open defecation. However, the quality of latrines remains an issue. The ‘Make A Splash!’ partnership has filled this gap, giving children a sense of independence and confidence with the comfort and convenience of a clean toilet. When the Ligose Primary School replaced latrines with SATO pans, students like Duncan Ochieng in Class Five were relieved.

¹¹ WHO/UNICEF Joint Monitoring Report, 2019, (online) <https://www.unicef.org/kenya/water-sanitation-and-hygiene#:~:text=The%20WASH%20joint%20monitoring%20programme,for%20the%20survival%20of%20children>



Mwanahamisi Mohamed washes her hands, Garissa, Kenya. © UNICEF/UNI115669/Nesbitt

“

The younger boys are safe to use toilets and are not afraid now that we have shown them what to do,” Duncan explained.

Many parents were also curious to try out SATO after seeing them in schools.



“

In this region, we really love to have unique products in the households, so when we first introduced SATO, people were really intrigued by them, especially the elderly,” said Emmah Mwende, Sanitation Extender in the Siaya County WASH hub. **“Most of our elderly parents are at home, and squatting to use a pit-latrine was a bit difficult for them. Now, they can use the toilet without problems,”** she said, referring to the SATO stool toilet, designed especially to help the elderly and disabled while using a pit latrine.





The cost was not so much,” said Mr. Kioli. “For the same money, I could have perhaps bought a shirt, but I prefer the new toilet as it gives me confidence that I won’t catch any disease. The shirt, I can get that later!”

Partnership Activities

UNICEF has been working with the Government of Kenya to eliminate open defecation in 13 of the 47 counties.¹² Between 2014 and 2018, UNICEF supported 6,700 communities to be certified as open defecation free.¹³ Building on this behavior change, LIXIL introduced SATO in March 2016 in Kitui County in a pilot to see the reaction of the community. Following the successful pilot, LIXIL licensed Silafrica Kenya to produce SATO products locally in 2017. The products went on sale in 2018.

Japeth Ndutho Kioli bought a SATO, and considers it well worth it.



These SATO products are the best toilet products to hit the market. My clients always come back to thank me for selling them the products and they find it useful from the time it's installed, which is truly amazing for a simple and affordable plastic product," Patrick said.

LIXIL works with Silafrica's countrywide distribution network with retailers in Kenya. One of the retailers who was introduced to SATO by Silafrica was Patrick Mwendwa Kasyula, who owns the Ithani Hardware store in Kitui County. Patrick says he is able to sell SATO to customers "without even blinking his eyes," and keeps a stock of products in his shop.

However, many rural villagers don't live near the larger hardware stores that stock SATO products. Recognizing the importance of strengthening the availability of SATO goods to smaller retailers so they can stock and sell them, LIXIL created a new market strategy in 2019. The strategy includes informing retailers about the benefits of SATO, so they make effective sales pitches to their customers.

¹² UNICEF Kenya Country Office figures, 2020

¹³ UNICEF Kenya, 'UNICEF in Action, 2014-2018' (online) <https://www.unicef.org/kenya/water-sanitation-and-hygiene#:~:text=The%20WASH%20joint%20monitoring%20programme,for%20the%20survival%20of%20children>



Enhancing Skills within Communities

From going door-to-door to ensure children are immunized, or checking in on pregnant women, community health volunteers are a dynamic force in rural communities. They are at the Ministry of Health's frontline and are key in helping communities become open-defecation free. The community health volunteers in Siaya and Kitui Counties harnessed the UNICEF-LIXIL partnership. Once introduced to the SATO pan, many installed one in their own homes to experience the product for themselves. The community health volunteers then purchased SATO toilets wholesale to sell in their communities, supporting income generation activities that also helped develop entrepreneurs in communities.

Alongside community health volunteers, the partnership also supported the training of masons on installation of SATO products. These artisans earned additional income by becoming suppliers of SATO in their communities.



Conclusion: A Budding Sanitation Market

A combination of factors made the partnership the most successful in Kenya. The county health system is decentralized, and UNICEF has strong working relationships with county governments. Silafrica, the SATO manufacturer, has a wider and more solid distribution network in Kenya than in other East African country, so people in smaller towns were able to access SATO products easily. Finally, there was an investment in raising awareness and training artisans to install and supply new products in communities that understood the benefits of SATO.

Most people see SATO pans as affordable, but it is only one component of a toilet. The costs increase dramatically when it is installed as it requires a cement slab to keep the pan in place as well as a stall that houses the toilet. In the future, UNICEF and LIXIL are looking to build relationships with financial partners, such as banks, to provide microloans to support families with installation costs.



We are at a turning point. We need to design a complete toilet system, where SATO is a key component, but not the only one. SATO is just one component that is cheap, but we need to look at the rest and lower the cost of raw materials, like cement, so adequate sanitation becomes affordable and realistic for everyone,” said Julie Aubriot, WASH Specialist, UNICEF Kenya.

There is great potential for the partnership to help communities gain better access to improved sanitation across Kenya. As communities in Siaya and Kitui Counties have demonstrated, they are eager to end open defecation. With the availability of a simple, low-cost solution like SATO to meet their needs, they seize the opportunity to lead healthier, more prosperous lives.

United Republic of Tanzania

Mtoni District in Dar Esalaam, Tanzania. © UNICEF/UNI197911/Schermbrucker



The Government of the United Republic of Tanzania estimated in 2016 that it spends 70 per cent of its health budget on preventable WASH-related diseases.¹⁴ Just over 70 per cent of the population does not have access to basic sanitation services.¹⁵ In this context, the 'Make A Splash!' partnership has a key role to play in improving sanitation and hygiene, and safeguarding children and their families by supporting the government's sanitation goals through efforts such as the National Sanitation Campaign.

The Government of the United Republic of Tanzania is leading a five-year sanitation and hygiene campaign that began in 2017. Rather than focus on health messages, the new campaign promotes sanitation as aspirational.



The old messages that say toilets improve people's health don't resonate with people at all. New messaging has been pivoting around modernity and aspiration, so not having a toilet in your house means you are perceived as not modern or behind the times," said Francis Odhiambo, Chief of WASH, UNICEF Tanzania.

UNICEF supports the government in behavior change activities and is planning to work in six districts to deliver the right mix of sanitation education, regulation and enforcement to raise community awareness of the risks of open defecation. Njombe District has already achieved not just open-defecation-free status, but almost 100 per cent of people have upgraded to improved latrines.¹⁶

LIXIL set up production with Silafrica Tanzania in 2018 and has since leveraged its network with hardware suppliers and retailers. However, penetration has proven to be a challenge in a market that predominantly prefers ceramic toilet pans. In an effort to inform potential consumers and retailers, LIXIL has been presenting the benefits of choosing SATO through marketing activities: the smooth plastic surface makes it easy to clean the bowl, the trap door can provide protection from insects and snakes, and it could save up to 80 per cent of water used in comparison to a flush toilet. Unlike a ceramic toilet, the SATO toilet can be fitted onto a new pit if required.



Salma Omar, 30 years old. © UNICEF/UNI161960/ Holt

Changing Behavior, Creating Demand, Building Cleaner Communities

Working with the government, UNICEF carried out behavior change activities, and stimulated demand among communities to move to improved sanitation. UNICEF contributes to Tanzania's National Sanitation Campaign that uses media sponsorship, entertainment and commitment by local leaders to deliver hygiene and aspirational messages to different audiences. As communities move towards ending open defecation, LIXIL raises awareness of SATO products, engaging local retailers to meet the demand of communities. To promote SATO in rural communities, LIXIL recruited a small group of traveling sales ambassadors, responsible for sales in specific regions.

A Low-Cost Sanitation Future

The growth of the sanitation market in Tanzania has a lot of potential. The first two years of the partnership provided insights that are guiding the way forward. As communities continue to move away from open defecation or poor-quality latrines, and are provided with low-cost, sustainable solutions like SATO, the ripple effect will be an overall improvement in the health and nutrition of children and their families.

¹⁴ UNICEF Tanzania fact sheet based on the Tanzania Demographic and Health Survey and Malaria Indicator Survey, (2015-2016) https://www.unicef.org/tanzania/sites/unicef.org/tanzania/files/2018-10/UNICEF-Tanzania-2017-WASH-fact-sheet_0.pdf

¹⁵ WHO/UNICEF Joint Monitoring Programme data, 2017, (online) <https://washdata.org/data/household#/tza>

¹⁶ UNICEF Report, 'Behind the Success of National Sanitation Campaign in Njombe District Council, Tanzania', 2018, "Up to September 2018, the coverage of improved latrines at household-level was 99.8 per cent."

Ethiopia

It's hard to imagine sharing a toilet with hundreds of people, but many communities have no other choice. In Ethiopia, open defecation has been reduced, but still 22 per cent of people go to the toilet in the open.¹⁷ Only 7 per cent of people have access to basic sanitation and many are forced to share toilet facilities.¹⁸

Alemnesh Iffa's family share their toilet with four other families. Their lives improved when she installed a SATO. It's easier to keep clean, and therefore more pleasant for everyone.

© UNICEF/UN09377/Sewunet/2016



My tenants told me they are happy to rent from me, because of the SATO. This toilet has no smell, and children can use it on their own. You should tell people in the countryside about this toilet,” Alemnesh said.¹⁹

In 2019, Ethiopia implemented strict policies regulating the sales of plastic products. LIXIL's SATO pans are made of durable plastic, and some government officials see them as less desirable than ceramic and concrete alternatives.

The government agreed that SATO pans could be imported through the partnership, but the tax and transport costs triple the price. UNICEF and other sanitation actors are currently discussing how best to engage with relevant government ministries on the possibility of lowering import taxes on essential WASH products.





Amahara region, Ethiopia. © UNICEF/ UNI146206 /Ose/2013

New Products for Communities

In July 2017, UNICEF piloted the sale of 100 SATO pans to see if people in rural communities were willing to buy and install them. The pans were sold at a subsidized price that did not include the import taxes. The feedback was positive, especially from families with children, who had previously used pit latrines.



My son is not afraid to use it, and the price is fair. I showed it to two neighbors, who also plan to use it,” said Dechasa Ombi, who lives in a small rural community in the Oromia region.

As more communities are embracing open-defecation-free status, there is a growing interest in SATO. UNICEF and LIXIL continue to advocate with the government to reduce import taxes on WASH products. LIXIL is exploring the most cost-effective way to provide wide access to SATO in Ethiopia so that it is accessible to low-income families.

¹⁷ WHO/UNICEF Joint Monitoring Programme data (2017) <https://washdata.org/>

¹⁸ WHO/UNICEF Joint Monitoring Programme data (2017) <https://washdata.org/>

¹⁹ Ethiopia SATO Pan Field Trial Final Report, 2018, 12

Progress Summary

Potential to Grow

Through the 'Make A Splash!' partnership, many more families and children have a possibility of a different future: one where women and girls can go to the toilet without fear, and where children can live healthier lives, free from diarrheal disease.

The partnership continues to grow within the focus countries and through collaborations around the world. LIXIL is committed to improving sanitation and working with UNICEF to expand the partnership in other countries. Both LIXIL and UNICEF can build on their experience of working together in East Africa and apply it to other private-sector and public-sector relationships.

As the partnership evolves, there are positive signs of success: the growth of a skilled sanitation workforce continues to contribute to the success in Kenya, owing to the investment in marketing and training of retailers. Sales in Tanzania are starting to look promising and a thriving sanitation market will develop in Ethiopia, if the policy environment changes.

Kilte Awlalo Woreda, Ethiopia. © UNICEF/ UN024858/Sewunet/2016/



Here, we had two organizations with different structures and cultures that came together and are successfully working towards improving sanitation in Kenya, Ethiopia and Tanzania,” said Jin Montesano of LIXIL. **“SATO is a social business, and sales and sustainability of the business are very important. However, equally important is our contribution as a member of the private-sector. We welcome other companies in joining us to make a greater impact, and achieve the Sustainable Development Goals.”**



Expanding the ‘Make A Splash!’ Partnership to Respond to a Global Pandemic

Girl using well, Bangladesh. © UNICEF/ UNI101599/ Sujan/2010

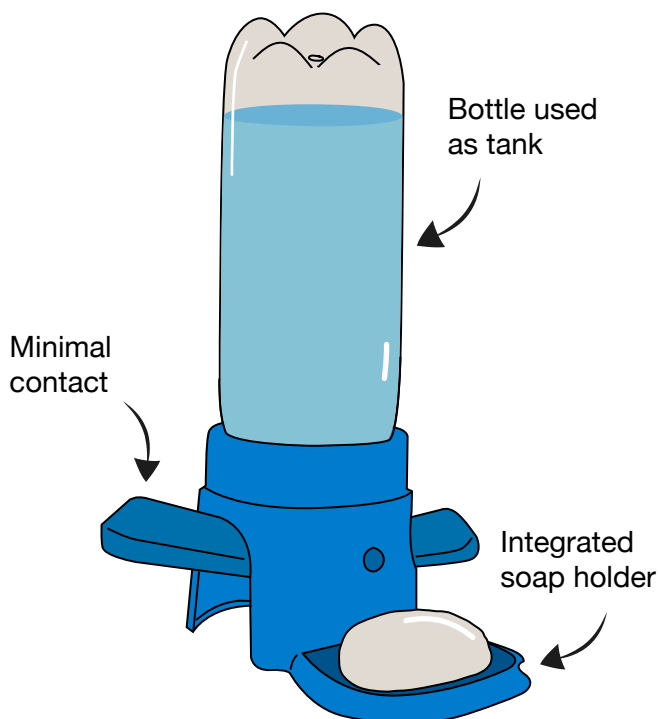


In light of the global spread of COVID-19, the partnership rapidly responded to the urgent need of many for improved hygiene. Washing hands thoroughly with soap reduces the spread of the disease and helps to prevent infection. However, for approximately 3 billion people around the world, this step is out of reach because they don't have access to running water or soap at home.²⁰ The partners leveraged their expertise to find a solution.

LIXIL developed the SATO Tap™, a household hand-washing station that can be used without accessing a plumbing system with running water. The SATO Tap™ has a plastic base with a nozzle that can be fitted on widely available plastic bottles to serve as a tank. The tap is designed to release a steady but limited flow of water to ensure none is wasted. It has an integrated soap holder, and its simple design makes it easy for anyone to use, while ensuring low contact to reduce the spread of disease.



At SATO, we began to think about how we could innovate within the COVID-19 constraints faced by communities. We know many of these households don't have running water, but they do have access to a water source and to plastic bottles,” said Daigo Ishiyama, Chief Technology and Marketing Officer, SATO. **“Our solution had to be affordable and reliable, easy to produce and transport, effortless for children to use, as well as water-saving to minimize the frequency of the refill.”**



LIXIL sought technical inputs from its partners, including UNICEF, along with user feedback on existing technologies on the design to ensure it addresses the needs of the most vulnerable households. The partnership expansion also includes collecting commercial and consumer insights to improve behavior change, joint advocacy to promote hygiene programming, and maximizing existing public- and private-sector networks and supply chains to expand access to handwashing.



We know that one of the most effective ways to reduce the spread of diseases is to wash your hands. But for the poorest and most vulnerable children and families, the immediate risk of COVID-19 is compounded by a lack of basic handwashing facilities,” said Kelly Ann Naylor, Associate Director of WASH, UNICEF. **“This global pandemic has made it more essential than ever to work closely with governments and private-sector partners, like LIXIL, to ensure handwashing is possible for all.”**

Girl washing hands, Cox’s Bazar, Bangladesh. © UNICEF/ UN0139603/LeMoyne



20 WHO/UNICEF Joint Monitoring Programme, (online) <https://washdata.org/>
 Three billion people lack soap and water at home



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Front Cover Students at Shawe Primary School, Oromia State, Ethiopia. © UNICEF/UN0278288/Mersha/2019

Back Cover Children at a primary school in the Masai Community, Kenya. © UNICEF/ UN0323319/ Dejongh

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**MAKE A
SPLASH!**

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