Social marketing of sanitation
Global perspective

International focus on Millennium Development Goals and targets agreed by United Nations

- Target to half the number of people not having access to adequate water and sanitation by 2015
- Currently 1.2 billion lack water and 2.4 billion lack sanitation
Social marketing of sanitation
Global perspective

Do international targets mean anything in practice?

Yes, because

• It has focused attention particularly on the appalling state of sanitation
• National governments in many countries have committed to targets & this influences national planning
Social marketing of sanitation
Global perspectives

Is the world on track to reach these targets and goals?

• **Globally, water supply target likely to be reached**
• **Sanitation will not be reached** e.g. in Asia it is the MDG target that is the most off-track of all
## Social marketing of sanitation
### Regional perspectives

### Water & Sanitation Coverage in Sub-Saharan Africa

<table>
<thead>
<tr>
<th>Country</th>
<th>Water</th>
<th>Sanitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethiopia</td>
<td>22</td>
<td>6</td>
</tr>
<tr>
<td>Nigeria</td>
<td>60</td>
<td>38</td>
</tr>
<tr>
<td>Mozambique</td>
<td>42</td>
<td>27</td>
</tr>
<tr>
<td>Lesotho</td>
<td>76</td>
<td>37</td>
</tr>
<tr>
<td>South Africa</td>
<td>87</td>
<td>67</td>
</tr>
<tr>
<td>Uganda</td>
<td>56</td>
<td>41</td>
</tr>
<tr>
<td>Malawi</td>
<td>67</td>
<td>46</td>
</tr>
<tr>
<td>Kenya</td>
<td>62</td>
<td>48</td>
</tr>
<tr>
<td>Tanzania</td>
<td>73</td>
<td>46</td>
</tr>
<tr>
<td>Zambia</td>
<td>55</td>
<td>45</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>83</td>
<td>57</td>
</tr>
</tbody>
</table>
Social marketing of sanitation

Regional perspectives

Water achievements

- Malawi, Ghana, Tanzania, Kenya, Rwanda and Uganda increased coverage by at least 25% between 1990 and 2002.

Sanitation is seriously off-track.

- Regional coverage in 2002 was only 36%; needs to be 66% to achieve the target by 2015.
- 437 million people without access to improved sanitation – this is exceeded only in South Asia and East Asia combined
Social marketing of sanitation
National problems

Statistics generally show least coverage in rural areas BUT

- figures may masks the unserved in urban poor areas
- Many inhabitants of informal settlements may not be included in figures - the “invisible poor”
Social marketing of sanitation
Sanitation for the urban poor

Characterised by informal unplanned settlements

- High population density intensifies problems of sanitation, drainage, solid waste
- Population growth: cannot keep track of rapid changes, influx of people
- Problems with affordable technology that works
Social marketing of sanitation
Sanitation for the urban poor

Nobody has the answer to this

Many countries have sanitation policies and there are many pilot projects BUT

We don’t know how to programme to scale -- the “missing middle”
Social marketing of sanitation
Sanitation for the urban poor

*What have we tried in the past*

- Ambitious master-planning of infrastructure (e.g. sewerage) that is too expensive to implement, operate and maintain, hence little action
- Latrine building programmes that set construction targets but do not take account of users views and needs
Social marketing of sanitation
Sanitation for the urban poor

**What happened**

- Relatively little impact on the scale of the problem - hence current low coverage
- Very few programmes achieved 100,000 plus
- Many latrines not used, or not used as latrines
- “Invisible poor” did not get access to new or improved infrastructure
Social marketing of sanitation
Sanitation for the urban poor

Programme failures

• Inappropriate & unaffordable norms and standards e.g. only allowing a standard latrine type
• Limited number of expensive latrines; latrine can end up costing more than the house
• Often based on subsidy: there is not enough to go round & it is the poor who miss out
• Different levels of government have different programme with different rules e.g. about subsidy – this causes confusion
Social marketing of sanitation
Sanitation for the urban poor

*Why did it go wrong (1)*

Demand for sanitation not understood
- much less clearly expressed than for other services such as water and power
- peoples’ awareness of the importance of sanitation can be very low.

More than just physical infrastructure
- Without hygiene behaviour interventions little health benefit.
- Important social, cultural and religious dimensions to be taken fully into account.
Social marketing of sanitation
Sanitation for the urban poor

Why did it go wrong (2)
Institutional problems

• Sanitation rarely has a clear ‘institutional home’
• Lack of coordination, programmes with conflicting aims and different sets of rules e.g. on subsidy
• Local government will have a key role; generally ignored; poorly equipped in financial and human resources and necessary skills
• Consumers have not been at the centre of decision making
Why did it go wrong (2)

Didn’t ask the right question

Why do people want toilets?

• assumed that people motivated by health reasons

• but health is often NOT the main reasons families want a toilet
Social marketing of sanitation

Social marketing

Why social marketing?
• Understanding demand
• Looking from the users/consumers point of view

Example
• What’s the difference between a toilet and a motor-bike?
• Apart from the obvious, they are conceived and designed in totally different ways.
Social marketing of sanitation

Motor-bikes designed & marketed to a price;
understand precisely the market for particular models of their product.
Cheap ones, expensive ones - to suit particular segments of the market.
Sanitation systems are designed to a specification.
Professionals decide what is needed
specify the requirements
obtain the price through a competitive bidding.
Social marketing of sanitation

Social marketing

• Gets best value for money, but not taken account of what user can afford
• Only the very well-off can afford to connect to the system.

If we want to bring basic sanitation to the unserved poor we have to design toilets to a price not a specification.
Social marketing of sanitation

Understanding supply

- Demand is only one aspect
- Need capacity to supply a range of toilets at a range of prices
- Requires a flexible & responsive supply system
- Market will not automatically deliver this; needs support
- Identify key players: the fundis
Social marketing of sanitation

Social marketing

Where are we now?

- We know why we need to work on social marketing approaches
- We have good ideas about what to do
- We are much less certain about how to do it

This is why the work in Dar es Salaam is so important
Social marketing of sanitation

Some key issues

• What technologies work and are affordable

• How do we create the conditions for supply side to work

• Local builders/masons/fundis; largely informal; don’t formalise the informal
Social marketing of sanitation

Social marketing

Some key issues

• Potential role of local government
• particularly local govt - will always be with us;
• other institutions come and go; donors come and go;
• solutions are internal
• how to develop the capacity and skills base for these approaches