LEVERAGING MARKET APPROACHES TO SANITATION: SWIRL INITIATIVE IN BANGLADESH

Tuesday, November 9, 2021
6:00 - 7:00 AM ET
Everyone must select a language!
Click “interpretation” at the bottom of your Zoom window and select English or French.

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Section I

About iDE Global WASH Programs
Start with People
We use Human-Centered Design methods to understand people’s lives and the barriers and accelerators to accessing safely managed WASH services.

Design to Context
We ask people what they want in WASH products and services. We prototype and iterate on designs, incorporating frequent user feedback, until we have a final product that is affordable and desirable.

Business Delivers
We mobilize the private sector by building a strong business case for marketing WASH products and services to the poor. We reduce the risk of market entry for local WASH businesses and entrepreneurs, and build connections between these key market actors.

Results Rule
We collect and analyze real-time data on quality, cost-effectiveness, and performance using a cloud-based information system, allowing us to prioritize investments in the WASH space that work and eliminate those that don’t.
We adapt our approach based on local market conditions. In some countries we take a very active role in the market. In others, market conditions dictate we play the role of market facilitator, often in coordination with other partners including the government.
Key Performance Indicators

**SCALE**

+9.26 million

of individuals impacted to date

**SROI**

$11

Increased income relative to
money invested by iDE donors

+1.8 million

WASH products sold to date

**INCOME**

$152

Annual health savings in dollars
Section II

SWIRL Project and its Interventions in SHOUHARDO III
Understanding the context of “hard to reach areas”

Chars - Char lands are the sandbars that emerge as islands within the river channel or as attached land to the riverbanks.

Hoars - is a wetland ecosystem in the north eastern part of Bangladesh which physically is a bowl or saucer shaped shallow depression insert.
SHOUHARDO III - a Resilience Food Security Activity

Strengthening Household Ability to Respond to Development Opportunities

Program duration: September 2015 to September 2022 (with Cost Extension)
Unique participants reached directly: 448,837 / 168,430 households

Chars and Haors where SHOUHARDO III works: The two regions are distinct on a number of fronts: power dynamics; social issues; poverty dimension; vulnerability; ecological and other natural challenges

Main Focus for Cost Extension

- To put on the ground sustainable models for service provision in remote rural areas (selected LSPs and Community Facilitators to reach maturity)
- To wean off communities from direct support and ensure they can access available services
- Influence donors (and peers) and government to continue with the results we have established and the work we are doing.
Rural households have limited awareness and access to improved latrines

- Group sales meetings
- Mass media awareness raising campaigns
- Product and service demonstrations

Low capacity, access and linkages within market actors

- Training and coaching latrine producers on manufacturing and business practices
- Incubating and supporting small business associations (SBAs)
- Training latrine sales agent

Limited interactions between Public and Private sector targeting BOP households

- Strengthen WASH sector institutions.
- Introduce financing mechanism for sanitation solutions
- Targeted subsidy alignment with market-based sanitation
The Art of Selling WASH

Demand Side Constraints

Low income households, affected by seasonal floods and inundation, do not prioritize latrines for investment.

Limited accessibility and options for technologies.

Affordability is a major challenge.

Limited knowledge of what “improved” means.

Supply Side Constraints

Limited number of service providers and limited knowledge of demand.

Hard to reach areas for services - not profitable.

Consumers have limited affordability.

Hard to forecast sales and manage inventory.

The real deal happens at the transaction points

The most critical element of market systems program is ensuring that the actual transaction happens and can happen sustainably in the future.

Using Whitten Roy Partnership sales training model and building capacity of LPs and Sales Agent
Project design and market landscape

iDE leverages its ongoing national level partnership and joint venture agreement with RFL and Lixil for product supply chain management.

1+1
Partnerships with national production and finance firms

50+
Regional Dealers and Retailers and MFIs

3
Formal and Informal Business networks supported

73+
Mentored Active Latrine Entrepreneurs

47,000 +
Individuals directly benefiting

11,900
HHs with improved Latrines

iDE uses its Latrine Producer training program and its team to identify, training, coach and mentor LPs and bring them into LP networks.
Learning from our successes and failures

Lesson # 1, don’t underestimate the importance of access and availability: just having the sales person visit their homes and available to install the latrines created a high level of demand from users.

Lesson # 2, behaviour change is the key to creating sustainable demand amongst users: the project works collaboratively with LPs and project team in the ground to use aspirational marketing strategies with SBCC tools.

Lesson # 3, ease of payment = affordability = greater sales: Latrine producers are offering installment plans, which has greatly improved demand. This can be further augmented by actual latrine loan products.
Additional learning from user behaviours

Lesson # 3, low cost technology rules: SaTO pan and similar technologies remain a big winner from our learning. They are low cost, easy to use and provide tremendous benefit to users as well as latrine producers.

Lesson # 4, environmental nudges + behaviour change communications = better adoption of practices: during the implementation, iDE uncovered a habit amongst users to use their latrines without foot wear (typically slippers). Using environmental nudges (like the inbuilt ridges) can improve promoted behaviour - clue for other SBCC work.
What we struggle with

Post disaster infrastructure damage

Communities have very little resources after any major flooding to prioritize repairs or reinstallation of latrines.

Current technologies are flood resistant - not flood proof.

Photo credit: GlobalGiving, Northern Part of Jamalpur district in Bangladesh
What we struggle with

Demand creation beyond the project

Close coordination between project team and private sector was key to drive demand and sales of latine so far.

Beyond SWIRL (March 2022) and beyond SHOUHARDO III - this needs to be rethought.

Photo credit: iDE, Latrine Producer sales event Kalapara
What we struggle with

Latrine loans/ financial products are already overdue

There is a need to accelerate the design and development of financing solutions within the latrine market - at the consumer end and also at the market level.

This is overdue.

Photo credit: latrine loan user, PKSF Bangladesh
Results we did not quite expect

Female engagement in SWIRL project

- Out of 75 LPs, two are female both in Char and in Haor

- Out of 75 active sales agents, 52 (69%) are female who are working hard to promote improved latrines through excellent facilitation skill and act as a change maker in their communities

- LPs conducted 128 courtyard sessions to create demand for improved latrine selling and most of the participants are female who took part in decision-making to buy improved latrine from LPs
Q&A
Section III

Market Systems Resilience Index and its possible use in SHOUHARDO III
The Market Systems Resilience Index (MSRI) builds upon the household-level resilience methods and guidance developed under the REAL Award in the USAID Center for Resilience, and the guidance iDE contributed to the market systems resilience (MSR) measurement released by the USAID Bureau of Resilience and Food Security.

This initiative was in collaboration with FCDO and EU in Bangladesh under their Suchana project.
Resilience is the ability of people, households, communities, and systems to mitigate, adapt to, and recover from shocks and stresses in a manner that reduces vulnerability and facilitates inclusive growth.

A market system is a dynamic space—incorporating resources, roles, relationships, rules and results—in which private and public actors collaborate, coordinate, and compete for the production, distribution, and consumption of goods and services.
Evolution of resilience measurement

Household resilience (e.g. SHARP)

Market resilience

Market systems resilience (MSRI)
Developed MSRI to be practical, include major market actors & provide actionable insights to improve our work
Thank you!

Merci !

www.fsnnetwork.org/PRO-WASH

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