Water Sector Trust Fund

Social Marketing

Zoning of a SafiSan Project Area (Objectives and Procedure)

1. INTRODUCTION

Zoning: According to Wikipedia *"The word is derived from the practice of designating mapped zones which regulate the use, form, design and compatibility of development."*

Zoning of project areas: generally refers to the approach used to define and set specific (informal but logical) boundaries and thus create ZONES within a larger area, in order to:

- Reach specific geographical sections within the overall population (all people living along the river).
- Facilitate activities that are supposed to eventually cover the entire area and to ensure that no sub-areas are overlooked or marginalised.
- Create, for the project team manageable areas and populations (e.g. a zone around each clinic for an immunisation campaign).

In other words, zoning can be driven (motivated) by a large number of factors such as:

- Physical area characteristics that require specific project interventions (e.g. areas prone to flooding).
- Population characteristics (e.g. a neighbourhood which has a Muslim majority) and population density.
- Area layout and building structures and provided services (e.g. a project not targeting planned sections linked to the sewer).
- Spatial economic differentiation.

- Project capacities (e.g. hardware and number of available staff) and characteristics.
- Project objectives and activities (marketing through the organisation of zone-level barazas).
- Exiting administrative boundaries (within the area).
- Natural boundaries (obstacles) within the area (e.g. streams, a swamp, a major road).
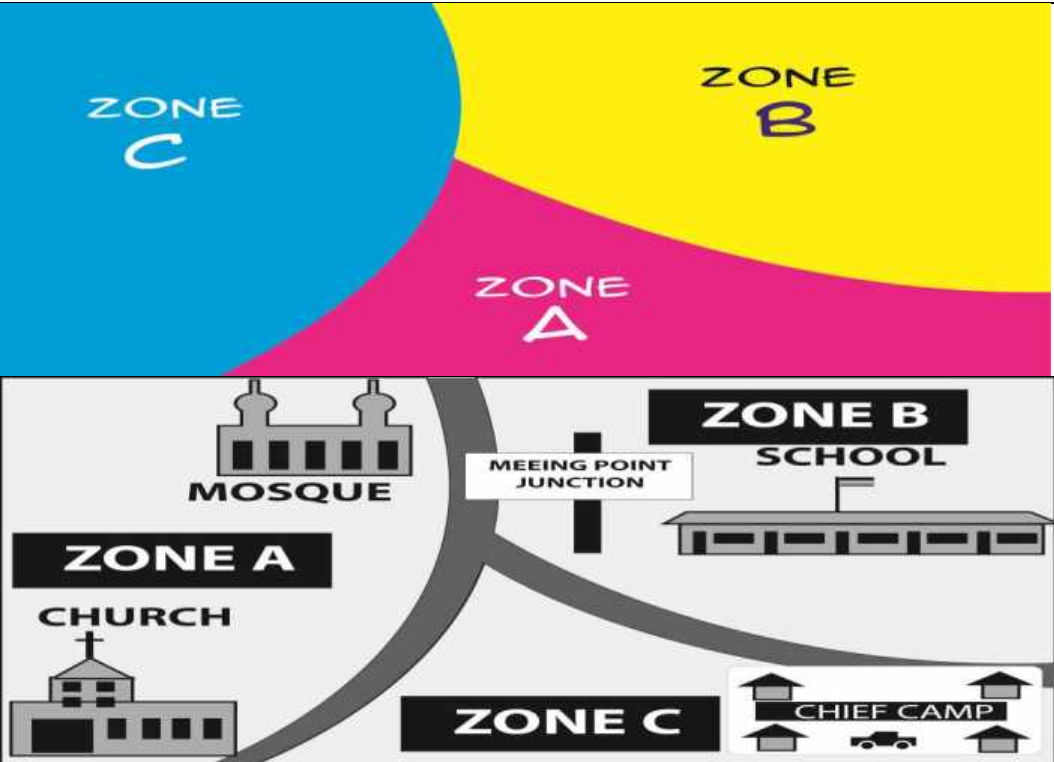
For the purpose of the SafiSan project, zoning of a project areas therefore refers to stratifications (*divisions*) of the project area to create distinct SafiSan promotion zones for each Sanitation Marketer (*see figures 1 & 2 below*).

2. WHY IS PROJECT ZONING IMPORTANT DURING SAFISAN PROJECTS?

Zoning of SafiSan Project areas is important:

1. To set out SafiSan promotion/toilet sales territory alignment for the Sanitation Marketers. (***To enhance individual performance on set targets*).**

2. To facilitate a structured approach for Sanitation Marketers to reaching out customers. (***to prevent annoyance to customers***).

3. To ensure all the project areas are adequately covered and reached. (***To enhance an even approach to the entire area***).

4. To ensure that every Sanitation Marketer manages a project territorial zone. (***To enhance the individual responsibility and accountability of each Sanitation Marketer***).

5. To prevent conflict between Marketers in competing for customers and space. (***This was repeatedly experienced during the UBSUP pilot phase***).

6. To ease reporting of Marketers verses target for each zone.

3. THE APPROACH AND PROCEDURE TO PROJECT ZONING

NO	APPROACH	PROCEDURE
1	Administrative units	**Use of administrative boundaries such as**: • Use of area administration units such sub-locations boundaries, if the project location based. • Use of location boundaries if the project is based within the Sub-County. • Use of Nyumba Kumi initiative boundaries administered by community elders.
2	Physical features of an area	**Use of physical features:** • This involves use of distinct physical feature such as trees, buildings, institutions such as (schools, houses, churches, Mosques, hospitals, health centres, markets, Beacons etc.) to zone project areas. • Use of roads, feeder roads, hills, mountains, rivers, major/ minor junctions, shops, trees, parks, electrical lines, in between the project area as boundaries, to define distinct project zones for each Sanitation Marketer. • **Note:** Beacons can be set by the Sanitation Marketers in areas that have no pronounced physical features to mark and set area boundaries.
3	Illustration maps showing project area zoning. Each zone is represented by a different colour and can be managed by one or more Sanitation Marketer	

(Sketch maps Illustrated by Vincent Nyalik, 2014)