Sanitation Marketing in a CATS Context

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Objectives

• *Sustaining sanitation/sanitation marketing in the context of CATS.*

• *Put forward ideas/definitions/themes that were discussed within UNICEF CoP on sanitation marketing.*
What are Community Approaches to Total Sanitation (CATS)?

At the Sanitation meeting in 2008, a diverse group of UNICEF WASH officers discussed and agreed that there were certain elements of our community sanitation work that constituted best practice and were essentially ‘non-negotiable’ elements. These were:

1. 100% ODF
2. Inclusive community engagement
3. Community leadership
4. No household subsidies
5. Locally appropriate materials/technology
6. Building local capacity
7. Government involvement from the outset
8. Integrate hygiene
9. Entry point for social change
Beyond CATS?

- 49 countries are implementing CATS-based approaches

- Realization of the need to meet the demand for sanitation, the need to move up the sanitation ladder and to sustain a culture of ODF in these countries so as to prevent relapse.

- To look at market-based solutions that offer sustainability and the greatest leveraging of limited sanitation sector resources.

- Community of Practice: To discuss definitions, common understanding of Sanitation Marketing, discuss country experiences, possible gaps, etc.
Step 1: Glossary

- **Marketing**: Marketing consists of activities by which you reach customers and persuade them to buy and use a product or service. Marketing goes far beyond mere advertising. It is often said to have four components, the four Ps; product, price, place and promotion. (Cairncross, 2004)

- **Social marketing**: Use of commercial marketing techniques to promote the adoption of behaviour that will improve the health or well-being of the target audience or of society as a whole.

- **Commercial marketing**: Use of marketing to influence consumer to purchase a product.

- **Triggering**: Intense engagement process with communities in which known motivators of behaviour change (i.e. disgust, pride, shame) are used to motivate communities to address open defecation and/or other social issues.
The 7(0) P’s of Marketing!

<table>
<thead>
<tr>
<th>4 Main P’s</th>
<th>Additional P’s</th>
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<tbody>
<tr>
<td><strong>product</strong>: physical product or service that is being offered</td>
<td><strong>people</strong>: those who are delivering the product and also those who are targeted</td>
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<td><strong>price</strong>: amount needed to exchange for the product or service</td>
<td><strong>process</strong>: ensuring that the product reaches/is delivered to target audience</td>
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<td><strong>placement</strong>: distribution of the product of service</td>
<td><strong>physical evidence</strong>: the material part of a service; evidence for target audience of the value of the service (because there are no physical attributes to a service, a consumer needs to rely on material cues)</td>
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<td><strong>promotion</strong>: actions to reach as many of the target audience as possible</td>
<td><strong>Participation, planet, policy, etc.</strong></td>
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Step 2. What is Sanitation Marketing?

A package of interventions that seek to simultaneously stimulate the demand for and the supply of sanitation services/products. The challenge was obtaining the right balance...

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<th>Demand Side (example interventions)</th>
<th>Supply Side (example interventions)</th>
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<td>CATS (triggering, community mobilization)</td>
<td>Latrine mason training.</td>
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<td>Roadshows/public awareness campaigns.</td>
<td>Supply chain analysis.</td>
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<td>School programs.</td>
<td>Stimulating local private sector.</td>
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<td>Mass media communications.</td>
<td>Access to credit/microloans, staged construction/payment plans.</td>
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<tr>
<td>Marketing/branding of latrines.</td>
<td>Community training sessions.</td>
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Step 3. Take stock of UNICEF experiences in ‘Sanitation Marketing’

• WCAR: Several countries train masons in the making of slabs etc., SaniMarts in Ghana, SaniCentres in Nigeria, Sierra Leone engaging LSHTM to conduct market research (TOR)

• India – UNICEF helped develop state guidelines for alternate service delivery in Rajasthan, West Bengal experience

• Indonesia – sanitation marketing framework/guidance document

• Others?
Step. 4 Concept note & discussion...

- Important to retain the integrity of triggering when introducing sanitation marketing processes.
- Need to better understand sequencing of CATS/marketing.
- Formative research addressing motivations, abilities and opportunities for adopting sanitation behaviours critical to designing an effective sanitation marketing program. *(But how much?)*
- Segmenting population into coherent consumer groups with similar preferences/constraints and corresponding products/messaging increases reach and effectiveness.
- Special strategies are needed to reach the poorest and these may not all be typical ‘marketing’ approaches.
- *Subsidies* - need to be well targeted or they don’t reach the poor, become too expensive and unfeasible at scale.
- Sanitation businesses are not very profitable and when they are, it is seasonal, most successful sanitation entrepreneurs are those who diversify.
In the Context of CATS

- Using both marketing and triggering/CATS as ways to build demand in communities in both upper and low quintiles to reinforce behaviours.
Some questions...

• What is the correct sequencing of triggering with marketing? Or should they work in tandem leveraging both market and social pressure?
• How do we ensure equity – what are special strategies for reaching the poor?
• How much formative research is needed to design a program (and by what criteria do we develop market segments)?
• How do we effectively monitor a marketing program?
• How can sanitation be a viable business?
• How to leverage limited sanitation sector funds to stimulate both supply and demand?
Key opportunities

• Using both marketing and triggering/CATS as ways to build demand in communities in both upper and low quintiles to reinforce behaviours.

• Think about sanitation marketing beyond one approach/product/service but as multi-pronged strategy for reaching various groups.

• Sustain sanitation in the long term by creating social norms, stimulating the private sector to meet the unmet demand for latrines.

• If we can get the right mix of marketing/CATS, will ‘selling’ toilets become superfluous?
Every journey begins with a latrine.