



Project objectives & approaches

The project objective is: The establishment of Community-based Sanitation Enterprises in urban and peri-urban informal settlements to improve sanitation within these communities, and to create an enabling environment including hygiene promotion to create demand for improved sanitation. The project objective has been achieved with the establishment of two sanitation enterprises in Port Vila, who are successfully selling their products through hygiene promotion and social marketing activities.

Lessons learnt

- The approach used by Live & Learn supports change agents to develop and implement hygiene promotion campaigns that target three specific decision-making processes (sub-conscious, motivated and executive). The TopWan brand was launched and promoted through billboards, newspaper coverage and posters that emphasised the benefits and pride in supporting a local business and local products. TopWan branded toilet paper is particularly popular.
- Knowledge and experience in small business operation is lacking in Vanuatu, with a weak culture of small business operation. An external consultant was engaged to design a marketing and sales approach specifically for the Port Vila context. This resulted in the development of an umbrella brand (TopWan) that both sanitation enterprises are now using to promote their toilet models and sanitation products such as toilet paper.
- The TopWan brand was used in a hygiene promotion competition (Clean Hands, Good Toilet, Happy Family) that offered prizes of a new toilet constructed by the sanitation enterprise, and a year's supply of toilet paper. Community participation in the competition was excellent, and the winning song and drawings are now being used to conduct further hygiene promotion on the benefits of hand-washing with soap and owning an improved toilet.

We are proud of:

Developing and implementing a hygiene promotion approach where community change agents work together with the staff of the sanitation enterprises to conduct social marketing hygiene promotion campaigns that jointly target hygiene behaviour change and building demand for the products and services of the sanitation enterprises.



Marketing and Hygiene Promotion activities conducted by the sanitation enterprises to promote hand-washing with soap and improved toilets.



Prize-winning photograph in Hygiene Promotion Competition



Staff from two sanitation enterprises in Port Vila, Vanuatu, with staff from Live & Learn

Sustainability

- Sanitation enterprise sales staff being mentored in how hygiene promotion activities can support marketing and direct sales activities. For example the sanitation enterprises are distributing hand-washing kits as a marketing activity. The kits contain a container for holding water, branded soap and TopWan toilet paper, with messages inside the container that promote hand-washing with soap and sanitation products and services provided by the enterprises.
- Selecting change agents that have access and influence to target customers – such as church members and community members who work in the health sector. These change agents are provided with specific tools (such as Bible studies that promote health and sanitation for church workers) that are integrated into hygiene promotion campaigns that support hygiene behaviour messages and also build demand for sales.

Project challenge

Marketing and promotion activities were planned to be based on a Community-led Total Sanitation (CLTS) approach, but were modified to be based on an aspirational social marketing approach that works with targeted change agents to deliver positive messages to build demand for improved sanitation.

