

# sustainable sanitation alliance

## SuSanA – Factsheet

### Public Awareness and Sanitation Marketing

Version 2.0 (Nov. 2010)

#### Key Messages

1. **Raising public awareness:** The desired reform of the sanitation sector needs to be backed up by more public awareness. Especially people in highly industrialised countries often do not know anything about the poor sanitation situation in many parts of the world until they travel to places where they cannot find clean toilets. Toilets are not a media issue. A stronger awareness in Western countries – created by dedicated quality media, NGOs, and governmental agencies – and public pressure in both industrialised and developing countries could help to attract more investments and encourage policy change.
2. **Professional sanitation marketing:** Sanitation marketing is needed to create a behavioural change at an individual and household level. Suppliers and marketers should therefore create an appealing *product* for a *price* the customer is willing to pay for, and make it easily available in *places*. Campaigns should *promote* the product as an attractive good to have and include the *people* that did not use safe sanitation so far to exercise strong social pressure to change their mind-set and behaviour.
3. **Increase the role of private market:** In order to change the sanitation situation in developing countries, and to improve poor systems in industrialized countries as well, the private sector must get active. It is assumed here that business and value chain thinking is the most suitable vehicle to reach the UN's Millennium Development Goal on sanitation, especially for the urban context.
4. **Understand the consumer's motivations and shifting the way of looking at 'the poor':** Economically poor people desire good products just as richer people do and they very often could afford proper facilities. The reason that they do not buy a toilet is often not their lack of money, but the low priority they place on improved sanitation systems. Therefore, we need to better understand *why* a toilet is not seen as a desirable household good to have. Community-led and school-led total sanitation campaigns and sanitation marketing efforts try to shift the set of priorities by showing the benefits of using hygienic facilities.
5. **Favourable policy and institutional framework:** Partnerships between the public, private and civil sectors are desirable. A favourable institutional environment (such as creating cross ministerial consensus), the emphasis on strong political will and leadership for the improvement of the current situation would help to create favourable policies for the private sector which has the capacities to provide and/or manage the supply of sanitation.

#### Raising Public Awareness for Sanitation and Sanitation Marketing

The latest report of the WHO/UNICEF Joint Monitoring Programme (JMP) for Water Supply and Sanitation estimates that 2.6 billion people – 40% of the world's population – do not have access to improved sanitation (JMP Report 2010). The Millennium Development Goal (MDG) for sanitation is to halve, by 2015, the amount of people who do not have sustainable access to basic sanitation (Goal 7, Target 10). To achieve this goal, daily 370,000 people must gain access to improved sanitation within the next five years – an incredibly challenging prospect. Having appropriate technologies, supporting capacity building and ensuring the maintenance of facilities is clearly not enough – two important factors for improving the global sanitation situation are **public awareness and sanitation marketing**. The importance of these aspects within the overall goal of sustainable sanitation is highlighted by the work of the members of the SuSanA Working Group 9b.

In order to improve the sanitation situation worldwide, it is crucial to raise more **public awareness** of the importance of proper hygiene and sanitation standards in both the countries where open defecation is still common and in those where improved sanitation is provided. Well placed advocacy and appealing social mobilization techniques from Non-Governmental Organizations (NGOs), the media, academia and practitioners would help to emphasize the public's consciousness for the role of sanitation as a basic need for human development. Ideally, more public awareness will increase the attention of politicians and officials which will subsequently lead to more political initiatives and public funding for the sector. Stronger public awareness may also stimulate the interest of the private market to invest in the sanitation sector.



**Sanitation marketing** refers to the planning and implementation of sanitation and hygiene programs designed to stimulate the market for private sector suppliers and to enhance demand for sanitation facilities (WSP 2004, 2). Sanitation marketing seems to be an adequate tool as toilets are the key product in promoting safe and adequate sanitation. However, often people are not aware or willing to invest in household toilets due to institutional, financial, socio-cultural or situational reasons. Persuasion may then be required for behavioural and attitudinal changes that open up access and improve health and hygiene, well-being and economical and environmental performance (UN-Habitat/Sulabh 2006, 2). Sanitation marketing is still a “nascent discipline” (Devine 2004, 50), which is reflected in the relatively small number of programs that aim to improve access to safe sanitation by building demand, strengthening supply, and improving the enabling environment.

This Factsheet describes mainly the concept of sanitation marketing, and highlights some recent sanitation marketing projects in urban and rural areas around the world as well as public awareness campaigns.

### Bringing about behavioural change in sanitation: CLTS and Sanitation Marketing

The reasons for poor sanitation are multifaceted: unfavourable political and legal environments, socio-cultural beliefs and traditions and gender differences that hinder a strong demand for sanitation, financial constraints and lack of skill sets on the suppliers' side. In order to overcome these constraints, the private market is seen to be very effective.

According to the Water and Sanitation (WSP) Program, the most progress in opening access to sanitation has been achieved by the private market, as “marketing has been more successful than anything else in changing the behaviour of people when they can see direct personal benefits” (WSP 2004, 2). An **emphasis on market-based approaches** seems favourable because the delivery of public provision by governments or donors often prevents projects from being replicable and scalable.

The market-based approach has four main benefits compared to the traditional donor-based model in which latrines are given on a heavily subsidized basis or even for free: (1) The marketing approach helps to achieve a behavioural change. If people invest in a latrine they are willing to pay for the good, and will most likely use and maintain it. (2) Unsubsidized programmes based on sound business principles are financially sustainable and can be taken to scale. (3) Marketing focuses not only on the hardware (the toilet) but also on the software (sanitation and hygiene education). This combination is likely to bring about public awareness, behavioural change and prompt consumers to value, use, and maintain their latrines. (4) Compared to the donor-based approach,

marketing is much more cost-effective and can be monitored by measuring scales (UN-Habitat/Sulabh 2006).

Researchers and practitioners are focussing on two promising approaches for creating demand for improved sanitation. The first strategy – established by Kamel Kar and the Village Education Resource Center (VERC), a partner of WaterAid, in Bangladesh – is the **Community-led Total Sanitation (CLTS)** and refers to the mobilization of communities to cease open defecation. CLTS raises awareness that as long as even a minority continues to defecate in the open everyone is at risk of diseases. The participatory approach plays with people's emotions such as pride and disgust, and “triggers the community's desire for change, propels them into action and encourages innovation, mutual support and appropriate local solutions, thus leading to greater ownership and sustainability” (CLTS 2008). Lately, there is also a rise of School-led Total Sanitation programs. The approach is very much focused on the demand side rather than the supply side of sanitation products and services.

The second strategy for demand creation is **Sanitation Marketing**, which refers to marketing efforts that effect a behavioural change at an individual and household level. A sanitation marketing programme usually promotes both hygiene (safe practices in the household to prevent sanitation related diseases) and demand (the marketing and promotion of sanitation products and services) for sanitation. The sanitation marketing approach is particularly promising because it has the ability to first change mindsets, and, in a second step to help to establish the private sanitation market. In terms of efficiency, the approach is very promising as it creates income for the entrepreneurs, delivers services the customers ask for and strengthens people's ownership and independence.

### Sanitation Marketing: The five P's

Sanitation marketing is a sub-type of an approach known as social marketing. The professional discipline of social marketing was developed in the 1970's and is now widely used in public health and community programs, such as the education on water conservation, contraception and HIV/Aids-prevention, tobacco and drug abuse, organ donation, or prevention of homophobia (Weinreich, n.d.).

Social marketing is “the planning and implementation of programs designed to bring about social change using concepts from commercial marketing” (Weinreich, n.d.). Tools and techniques from commercial marketing are used to convince people to adopt certain practices or change routines and behaviours that are assumed to help to improve the consumers' life quality (UN-Habitat 2006, iii).

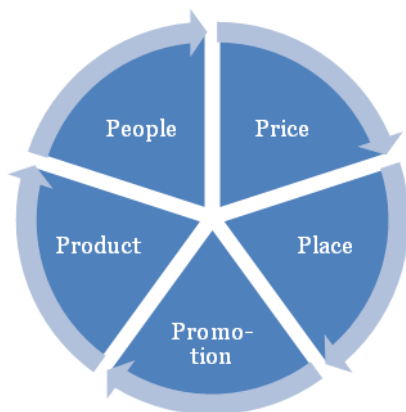
Devine (2010, 41) sees the potential of sanitation marketing to create stronger demand and to scale-up the supply for improved sanitation, mainly by convincing people that the



purchase and maintenance of a clean toilet and better hygiene will significantly improve their quality of life. The sanitation marketing approach assumes that economically poor people are not beneficiaries but potential customers of sanitation products and services. It engages and builds up the private sector to take care of the production and delivery so that the sanitation sector becomes financially and institutionally sustainable. All sanitation marketing concepts aim to empower the potential customers, so that they can make informed choices and improve their life quality consciously (Jenkins/Scott 2006, 7).

When developing a marketing concept, marketing experts traditionally work with four criteria, *Product*, *Price*, *Place*, and *Promotion*. According to experiences in the sanitation marketing sector, Heierli and Frias (2007) introduced *People* as a fifth factor. These factors need to be understood in detail in order to reach the targeted audience and influence their actions sustainably. Marketers have to create an appealing *product* for a *price* the customer is willing to pay for, make it available in *places* that the audience can easily reach and which fit into their life situation. Campaigns should *promote* it in a way that attracts the consumers' attention and include the *people* in order to exercise strong social pressure to change their mind-set and behaviour.

#### Marketing mix: The five P's



Here, the marketing mix of the “five P's” is applied to the sanitation sector.

**Product:** The product refers to the material or immaterial product a marketing organization wants to promote. It can be a physical offer, such as a household toilet, or a service, as installation and repairment of the facilities, or pit-emptying. The product may be also of intangible value in selling emotions and human desires. A household toilet (the hardware) entails emotional values and beliefs (the software), such as pride, comfort and cleanliness, safety and modernity. Taken together, this “product package” needs to be attractive for the customer so that the customer would like to purchase it.

The challenge for the social marketer is to show the targeted audience that they have a genuine problem, and that the product being offered can provide a good solution. To be able to persuade people, the marketer has to conduct thorough research in order to understand the consumers' perception of the problem and the reasons that have kept him so far to find a solution that improves his situation (Weinreich n.d.).

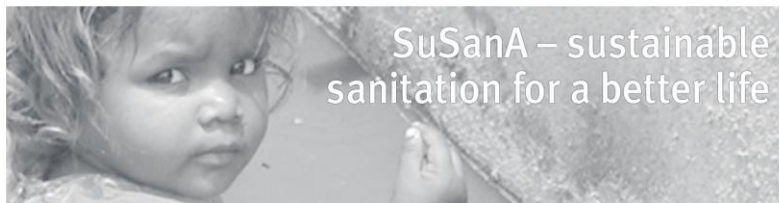
One key learning point for sanitation practitioners is that a range of products and services should be offered which respects the various wishes, needs and budgets of a household. Jenkins and Sugden (2006, 19) support this argument by pointing out that “choice is the one thing that the poor lack, their behaviour being dictated by the circumstances in which they find themselves”. A broad sanitation product and service line would help to empower people regardless of their economic situation as they can choose a product according to their individual needs and tastes.

**Price:** The price is the investing costs (money, time, effort, amount of behavioural change that is needed, risk of social embarrassment/disapproval etc.) for the consumer in order to obtain the desired product. The calculation of the price is crucial for the success of the product sale: “If the costs outweigh the benefits for an individual, the perceived value of the offering will be low and it will be unlikely to be adopted. However, if the benefits are perceived as greater than their costs, chances of trial and adoption of the product is much greater.” (Weinreich, n.d.).

Sanitation programme managers should therefore make sure to keep the costs of the product down, by reducing up-front costs, and marketing a range of products and qualities at different price tags. If sanitation projects aim particularly to reach the poor, the price point has to be low (approximately not more than USD 50) and gives price differences according to quality and material used. However, the price for a household toilet shall not be too low (or even given for free), as this might give the impression of the product's low quality.

**Place:** Marketers talk of place when referring to the ways and means through which the product reaches the consumer, such as the physical distribution line (manufacturers, warehouses, trucks, retail outlets for water and sanitation facilities) or channels through which the consumers' perception can be changed (e.g. doctors' offices, village meetings, shopping malls, mass media, in-home demonstrations etc.).

For the marketers' success, it is crucial to study the usual activities and habits of the target groups, as well as their experiences and satisfaction with the existing delivery system. By knowing these patterns, the marketers can find better ways to engage with their customers, and more efficient means to reach them.



In sanitation programs, implementers need to make sure that the supply chain of products, information and services must be accessible to potentially every household. This can be a challenge especially in very rural settings where materials and trained masons are difficult to find.

**Promotion:** Promotion is an umbrella term for the integrated use of all sorts of tools that help to raise awareness for the product as well as to create and sustain the demand for it, such as advertising, public relations, promotions, media advocacy, personal selling, entertainment vehicles, public service announcements or paid ads, coupons, media events, mobile cinemas and radio shows, street theatre, editorials, awarding role models and “Toilet Ambassadors” etc. The main goal of all promotion activities is to get customers’ attention, disseminate product information and convince consumers why they should buy the product.

Sanitation promotion is about enhancing awareness of toilet products and suppliers as well as increasing the desire for a toilet through the use of motivational messages. If a promotion campaign is successful, a household will be convinced that it is worth the investments of installing a latrine.

Promotion of improved sanitation and hygiene behaviour is not synonymous with social marketing, but it is the most prominent and visible aspect because it raises public awareness. However, it is important to note that it is only one aspect of the complex marketing mix (Scott 2007).

**People:** The last factor, people, refers to the social dimension of demand creation, based on social norms and social mobilization campaigns. By introducing this fifth P-factor, Heierli and Frias (2007, 29) take “into account the paramount importance of community action, social pressure and government regulation and intervention.” They use the term of “total sanitation” which refers to the social process of an absolute absence of open defecation in a given area and a true sustainable mind shift about hygiene and sanitation practices. “People should not install hygienic latrines in household premises; people must first install it inside their mind – in conscience and belief” (village leader quoted in Heierli/Frias 2007, 52). Full sanitation coverage can be achieved by appealing sanitation marketing messages and social pressure.

In the following section, this theoretical concept will be applied to several international sanitation marketing programs and public awareness campaigns.

### Examples of public awareness campaigns & sanitation marketing programmes

#### I. Showing poor sanitation the red card: WASH United

WASH United harnesses the power of sport and the role model status of sport stars around the world to raise awareness for

Water, Sanitation and Hygiene improvements and to catalyse social change. WASH United’s first campaign focused on the 2010 World Cup in South Africa and engaged football stars to (1) tackle taboos related to sanitation and help to create demand for sanitation services, (2) to promote hand washing with soap, and (3) to advocate for safe drinking water and sanitation as a human right.

In order to reach different stakeholders in different settings, the initiative’s strategy remains two-pronged: in Sub-Saharan Africa, WASH United uses several promotion tools to bring the message of advanced access to WASH for every human being across with poster and other media campaigns featuring top football stars as Champions for WASH; football-based WASH trainings in schools; and advocacy work with political decision makers. In Western countries on the other hand, WASH United has launched campaigns to sensitize both political decision-makers and the public to the relevance of the right to water and sanitation.

<b>Organization</b>	<a href="#">WASH United</a> (hosted by Bread for the World, Germany)
<b>Partners (sample)</b>	Football stars <sup>1</sup> & clubs <sup>2</sup> ; leading international and African NGOs <sup>3</sup> ; UN organizations <sup>4</sup> ; and Government agencies <sup>5</sup>
<b>Players</b>	Public sector (multinational and national governmental agencies), private sector (football clubs), individuals (football players)
<b>Target countries</b>	Eight Sub-Sahara African countries: Ghana, Kenya, South Africa, Burkina Faso, Mali, Lesotho, Uganda and Tanzania
<b>Value</b>	Innovative <i>promotion</i> campaign that proved to effectively tackle taboos and raise awareness among children, adolescents and adults by using the power of football and its leading figures in Africa and Europe.

Thanks to huge attention at the political, media and individual level, further activities around WASH United are planned. As cricket is the most popular sport in South Asia, WASH United aims launching a similar promotion campaign in that region leading up to the Twenty20 Cricket World Cup in Sri Lanka in 2012.

<sup>1</sup> including Stephen Appiah, Michael Ballack, Bastian Schweinsteiger, Mark von Bommel, and Didier Drogba

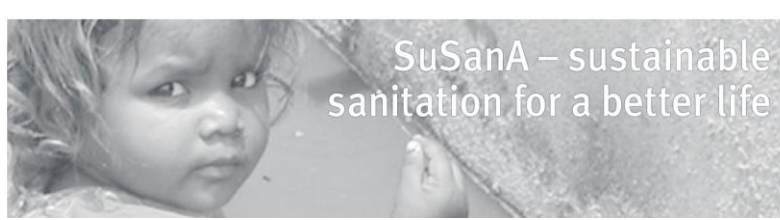
<sup>2</sup> including FC Bayern Munich, FC Barcelona Foundation, Hamburg SV, Orlando Pirates

<sup>3</sup> including Bread for the World Germany, WaterAid, End Water

Poverty, Ecumenical Water Network, World Toilet Organization, ANEW

<sup>4</sup> UNDP, WSSCC

<sup>5</sup> Germany, Sweden, Norway



WASH United Poster Campaign with Didier Drogba and Stephen Appiah

## II. The “Easy Latrine” design in Cambodia

The “Easy Latrine” model is an example of a well-designed, affordable product and an appropriate marketing strategy that attract customers’ awareness and makes families to invest in a household toilet.

The International Development Enterprises (IDE) started the project in Cambodia with one core assumption: People think toilets are a decidedly unpleasant topic; more likely to induce uncomfortable giggles than provoke innovative thinking and one result of this human emotion is a lack of awareness for the importance of improved household sanitation and hygiene. In rural Cambodia for example, only 18% of the village dwellers have access to sanitation (JMP Report 2010) which contributes to the low health record in the country. Despite this fact, many villagers view purchasing sanitation equipment as an unnecessary luxury, partly because of the expense and difficulty of installing traditional latrines (IDE 2010; Heierli/Frias 2007).

The Cambodia Country Team of IDE hence worked together with designers from IDEO for a solution to this problem. They designed a low-cost pour flush latrine system that villagers could build themselves using cheap, locally available materials. Each toilet costs about US\$32 and more than 3,000 have already been purchased and installed by villagers. The aim is to install 10,000 latrines by April 2011 (WSP 2010).

<b>Organization</b>	<a href="#">International Development Enterprises (IDE)</a>
<b>Partners</b>	Design firm <a href="#">IDEO</a>
<b>Players</b>	Public sector (multinational and national governmental agencies), private sector (suppliers)
<b>Target country</b>	Cambodia
<b>Value</b>	Low-cost, easy to install household toilets for village dwellers raises demand and strengthens the supply of latrines. A product range would be desirable.

The “Easy Latrine” won the prestigious Best in Show Award at the 2010 IDEA Awards for international design excellence thanks to its integration of product design, social strategy, and sustainability. The “Easy Latrine” presents an affordable product for rural settings in Cambodia, where village dwellers so far did not have access to sanitation products. When people install their own latrines they have a sense of ownership and pride. Thereby, the likelihood of proper use and maintenance of the facilities increases tremendously. The “Easy Latrine” model, however, does not offer a product range yet which allows choice according to individual taste and affordability. The ongoing introduction of more than one option will be a possible enhancement to the program.

## III. Jack Sim, Founder of WTO, and the Vanguard documentary on “The World’s Toilet Crisis”

“I’ve never thought about the lack of toilets being an issue.” – That is the normal respond of many people around the world that hear Jack Sim speak about the importance of toilets for human development.

In 2001 Jack Sim founded the World Toilet Organization and hoped that by sharing the same acronym as the World Trade Organization people would be unable to forget the name. Ever since, Sim has been very active in advocating for breaking the public taboo of toilets with humour and passion in countless speeches and media features. Once a year he also brings together many hundreds of specialists during the World Toilet Summit.

To prove that sanitation can be a strong media issue and raise public attention, Jack worked closely with the documentary team of Vanguard to shoot the movie “[The World’s Toilet Crisis](#)”. In this episode, correspondent Adam Yamaguchi travels to India, Singapore and Indonesia to understand why people do not use toilets and what’s being done to end the practice of open defecation. The movie is highly graphical and often uncomfortable to sit through but also very convincing in its message: When human waste is not collected and treated



properly, it is everywhere -- in streets, open fields and, most dangerously, in the water people drink.



Yamaguchi in India, tracking the World's Toilet Crisis

Yamaguchi investigates how countries are trying to solve an epidemic that only few people want to talk about. In a review on the movie, the Pulitzer Center of Crisis Reporting (2010) says "The direct approach works. From the Indian slums where human feces mingle with drinking water to the latest in affordable toilet technology created by social-minded entrepreneurs, the documentary both lays out the severity of the problem and explains promising solutions." The show received lots of positive feedback from the audience (check comments in Blogs and Online Portals); Jack Sim and his WTO continue to receive messages from people who watched the show and are declaring their sympathy and willingness to help and spread the message. The movie can be seen as a true eye-opener for many people in industrialized countries and may be used for educational programs, public screenings, advocacy work and political events.

#### IV. The World Bank's Water and Sanitation Program (WSP)

The Water and Sanitation Program (WSP) is a multi-donor partnership administered by the World Bank to support people in obtaining affordable, safe and sustainable access to water and sanitation services in Africa, East and South Asia, Latin America and the Caribbean.

The WSP handwashing project in Peru, for example, targets mothers of young children and aims to improve the health of populations at risk of diarrhoea and acute respiratory infections, especially of young children. Children under five represent the age group most affected by diarrhoeal disease and respiratory infections, which lead to more than 4000 children's death a day (WHO 2009).

The core assumption of the initiative is that these infections that are usually transferred from dirty hands to food or water, or by direct contact with the mouth, can be prevented if mothers wash their hands with soap at critical times, which is before feeding and after cleaning a child, eating, and after using a toilet.

To improve hand washing behaviours a strategic communication campaign with both commercial and social marketing tools has been developed. Key components are: (1) Mass media (mainly radio) and promotional events, such as

mass-communications campaigns at the provincial level; (2) School and Community, such as social mobilization at the district level (Galiani/Orsola-Vidal 2010, 3f.).

In Peru, the project is implemented in 788 districts in a total of 104 provinces. It has the objective to stimulate and sustain handwashing behaviour change in a total of 1.3 million women and children.

<b>Organization</b>	<a href="#">Water and Sanitation Program (WSP)</a> , World Bank
<b>Partners</b>	Various international donors and partners
<b>Players</b>	Public sector (multinational and national governmental agencies; foundations)
<b>Target country</b>	Africa, East Asia and Pacific, South Asia, Latin America and Caribbean
<b>Value</b>	WSP is one of the biggest water and sanitation program so far and is developing and implementing various sanitation marketing projects in rural and urban settings.

With initiatives like the Global Scaling Up Handwashing Project, WSP is a leading organization for the development and implementation for strategic communication campaigns on sanitation and hygiene.

#### IV. "Sanitation is Dignity" – Awareness Raising and Advocacy Campaign of the German Toilet Organization

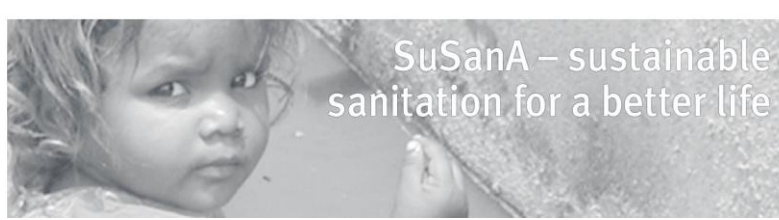
In 2005, the German Toilet Organization (GTO) created a public exhibition "Sanitation is Dignity" to raise awareness and advocate sanitation towards people who do not know of or are not directly affected by the sanitation crisis. At the same time it encourages the public to join the campaign and lend their voice to the cause.

"Sanitation is Dignity" consists of a travelling exhibition to be displayed in prominent public places, conferences or in government buildings with the motto "**Where would you hide?**" It shows life-size, stand-up illustrations of people defecating in public, as they try to hide behind everyday objects such as flower pots or umbrellas in order to maintain their dignity – aimed at capturing the attention of passer-bys. Information boards and flyers provide facts to the public.

People are asked to add themselves to the "Voices for Sanitation" – a supporter point, where one can make a statement and have their photo taken to be presented to political decision makers.



GTO Campaign: Where would you hide if nature calls?



In order to increase outreach, a campaign toolkit was created. With the support of UN-Water the campaign was translated into all UN-languages, adapted visually to different cultural settings and made available to other organisations. This led to the campaign's use in approximately 50 different locations and extensive coverage in regional, national and international media.

The strength of the campaign was its strategy to play with the taboo, using an aesthetic presentation to create a mix of surprise, humour and thoughtfulness to initiate discussion. Furthermore, a selection of the materials could be applied in a toolbox fashion by different actors.

Sanitation marketers need to conduct extensive research on their target groups' preferences and to work together with suppliers who will develop the right products for local needs. Marketers need to change low public enthusiasm due to negative perceptions and experiences into awareness and market demand; this is time consuming and requires persistent effort.

Sanitation programmes and projects have also often operated in isolation and failed to engage local government even though they are the actors that are often the closest to households. Furthermore, the private sector that is already serving customers and meeting their sanitation needs in different ways is often by-passed by current programmes (Jenkins/Sugden 2006, 23). Hence, it would help if leaders of sanitation projects work together with local governmental agencies and encounter the activities within the private market in their planning.

The sanitation sector needs to find a better understanding of the customer's needs and how a toilet can be made to a desirable household good. "The challenge is to offer both the poor and the non-poor a range of desirable and affordable options while persuading them to change their priorities so that improved sanitation becomes an attractive 'must have' for every household." (UN-Habitat/Sulabh 2006, 81). By talking to both broad income groups, a thriving industry can be developed, in which capacity development through training is build up, credit is accumulated and other services for small businesses are elaborated. In this way, truly sustainable sanitation solutions can be created.

Last but not least, the examples of the World Toilet Organization and the German Toilet Organization show that well-designed, refreshing campaigns are the key to raise awareness and a pinch of humour is often a promising ingredient.

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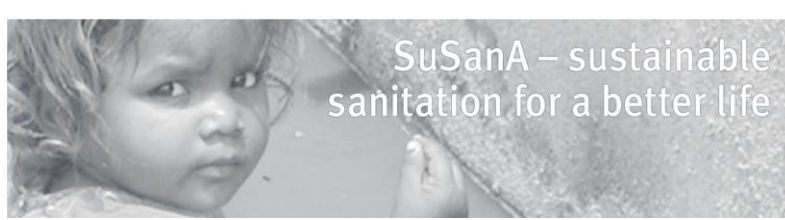
<b>Organization</b>	German Toilet Organization, supported by UN Water
<b>Partners</b>	Various non-governmental organisations (NGOs) and UN Water members
<b>Players</b>	International and regional NGOs, UN-bodies, government agencies
<b>Target country</b>	worldwide
<b>Value</b>	Awareness raising and advocacy for the importance of sanitation, utilising the toilet-taboo to generate media interest.

### Future challenges

Current strategies of raising awareness for the sanitation situation and marketing products and services have evolved to tackle the sanitation crisis in many parts of the world, and to find a way forward to reach the Millennium Development target for sanitation. At the same time, there are still many challenges that need to be addressed.

There is a strong tendency in CLTS and sanitation marketing project reports to highlight only the solutions that *do* work. Unfortunately, these reports do not show much self-criticism which makes it difficult for outsiders to evaluate the program objectively. Implementers should not hold back on sharing about their learning curves and limitations for mutual exchange and strengthening between organizations. There is also often a visible lack of convergence between CLTS and sanitation marketing approaches (Devine 2004, 50). Efforts to bundle triggering CLTS sessions that are followed by marketing campaigns for sanitation would enhance efficiency.

Another challenge on the political and institutional level is to win consensus on strategies, and then turn them into effective policies. Especially in urban areas, there is already strong motivation and desire for household sanitation, but institutional, regulatory, and local governance issues hinder the market so it rarely offers solutions appropriate to consumers' demands (Jenkins/Sugden 2006, 23).



Bangladesh and elsewhere. Swiss Agency for Development and Cooperation (SDC).

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#### List of Further Projects (to be continued by the Working Group members)

- “[My School Loo](#)” of the GTO consists of educational tools that have been designed with a dual focus: to build a better awareness of sanitation and hygiene in developing countries with a playful, child-friendly approach; and also to provide a means by which children can take that learning and pass it on to their communities and importantly to local decision-makers through a contest format. The GTO invites schools and NGOs working at schools in developing countries to bring the “My School Loo” project to life with their students.
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#### Selected online sources on Sanitation Marketing, BOP & Social Entrepreneurship

#### Sanitation

- Saniblog (<http://saniblog.org/>)
- Sanitation (<http://duncanmarasanitation.blogspot.com/>)
- Global Handwashing Campaign (<http://www.globalhandwashing.org/index.php>)

#### Marketing and Design

- Social Marketing (<http://www.social-marketing.com/index.html>)
- Social Marketing Quarterly (<http://www.socialmarketingquarterly.com/>)
- Design for the Other 90% (<http://other90.cooperhewitt.org/>)

#### The Bottom of the Pyramid (BOP) market and Social Entrepreneurship

- Market approaches to development (<http://poverty.ch/>)
- Next billion (<http://www.nextbillion.net/blog>)
- The United Nations Foundation (<http://business.un.org/en/entities/36>)
- What's a BOPreneur? (<http://bopreneur.blogspot.com/>)
- BOP Source (<http://bopsource.ning.com/>)
- AshokaTech (<http://tech.ashoka.org/>)

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