



Plan Vietnam: Approach to reduce costs and get people involved in making HH toilets

Session 3b: Sanitation Marketing / WASH Markets

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Why we undertook this approach

- ❑ Continued popularity of basic/unhygienic toilets and low rates of uptake of improved sanitation
- ❑ Real (or perceived) high cost of hygienic toilets available in the 'market' compared to HH incomes and thus a need for a cheaper model and suitable approach
- ❑ A lack of knowledge/information about options for lower and superstructures (materials)
- ❑ Difficulties in accessing credit facilities for HH and thus a need for ways to reduce one-off toilet costs
- ❑ Key cost element for hygienic toilets – transport and a need for a way to reduce this

What we hoped to achieve

- ❑ Reduce the cost of hygienic toilets to an affordable level

thus

- ❑ Enabling more uptake and better use of hygienic toilets

and

- ❑ Increased ownership of built toilets due to HH direct investment



What we have achieved to date

- ❑ Development and testing of a portable low-cost toilet mould; *reduced costs by more than 10 times from 6 Mil. VN to about 0.6 Mil. VN VND*
- ❑ SanMark introduced and 120 masons trained on low cost options and 38 masons groups formed. Now they can make such products like concrete rings, slabs on site easily with new molds (for example) reducing the transportation cost
- ❑ Demo of low cost options in all 5 project districts



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

Financial resources:

- Funding to organize necessary trainings
- Monitoring, learning visits
- Materials supply to make demo low-cost and hygienic toilets
- Development and testing of the portable mould (composite made or GI sheet made)

Human resources:

- Prepare training materials
- Development IEC materials and necessary guidance
- Trainers to facilitate various trainings
- Mobilize the experienced/skilled resources from Plan VNM

What we would do differently next time

- ❑ Mapping potential resources/the supply chain
- ❑ Work with National WU to identify areas for working together and potential complementarity of approaches



Potential wider applicability of this approach

- ❑ Approach is *already* being used more widely – in Plan VN's work and with the National WU
- ❑ Replication requires good understanding of the approach and a willingness to enable and encourage community cost sharing for low cost options

