



CASE STUDY



Sanitation Marketing

Community Based Sanitation Enterprises delivering WASH outcomes in Vanuatu

Live & Learn improved sanitation in two informal peri-urban and rural settlements in Port Vila, Vanuatu, through the establishment of Community Based Sanitation Enterprises to sell affordable sanitation products. The project supported the development of two Community Based Sanitation Enterprises, SAMAPATA in Erakor Half Road, and Tuburah in Black Sands.

Past attempts to improve sanitation in the South Pacific using external handouts and subsidies have not always been successful and positive gains made are usually not sustained. Acknowledging these weaknesses, Live & Learn made a bold decision to pilot sanitation marketing. Market-based mechanisms can increase local ownership and rapidly and efficiently scale-up the reach of sanitation activities. Sanitation marketing and CBSEs have been successful in other regions of the world; however, this is a new approach for Vanuatu and the South Pacific.

The development of the Community Based Sanitation Enterprise was supported by the Australian government through the Civil Society WASH Fund.

Community Based Sanitation Enterprises

What is a Community Based Sanitation Enterprise?

A Community Based Sanitation Enterprise (CBSE) is a small business that uses sanitation marketing and human behaviour change concepts to create demand for improved sanitation and hygiene within their target community.

The enterprise then fills this demand for improved sanitation by selling WASH products and services (toilets, handwashing basins, soap, etc.). The enterprise may design and construct these products themselves, or they may resell existing products. The business structure for the enterprise may be a community owned enterprise/cooperative, or a small private business. The enterprise may run as a not-for-profit or for-profit business.

Introducing the SAMAPATA and Taburah CBSEs



Live & Learn collaborated with the Shefa Shefa Provincial Government to identify communities most in need of improved sanitation. Erakor Half Road and Blacksands communities were selected as target communities. Discussions were held with chiefs and communities leaders to inform them about the project and seek their support.

The SAMAPATA CBSE and Taburah CBSE were formed and staffed by local community members. Live & Learn progressively delivered training on promotion, sales, GSI, OHS and governance.

The two enterprises now operate like a small business. A small stipend is paid to staff to incentive their participation in the business. Additional payments are conditional on the CBSE making a profit from sales.



SAMAPETA SANITATION ENTERPRISE



TUBURAH SANITATION ENTERPRISE

CBSEs deliver benefits to the community

Increased awareness about sanitation

The CBSEs used a number of different methods to raise awareness about hygiene and sanitation. These included the 'Niu Yia, Nui Toelet' competition, billboards, radio shows, SMS promotions, hygiene promotion workshops, WASH Committees, one-on-one conversations, and the construction of a sanitation park where community members could view different toilet designs. CBSE sanitation products were also on display at local schools and at community events such as Chief's Day.

Project activities, especially those focused on Gender and Social Inclusion, brought members of these fragmented multi-ethnic peri-urban settlements closer together.



Improved hygiene and sanitation in communities

The two CBSEs have sold over 100 toilets of different designs that cater for different budgets and environmental factors, including climate change related flood risks. Toilet designs include Ventilated Improved Pit (VIP), pour flush, button-flush toilets and composting toilets.

The CBSE construction teams also construct bathrooms with showers and greywater drainage soak pits. Tuburah has even diversified into constructing and selling concrete building blocks. One of the CBSEs' biggest successes has been the design and sale of portable toilets. They were originally produced for disaster relief scenarios but also cater for the needs of people with disabilities.



Another happy customer

Annette Doumil is a 35 year old French schoolteacher who lives with her three pikinini and two relatives. Annette found out about the SAMAPATA CBSE in 2017 when a staff member came to her house.

Her existing bush toilet *“was a long way from the home, it smelled and there were lots of flies. It was also very inconvenient having to leave the home to take the young pikininis to the toilet, she said.”*

Annette also had safety concerns about walking out into the bush at night to go to the toilet.

Annette saved money over many months to buy her preferred toilet, a Ventilated Improved Pit (VIP) from SAMAPATA that was built close to her home. When her friends and family come to visit, they are all very interested and want one as well.



Annette Doumil and family in front of their new VIP toilet in Erakor Half Road.

Portable toilets are a big hit

Design workshops and consultations with the Vanuatu Association for People with Disabilities (VSPD) led to design modifications to a portable toilet that could meet the needs of people with disabilities.

The sale of portable toilets to families that care for a person with a disability has been life changing, allowing the disabled person to retain their dignity by taking care of their own sanitation needs. It also gives more time to carers.

Pastor Kamy Nepiko from Erakor used to stay at home to care for his amputee wife. With access to a portable toilet made by the SAMAPATA CBSE, the pastor's wife has more independence and dignity, and Pastor Nepiko is able to travel in the community.

“There are lots of benefits ... my wife hasn't been to the hospital for 6 months, she can stop at the house. Sanitation has helped a lot for our house and home, and for my wife ... the sanitation enterprise has helped.” Pastor Kamy Nepiko.

Portable toilet built by CBSE on display at World Toilet Day



TopWan brand unifies the two CBSEs

Live & Learn worked with the two CBSEs and a marketing consultant to develop a brand to unify the CBSEs and diversify their products. The TopWan brand was launched in 2017, with toilet rolls as the first product.

Over 168,000 rolls have been sold to schools, community members, the private sector (guest houses and small businesses) and the government sector through the National WASH Cluster, which coordinates with the National Disaster Management Office (NDMO).

Future scope exists to launch soap and other hygiene products under the catchy TopWan brand.



168,000 CBSE TopWan toilet rolls being loaded onto pallets for transport to Ambae to assist the 2017 Ambae Manaro volcano eruption relief effort

Benefits for women

Gender and Social Inclusion (GSI) has been mainstreamed into all aspects of the project and toilet designs consider the special needs of women, the elderly and people with disabilities.

Outside of small market and canteen selling, it is not common for village women to run small businesses. SAMAPATA has five women on staff, with three in leadership roles. These women have increased self-confidence through their new responsibilities and skills. Men have not been excluded but work together with and are more supportive of women's leadership.



Redefining women's roles in the workforce

Construction is a male dominated sector in Vanuatu and it is uncommon to find women on a building site unless you happen to see the SAMAPATA CBSE construction team in action. Wilma is a young woman from Erakor Half Road.

Before joining the CBSE, Wilma had no job and no experience in construction. Through on-the-job training and supervision, Wilma now knows how to construct a toilet and septic tank.

Wilma's involvement with the CBSE has improved her confidence and she is now proud to tell people that she works for a business that sells toilets. Other women and girls in the community congratulate Wilma for leading the way in redefining expectations of gender roles.



Sanitation Marketing in Vanuatu – What next?

To set up the CBSEs Live & Learn signed a Memorandum of Understanding (MoU) with the Department of Public Health. The CBSEs have also been involved in the Vanuatu National Sanitation Marketing Working Group and the WASH Sector Cluster, and have established supply chain agreements and trading accounts with hardware stores such as Wilco.

Live & Learn are committed to supporting the CBSEs as they transition from being mentored to

operating autonomously. Although informal peri-urban settlements are a challenging operating environment, there is demand for improved sanitation. In 2019, Live & Learn will establish a new CBSE in Espiritu Santo, Sanma Province, funded by ARUP.



FOR MORE INFORMATION:

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