

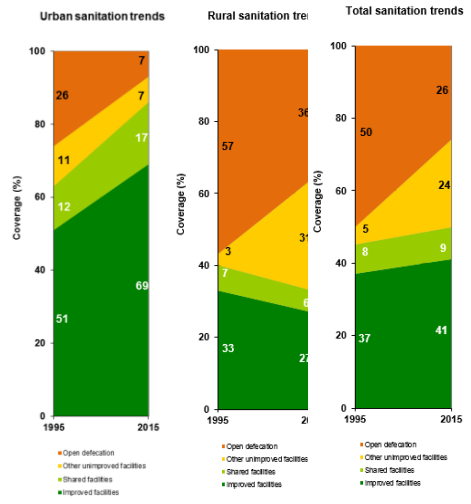
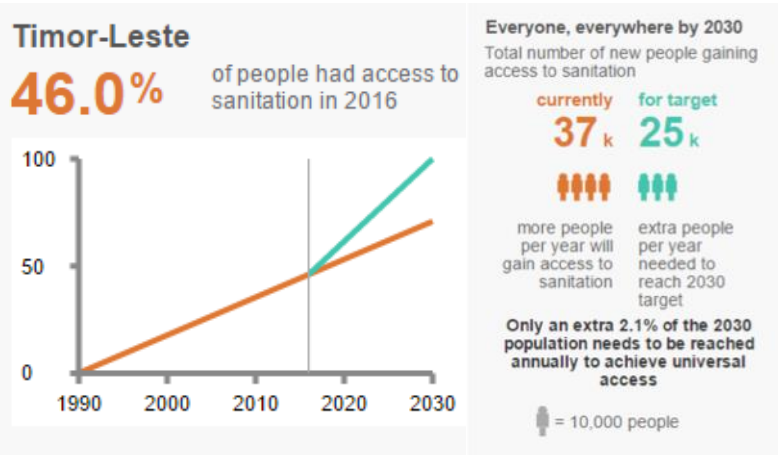


The Reflections of SanMark in Timor-Leste

Session 3b: Sanitation Marketing / WASH Markets

Edmund Weking | Valentim da Costa Pinto

Why we undertook this activity/approach



Source: WASHwatch.org, 2016 and JMP, 2015



What we've achieved to date

Period	Milestone
Before 2007	Subsidy
2007	CLTS is introduced
2007-2012	SanMark concept is introduced (i.e. research, production centre, product development, etc.)
2012	National Policy on Basic Sanitation which includes principle of CLTS+
Beginning of CS WASH project: After 2012 – Phase 1	<p>SanMark activities based on IDE & BESIK recommendations.</p> <ul style="list-style-type: none"> • Develop product options with local entrepreneurs • Inclusive toilets • Spare part kiosks & supply chains <p>People are not receiving subsidies, but are sourcing materials from markets etc. where possible to build their toilets, they are not choosing the product options from entrepreneurs</p> <p>Integrated WASH approach that strengthens communities and empowers the most marginalised</p>
2016-2017 – Phase 2	WaterAid is responding to context specific lessons and challenges to bring a new option to Timor Leste (Sato Pan), develop supply chains, and trial different subsidy options



What resources were required (financial, human resources/skills)



- Materials sourced outside Timor – no production in the country including cement (this just changed!)
- Sanitation Marketing and general marketing skills not easily available in Timor
- WaterAid and partner staff with strong connection to communities and small business
- Time – especially important as economic activity was so nascent, as well as building skills (triggering, sales, production) in Timor-Leste



Challenges

Demand creation:

- Quality triggering and follow up
- Reliance on subsidy
- Government desire to help communities with subsidy
- Scepticism about output of CLTS
- Lack of unifying approach on sanitation

Supply related:

- Products still quite expensive (>\$60)
- All cement imported and often all bought for large govt projects
- High transportation cost (>\$200)
- Low purchasing power
- Small market size
- Business model not ideal



What we would do differently next time

- Spend more time **adapting** the recommended external **model** to realities of local context
- However, some lessons needed to be learnt, national commerce needed to develop, sector needed time to come together on key positions



SaTo Pan = Safe Toilet Pan

www.wateraid.org/bangladesh



What we are changing now to adapt to new knowledge and context changes:

- **Trialling** the lighter, plastic, washable, **product**, American Standard Sato Pan from Bangladesh **through an existing supply chain** that is being used to distribute high efficiency stove, solar panel and agricultural products to reach rural communities and possibility of involving water user groups on product promotions.
- **Piloting** the **'smart' subsidy** approaches with a sanitation rebates model
- **Collaboration** with other sector actors and NGOs to build a shared body of evidence and learnings
- Improving on empowerment and inclusion for **People with disabilities** to lead the development process of appropriate toilet adaptations

Potential wider applicability of this approach by other actors (CSO or other)

- **Learnings** are applicable across Timor and are being shared with the sector and government.
- New push for **decentralisation** moves more responsibility to Municipalities
- Emerging research from the project area by BESIK and WaterAid shows **greater sustainability** of ODF behaviour change if people have purchased/constructed an improved desirable latrine
- Outside of Timor, **learnings** would be useful for **low resource** post conflict or post disaster **settings**
- **Approach** to develop fully integrated WASH community development process with focus on empowering the most marginalised provides a good model and lessons for others, especially where struggling with sanitation as a stand alone initiative.

