



WESTERN PACIFIC SANITATION MARKETING AND INNOVATION PROGRAM

PAPUA NEW GUINEA, VANUATU, SOLOMON SLANDS, FIJI



Sustainable **Sanitation** community-based **social enterprises**

Based on:

- **“Sanitation marketing”** as in Asia, Africa
- **Behaviour change** (FOAMS)
- **Social enterprise concepts (financial benefits AND social benefits)**
- **Sustainability:** financial, environmental & social
- **Melanesian cultures** (informal urban/peri-urban settlements
 - community social dynamics and norms
 - existing marketing exchange systems and business structures (IWC DFAT research)



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SUSTAINABLE SANITATION COMMUNITY SOCIAL ENTERPRISES (Pacific, urban/peri-urban informal communities)

DEMAND-SIDE FACTORS

- **Sufficient market size** (need)
- **Ability + willingness to pay**
- **Social norms** (sanitation behaviours; sanitation purchases, savings/payments)
- **Opportunity/access** to desired P&S
- **Supporting/competing aspirations** (health, wellbeing, livelihoods)

SUPPLY by community enterprise

- **Sustainable Financial model**
- **Logistics** (supply chains, transport etc)
- Provision of **appropriate P&S** (customer prefs, social inclusiveness; environmental security)
- **Human capital** (Business & technical competencies; **motivation**)
- **Marketing** (demand creation/ maintenance)
- Leadership, governance and community engagement processes
- **Financial inclusiveness** (Leverage existing community marketing systems, and flexibility with 'buying' arrangements)
- **Effectiveness / impact** (sales, customer satisfaction, social & financial benefits)

ENABLING Environment

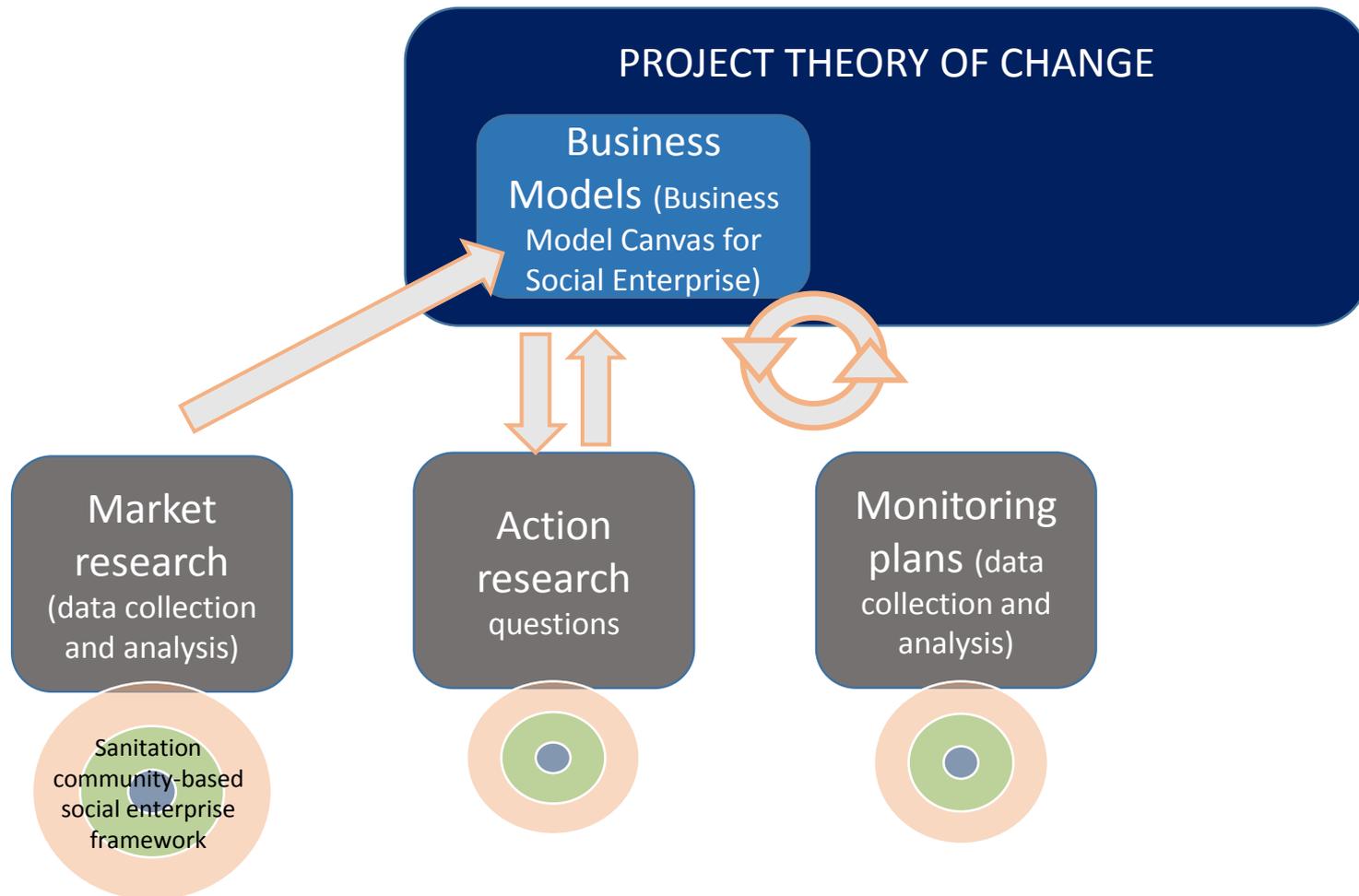
Within community:

- **Community engagement; Attitude and support for enterprise**

External:

- **Policies and plans** (supportive/hindering) to facilitate sanitation marketing
- **Cap bld/support programs** (e.g. LL, NGOs, Gov)
- **Regulations / standards** to protect consumers and environments
- **Demand creation:** sanitation promotion, local enterprise
- **Supply chains**

Evidence to inform development of sustainable sanitation community social enterprises



Vanuatu community-based sanitation social enterprises

2 pilots: Erakor half road, Blacksands communities

- Peri-urban informal settlements (6-10 ethnic groups)
- Traditional + peri-urban governance structures and protocols
- 150-250 HH, Schools, churches
- Some low-lying land (flood prone; some higher rocky ground)

Participatory process to foster enterprises

- Participatory and inclusive market research and baseline (data collection + sharing results)
- Training with Sanitation Committee:
 - Enterprise day: identify favoured business structure
 - Market research
 - Business Model Canvas
- Business Model and constitutions drafted by San Committee, review and input by LL+IWC



Vanuatu community-based sanitation social enterprises

Cooperative business structure(familiar, and community-owned)

Turburah Sanitation Cooperative (Blacksands)

- Mission: To assist community members to achieve health and wellbeing by using sanitation and hygiene accessed through a sustainable local business.
- Goals:
 - Promote sanitation, hygiene and health understanding
 - Provide safe, affordable and appropriate sanitation and hygiene products and services
 - Raise funds to keep cooperative functioning
 - Contribute to livelihoods of cooperative team and members
 - Extend promotion to nearby communities



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Turburah Sanitation Cooperative - governance

- INSERT A PHOTO OF THE BUTCHERS PAPER DRAWING OF THE GOVERNANCE MODEL
- Can you also make sure the other external partners are on there – such as suppliers, and then maybe the others such as gov and UNELCO etc could be in the advisory group



Demand & products

No open defecation, many bush toilets (open pits) and many shared toilets → **low satisfaction with current sanitation** situations → **high latent demand**

→ no need to trigger demand for “toilets”, need to market toilet improvements

Toilet products: VIP, Flush (pour, button),
Compost

- sold as Toilet kits (with instructions + 3-months inspections)
- construction is optional (extra cost)
- Also sold as separate parts (for those with some existing parts; or to gradually acquire parts)

Toilet design criteria:

- Customer preferences and needs (accessibility)
- Affordability (local materials; upgradable,
- Environmental suitability
- Common parts where possible



P&S, financing and benefits

Other products: Smaller hygiene and sanitation products; building (super-structure materials)

Services: hire of building tools; toilet technical advice (future: pit and compost waste collection, but uncertainty about willingness to pay)

Financing: many have ability to pay in instalments

- Existing microfinance and loan options
- Members: no interest loan option

Benefits to customers (value proposition) clearly defined – mostly relate to access to local (trusted) products and information, and social benefits to community

Benefits to members (as well as customer benefits) – flexible finance, possibly dividends (future)

Marketing messages, channels + strategies (Householders)

Market segments and marketing messages:

- willing to pay + able to pay → **cleanliness** (maintenance, personal feeling) + **convenience**
- willing to pay + limited ability to pay → cleanliness + convenience + payment options

Channels & strategies

- **Sanitation centre (demonstration toilets + O&M + compost use, information, sales)**
- Community events: promotion at other community events
- Sales people: representing ethnic groups
- Coop Members – word of mouth
- Media
- Community Leaders (WASH Committee): trusted word of mouth

Uncertainties

To be answered through ACTION RESEARCH (learning-by-doing-and-reflecting)

Examples:

- Willingness to pay (confirm our market research for toilets; and find out for services?)
- Environmental suitability of toilet designs
- Governance: membership engagement and rewards
- Cooperative team –management and reward
- Enabling environment – what is needed to support local sanitation marketing?



Papua New Guinea: Kavieng

Savings Clubs (to increase ability of target community members to access sanitation products and services provided by the local CBSE)

- based on existing financial systems (Sunday-Sunday; Walking ATM)
- Partnership with New Ireland Savings and Loans
- Building a savings culture to support sanitation and future wellbeing
- 17 women's savings groups have opened accounts
- Trialling model with aim to scale-up to more communities



Group discussion questions

1. How does your experience with sanitation marketing in the Pacific compare to Live and Learn's? Challenges? Solutions?
2. Thoughts on idea of working with existing marketing exchange systems (earlier presentation)?



Group discussion questions

3. Useful tools / resources to assist with sanitation marketing? Pacific?

4. Gaps in knowledge (what do you need to know)?

5. How build this knowledge? CS WASH Fund
Community of Practice on sanitation marketing
useful?

