Sanitation Marketing

Funded By:

A project implemented by
Untapped Market Potential

- The market for sanitation exists → there are suppliers and customers
- In Cambodia 82% of the rural population do not have a latrine

= huge opportunity
Market Failure: Purchase Barriers

Too little or too much information
Market Failure: Purchase Barriers

Difficult purchase process
Market Failure: Purchase Barriers

No options between $0 and $100+
Failing to Treating the Poor As Customers

Not recognizing psychological and societal motivations and barriers
Not a Purchase Priority
First Challenge → Design
Redesign the entire sanitation market experience

- masons
- ring producers
- retailers
- villagers

USAID

WSP
The Easy Latrine

Unremarkable
Remarkable for the Consumer
Easy to Buy
Remarkable for the Consumer
Easy to Build
Remarkable for the Consumer
Easy to Use
Radical shift in business model

- Low margin ($5-10 profit) high volume
- Greater business priority
- Invest $1000
Remarkable for the Supply Chain

Radical shift in business model
- Actively do Sales and Marketing
- Sales Agent Network
- Timing of sales
Remarkable for the Supply Chain

Radical shift in business model
– From one to many
– Cost reduction innovations
Seeing is Believing

From 2 to 10 to 21
Promotion: Sexy toilets and achievable aspiration
Government VS Private Enterprise

Demand creation for sanitation is no longer the burden of government and NGOs.
Results: Scale, Impact, Cost-Effective

- 21 sustainable enterprises
- 800% increase in revenues
- 150% ROI
- Reinvestment
Results: Scale, Impact, Cost-Effective

- 8,000 Easy Latrines sold and on target to achieve 14,000
- Additional 40 – 50 % of latrine purchased through other suppliers
- Increase in latrine adoption greater than achieved in past 4 years through traditional approaches
Results: Market Catalyzed
Results: Disruptive Innovation
Sanitation Marketing is a **PROCESS** not a product

1. Understanding and analysis of the supply chain and household demand
2. Technology assessment and design
3. Marketing Strategy (Product, Price, Place, Promotion, Policy)
4. Implementation and refinement

- Sanitation Marketing is **NOT** just about Supply
- It is **NOT** just about Demand
- **→** it is about Supply **AND** Demand
Conclusion: Global Potential

- Scalable
- Sustainable
- Replicable
- Compatible