



WORLD VISION GHANA

TECHNICAL GUIDE FOR SANITATION MARKETING

TECHNICAL GUIDE FOR SANITATION MARKETING STRATEGY- WVG

BACKGROUND

Sanitation and hygiene remain a global challenge. Even more threatening is the rural-urban disparities and increasing inequalities in sanitation services. The WHO/UNICEF JMP report, 2019 estimates seven out of ten people who still lacked basic sanitation services lived in a rural area and one third lived in the Least Developed Countries¹. In Ghana, about 25% of the population in urban areas do not have access to basic sanitation in contrast to 17% in rural settings².

World Vision Ghana's efforts and commitment in collaboration with partners, contributed to 21%³ of households using improved sanitation facilities in 2018. About 400 communities within WVG operational areas have certified open defecation free ODF. Over the years WVG's efforts in sanitation has resulted in 26%⁴ of households using improved sanitation facilities with over 400 communities certified Open Defecation Free in World Vision programme areas. However, a large majority of people continue to practice open defecation. The WVG Universal WASH Strategy (UWASH), as part of its objectives, seeks to achieve universal and equitable access to sanitation for all children and their families, and end open defecation, paying special attention to the needs of women, girls and the most vulnerable in communities, schools and health care facilities in all districts where World Vision is present by 2030. As such, a consumer research survey was organised to understand the norms of sanitation behaviour and existing value chain within the UWASH implementation areas. The research adopted a qualitative study design to understand the perspectives of sanitation from beneficiaries and service providers in focus group discussions for household heads, caregivers and key informant interviews community leaders and district actors within the sanitation value chain.

This document presents findings and recommendations for viable sanitation business models to build on the successes of the CLTS model. The models presented shall guide the implementation of sanitation marketing in World Vision Ghana.

¹ WHO UNICEF JMP PROGRESS REPORT 2018

² Multiple Cluster indicator 2018

³ AMIC 2018

⁴ Annual Monitoring of Indicators on Child Wellbeing 2019

CONSUMER RESEARCH FINDINGS AND RECOMMENDED MODELS

Consumer Research finding influencing Demand

Comparative advantage and relative benefit of toilet acquisition and use.

Willingness to own and use durable latrines has been reaffirmed through non-health determinants such as privacy, safety and status. However, the desire for this durable latrine without any financing mechanism may take time for households to build given the competitive demand on household income. In Sekyere East and Asutifi North, for instance, household's uptake of latrine construction has been very slow due to preferences for durable latrines which takes time for households to construct. Latrine uptake in Bawku West and Garu is very quick but the use of local materials render them unusable after the raining season. The benefits of owning a toilet from the focus group discussions demonstrate high desire for durable latrines.

Hence, low-cost VIP latrines, the Digni Loo technology and the Ferocement technology are recommended at a reduced cost to households. A business model with financial repayment and instalment packages for households are recommended. This, however, should be facilitated by the market's actors with WV playing a facilitating role in the process. Refer to Survey analysis in appendix for details.

Toilet installation decision-makers in target households

The household head, mostly male, makes the decision to construct latrines. Women, however, remotely encourage and support the construction of the latrine. It is therefore recommended that, messaging on latrine products target men and the few women household heads. However, women could be targeted as primary influencers using the determinants identified in the research such as privacy and safety to influence household heads. Communication strategies should include interactive radio discussion and jingles household visits, community in the promotion of such messaging. Faith leaders could be targeted to reach men and women. Refer to Survey analysis in appendix for details.

Motivational messages and facilitators of household toilet purchase

Pride and social prestige, dignity, comfort/convenience and privacy appear to be the driving force in latrine ownership. Health benefit and severity of health risk seem to be losing their grip to motivate people in ownership and latrines use. It came out very clear that people are becoming more concerned on how their visitors will have access to a latrine. The shame of being seen in the process of defecating and safety at night. CLTS is, therefore, an appropriate tool to trigger discussion on sanitation around the determinants identified. Latrine artisans, community-based Natural leaders, WSMTs and EHSU are some of the facilitators who can facilitate the purchase of latrines in the communities.

Preferred characteristics of marketable toilet technologies

The study showed varied designs and types of latrines that are of interest and in demand in the communities surveyed. Depending on income levels, people preferred WC and VIP. Few opted for KVIP. The Sekyere East and Asutifi North do not have a challenge with pit lining which could reduce the cost of latrine. A Lined VIP is, however, appropriate for the Bawku cluster which has porous soil profile. Each toilet facility should have a robust handwashing station contrary to the existing tippy tap technology.

Consumer Research finding influencing Supply

Products and services.

The research identified a well-established sanitation product that is more appropriate to consumer needs and preferences. These are the VIP latrines, the Digni Loo and the fero cement technology. Materials for construction and artisans are readily available to support in the process but should be organised and regulated to the advantage of households. The UWASH project should, therefore, strengthen the value chain by building capacity and empowering of supporting small scale artisans to take up sanitation as a business. The CLTS promotion in all the Districts has created a comparative advantage in the demand for sustainable latrines. Through the same initiatives, natural leaders have been trained who are usually not engaged after communities are certified ODF. Any proposed sanitation model could use these resources available in the communities to support in latrine promotion. Refer to Survey analysis in appendix for details.

Marketing strategies

Promotion: This outlines clear strategies to increase awareness about latrine products, providers, and sales outlets; it is also intended to increase the desire for a toilet with motivational messages, creative advertisements and jingles. WVG will through the CLTS approach continue engagement on multiple interactive platforms. A large majority from the survived communities received information on radio and therefore may be viable to reach households on radio with latrine promotional messages. Other Interpersonal channels such as door-to-door sales, leafleting, posters and banners are useful communication strategies for product promotion. In the most difficult areas, WVG will support in identifying community information board where posters and IEC on latrines will be displayed with the corresponding cost to the different component of the latrine. In Bawku West specifically, the group identified a popular musician whom they appreciate their work. They can support with promotional songs to promote latrine sale. Naomi Ayebo and Azambila were some of the local celebrities identified. The use of community radio approach will be emphasized to reach the targeted audience with messaging.

Place : Latrine Information & Sales point. Names of latrine artisans and distributors identified. The table shows names of artisans and latrine entrepreneurs identified in the various district.

Districts	Artisan	Distributors/Retailers
Garu	Ndebugri John John Akunai - 0244945245 Nathaniel Alaba - 0244547694 Abukari Salifu - 0540456309 Ndebugri John - 0243973762 Akunai Simon - 0247207407 Tindogo Ayoriba - 0541634305	Bomziel Ventures

Bawku west	Asiba Ayaba, Fedelix Abuga: 0542191986, Akurugu Akugri, Daneil Ndago	Jonhimary 0245523593 Beidbilla Ent 0244925859 Buksom Enterprise 0241828537
Asutifi North	Agyemang Christian George Buamah	Jadampa Enterprise
Sekyere East	Okyere Darko	Atwereboa Shopping center
	Bismark Owusu - 0557092872Owusu David - 0554670786Kwame Amoah - 0546880774Ochere Darko - 0269313479Iddrisu Mahama - 0247379960	

These enterprises have the intention to expand their retail outlet in the District and are viable for further engagement by World Vision.

Products / price: The product is the object, service including behaviour change communications required to sell sanitation to targeted beneficiaries. The survey identified existing sanitation technology suitable for the project locations such as the digi Loo, fero cement slaps, Ventilated improved pit latrine and WC however, service providers should be ready to involve the community in re-designing a preferred technology option that would meet their specific need. The price of a household latrine can represent a major barrier to the acquisition of a toilet by the poor households. From the research, participants identified a price range of GH500 to GH700 of improve latrine on flexible payment plans. This is encouraging but has a large variance of the essential component of the latrine technology identified. For instance, the substructure of a VIP is cost GH 1,165. The cost of installation of Digni Loo is GH sub structure amounted to 824 whiles Fero cement technology seems to be the lowest with about GH480 as the total cost for substructure. The price list and promotional details is attached in appendix

BUSINESS MODELS:

MODEL: PART PAY FOR TOILET (PPT):

Role of Actors within the Value Chain

Part pay for toilet (PPT) model seeks to promote affordable latrine technology to households with the opportunity to pay for components or full latrine in installment. The market will create a value chain with a well-established range of sanitation products that will respond to consumer demand therefore creating ownership and sustainability of latrines. The actors within this model are World Vision Ghana, the financial,

institutions. The District Assembly Environmental Health Unit, the community, the latrine artisans, and the natural leaders. The PPT model seeks to build community capacity to solve their own sanitation challenge with one time financial support from WVG. The funds invested will be managed by the community to facilitate improved sanitation for households through a social enterprise.

IMPLEMENTATION FRAMEWORK: PPT

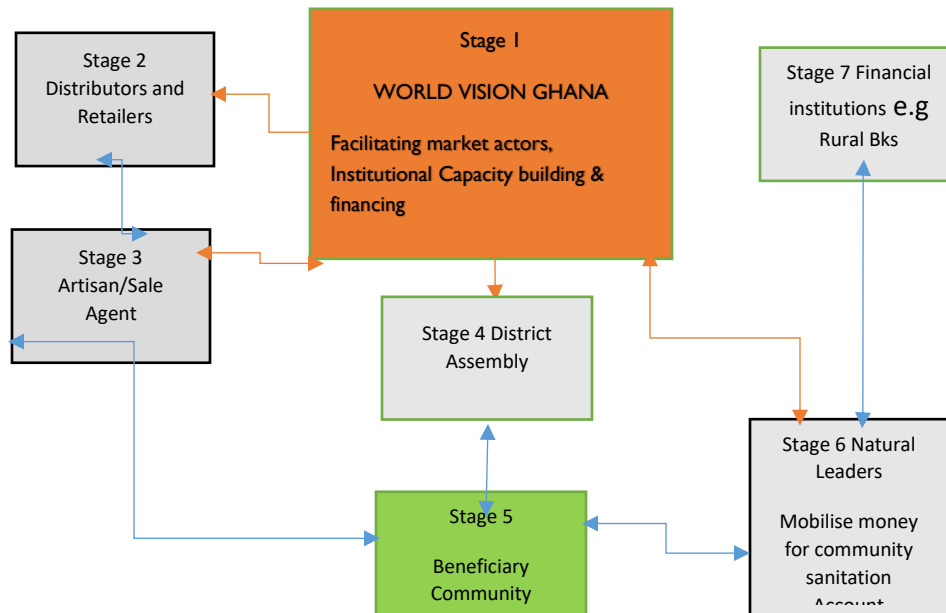


Figure 1 Part pay for Toilet Model Source: authors own construction, 2020

World Vision Ghana: WVG will continue to play a facilitating role by strengthening the sanitation value chain through Institutional strengthening and capacity through engagement of the District Assembly to create the enabling environment required for the market to thrive. The role of WVG will further enhance linkages between service providers and supply chains. World Vision Ghana will engage; **Distributors and Retailers:** and pay for latrine materials upfront for each community. The project will use the price list of different materials of the different latrine types identified. Request for subsequent payment for latrine will require the distributor to submit a distribution list endorsed by latrine artisans, the household, community leader and the natural leader for payment of the materials. World Vision will then pay for materials based on existing needs in the community.

The District Assembly team will remain at the forefront of demand creation in each community, enforce the sanitation by laws, strengthening capacity and leading in the core mandate of CLTS promotion within the value chain. The DA will facilitate an MOU to be signed by the community leaders and households to guarantee repayment of latrines provided on credit to households after CLTS triggering. To ensure effective implementation of this approach, World Vision will support Districts to Gazette their District sanitation by-laws and capacity building efforts of District prosecutors enhanced.

The Latrine artisans: Prior to their engagement, WVG will support their training on latrine technologies identified, marketing and entrepreneurship skills. They will either move with EHSU to establish contact with communities and subsequently follow up to sell latrines to households or move to communities after CLTS triggering by the EHSU. Latrine artisans will work directly with the natural leaders identified during the CLTS processes to make sales to households. Together they will develop a repayment plan with the household and a commitment fee of 20% paid prior to the construction of latrine. There will also be service fee contract with latrine artisans on a regulated price for each latrine assigned. World Vision Ghana will pay for the cost of the latrine construction during the first year of implementation; subsequent phase of the project will require communities to pay latrine artisans. To ensure that funds invested do not depreciate with time, a 10 % annual interest shall be charge on the cost of latrine to service bank charges, offset depreciation, and possibly pay the commission of natural leaders who will work with the communities to recover the loan by the repayment plans developed with the households. The community leadership and the national leaders will be required to open a sanitation revolving fund account with the cash recovered from the loan. The approach therefore shall be a community based management initiatives. WVG and the District Assembly will take up the capacity building of natural leaders on bookkeeping and occasional audit of community account.

The Natural leader will work with households on their repayment plan and therefore mobilize monthly repayment revenue from the households on commission. This is expected to create jobs and motivate natural leaders to remain committed to assigned roles within the market. The project will audit the total revenue recovered from the communities on quarterly bases using bank slips. Until the funds are sent to the bank, the natural leaders will keep the money on their Mobile Money wallet savings or in a savings box provided by WVG in other cases, the district bank service shall be engaged to pick this fund on convenient days. From experience, most Natural leaders cannot write and keep proper records, hence the project will include both educated/semi-literate people who will give the necessary capacity for record keeping and accountability. The reverse to consider keeping the money in a saving Box that will be provided for each community. The funds from this model will serve as revolving fund for sanitation market to be extended to other WASH project communities. The natural leaders will also be trained on the use of the NCG model to facilitate behaviour change in the communities with NCG flip charts

Community: The community through its leadership will enforce sanitation bylaws and all processes observed under the CLTS model for monitoring and certification. World Vision will establish S4T specifically for sanitation financing mechanisms to support households repay the capital investment in the construction of latrines. The CVA processes will be integrated to ensure advocacy efforts in the community.

SANITATION TECHNOLOGY ENTERPRISE MODEL (STEM):

Role of Actors within the Value chain.

Under the STEM approach, **World Vision Ghana** will empower local enterprises through capital injection in to micro, small scale and medium sanitation enterprises to respond to demand creation efforts by the District Assembly Environmental Health Unit. World Vision will first of all transfer funds to the **financial institutions** in this case the rural banks following special MoUs prepared for the same with agreed interest for sanitation entrepreneurs identified at the project location. The Bank will draft an

agreement for repayment with the business entrepreneurs who will operate within the targeted communities to sell latrines to households at an affordable cost. **The sanitation entrepreneurs:** through the financial support from World Vision will facilitate Sanitation Marketing initiatives to bring latrine products like digni loo latrine liners closer to communities on flexible terms. Here, the Latrine entrepreneurs will coordinate all the actors such as latrine artisans, natural leaders and the material distributors to respond to the needs and recover cost. World Vision's role will be to ensure that the entrepreneur gets access to finance at flexible repayment terms. World Vision will work with the community to establish Savings for Transformation (S4T) groups to enable households generate enough revenue for the purchase of a latrine. Alternatively, Word Vision Ghana may works directly by transferring ffunds to Vision Fund with a specified MOU to provide direct sanitations credit to households at an agreed rate. World Vision will explore the suggested option under the working agreement between Vision fund Ghana as attached.

Vision Fund model: for sanitation financing to households for latrine construction can be adapted in this model. Prior to any resource transfer will develop an agreement for the quantity of latrine to be supplied per community and the money advance to Vision fund to facilitate credit to households. The recovered loan will then be reused for other communities within the District. An MoU with Vision fund on terms of engagement will be required.

The District Assembly team: will remain at the forefront of demand creation in each community, enforce the sanitation by laws, strengthening capacity and leading in the core mandate of CLTS promotion within the value chain. The DA will facilitate an MOU to be signed by the community leaders to guarantee repayment of latrine sold on credit to households after CLTS triggering. To ensure effective implementation of this approach. World Vision will support District to Gazzete their District sanitations by-laws and capacity building efforts of District prosecutors

Community: The community through its leadership, the chief's natural leaders and the WSMTs will enforce sanitations bylaws and all processes observed under the CLTS model for monitoring and certification. World Vision will establish S4T specifically for sanitation financing mechanisms to support households repay the capital investment in the construction of latrines. The CVA processes will be integrated to ensure advocacy efforts in the community. Behaviour change on sanitations and hygiene will be promoted by the natural leaders/WSMTs in the targeted communities using NCG model flip charts

IMPLEMENTATION FRAMEWORK: STEM

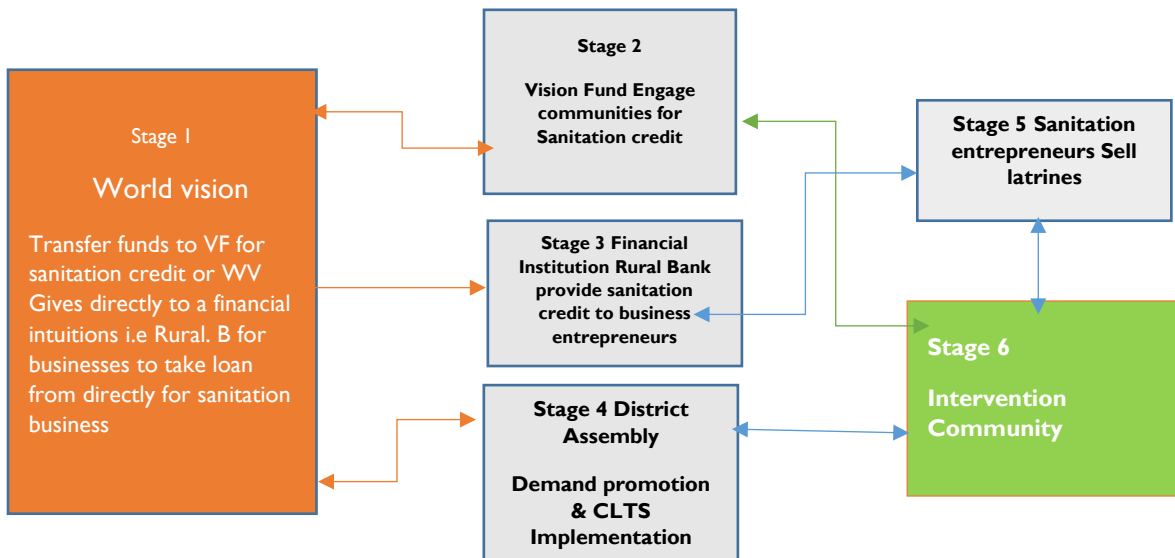


Figure 2STEM Model, Source Authors own construction, 2020

Pro- Poor model (PPM)

It is always the poorest and the most vulnerable who suffer the most from sanitation related crises. Although most models proposed are business driven and may require some financial commitment from the households, it is anticipated that the primary targets of beneficiaries of the poorest Districts may not be able to afford. Thus to address these inequalities, the pro poor model is proposed to target the most vulnerable in the project communities. The exiting Government pro poor targeting guidelines will be used to reach the most vulnerable in the community to identify and support vulnerable households with robust latrine facilities thereby leaving no one behind.⁵ This criteria will be reviewed to reflect WVG vulnerability criteria. In this case World Vision will work with the District Assembly to support vulnerable households with low cost latrines. All protocols for sanitations promotion under the CLTS approach shall be observed to bring communities to ODF statues.

The AP however risks limited acceptance on any future business opportunities in sanitation marketing as the objective is to maximize inclusion and equity. Sustainability measures should be enforced to ensure ownership of latrines provided.

⁵ Guidelines for targeting the poor and vulnerable for basic sanitation services in Ghana, 2018
<https://www.communityledtotalsanitation.org/resources/guidelines-targeting-poor-and-vulnerable-sanitation-services-ghana>

The CVA approach, S4T model for sanitation financing mechanisms will be established for families to upgrade or repair their latrines when damaged. WVG will also work with faith leaders and traditional authorities for training on the WASH sermons. The NCG Model will be used for behaviour change promotion. WSMTs and National leaders will be trained on this approach.

Implementation framework

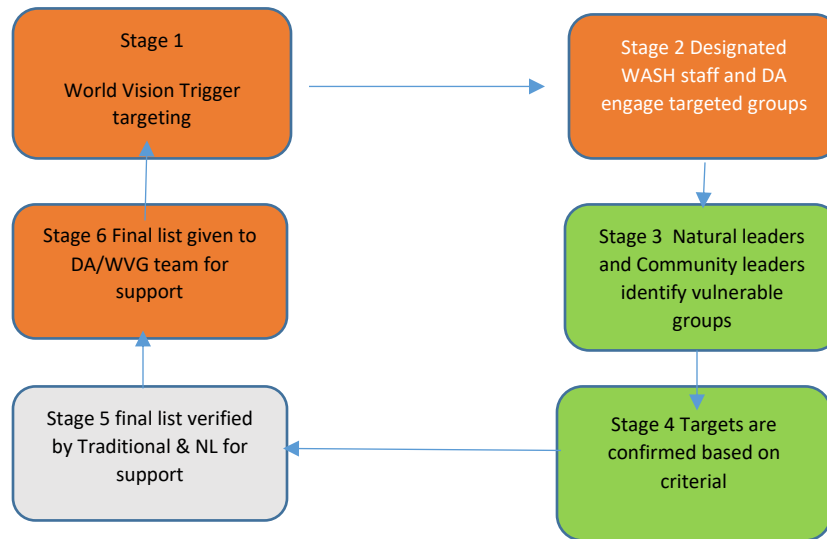


Figure 3 Pro Poor model. Source PPG 2018

Appendix

 Research Analysis
 Concept Note on
 Material Prices
 UWASH Project.doc\VFG WV Partnership updated 13_5-2020.: