



# SANITATION IN COMPLEX ENVIRONMENTS

## CREATE PHASE



## hcd project cycle

**SCORE has completed the HEAR and the CREATE phases.**

This deck summarizes the prototyping, brainstorming and ideation of the **CREATE** phase.

In the **DELIVER** phase, the team will test the ideas from this deck and refine them. The final recommendations will form starting place for a subsequent project. It should be noted that any future project will require adaptive management as market systems are not static and require frequent pivoting.

# Contents of this Deck

1. Summary of HEAR Phase
2. Solutions to be tested from the CREATE Phase
  - a. Product Solutions
  - b. Business Model Solutions
  - c. Behavior Change Communication Solutions
    - Objectives
    - Testing Methodology
    - Solutions

# SUMMARY OF HEAR PHASE

Zones of  
Complexity  
in SCORE



# Tested Assumptions from the HEAR Phase

## People

X	People can't afford latrines
X	People don't consider latrines as a need
X	People are unaware of the links between improved latrines and health
X	Limited available space to install latrines
X	People expect subsidized latrines
X	People see latrines as luxurious products
✓X	People won't place a latrine close to the house

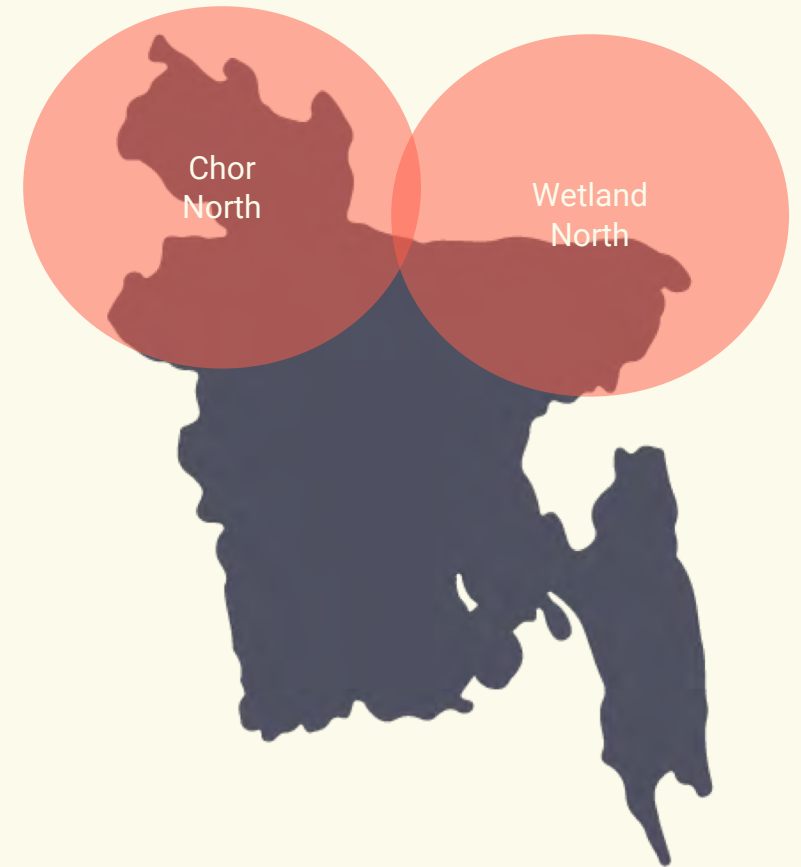
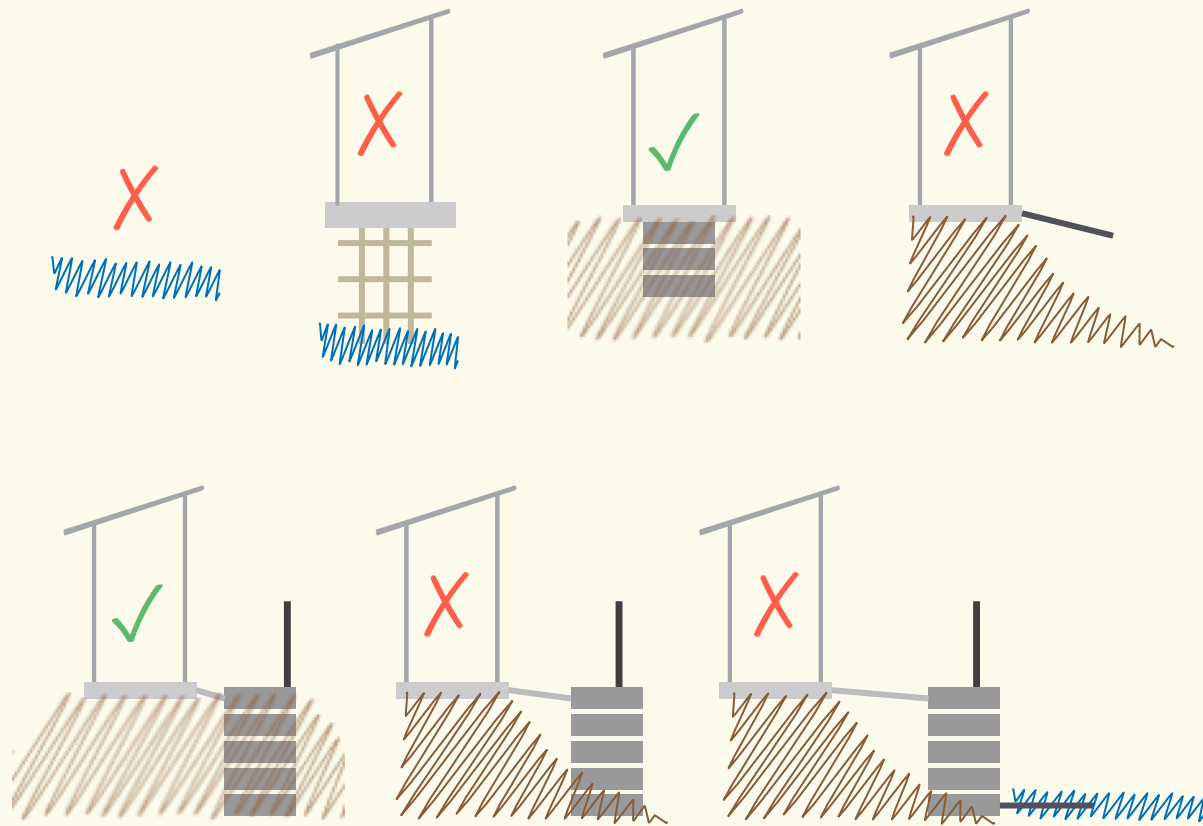
## Product

X	Appropriate products are not available
X	Latrines are too heavy to transport
✓X	People can't afford quality latrines
X	Raw materials are unavailable
X	Pit emptying is difficult to due to design
✓	Diversified products are not available
X	Available products aren't resilient
X	Substructures aren't available in haor/char

## Service

✓X	Poor awareness of quality sanitation link to health
X	Hanging latrines are due to a lack of supply in Haor
X	Transport costs translate to higher prices and lack of repair services
✓X	Distance to latrines shop is too far
✓X	Promotional channels are limited
X	Radio broadcast is the best form of BCC
✓X	Partnerships with NGOs could help with demand creation.
✓X	Old technology is inferior.

# Sanitation Technologies in Complex Environments



# Top Recommendations from the HEAR Phase

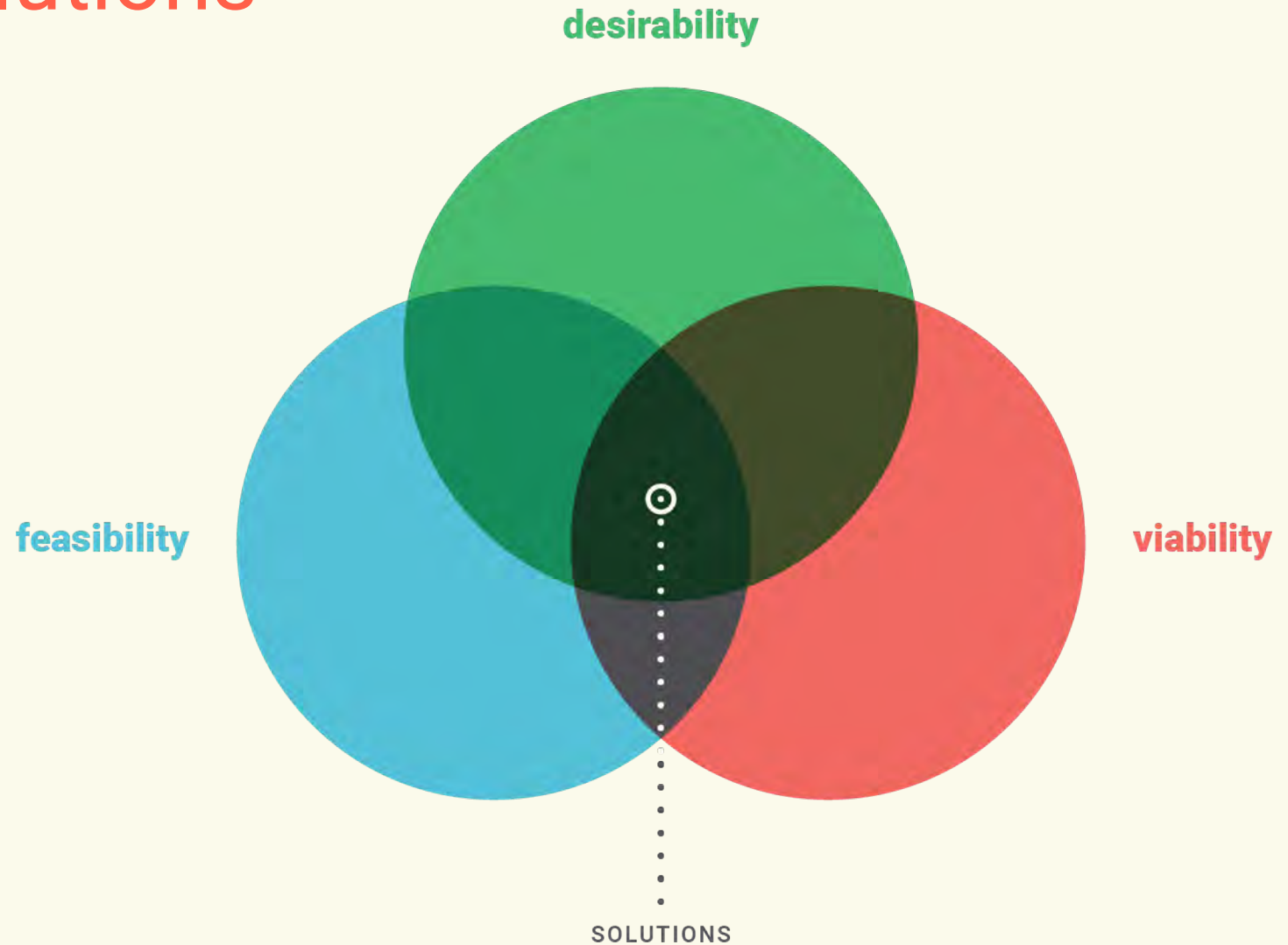
HAOR	CHAR
<p>Reinvent the model with <u>installation services of improved latrines</u> at the centre of the strategy.</p> <p>Strengthen the market ecosystem with an <u>honest broker</u>.</p>	
<ul style="list-style-type: none"><li>● <b>Promotion:</b> Awareness is needed first</li><li>● <b>Product:</b> Latrines should be installed within the mound</li><li>● <b>Model:</b> Local Service Providers require upskilling</li></ul>	<ul style="list-style-type: none"><li>● <b>Promotion:</b> Jumpstart end of monsoon showcases</li><li>● <b>Product:</b> Latrines should be raised to the home height</li><li>● <b>Model:</b> Network LSPs for further reach</li></ul>



# **Solutions to be tested from the CREATE Phase**

# Designing Solutions

All of the solutions proposed in the deck seek to find the sweet spot of **desirability**, **feasibility** and **viability**.



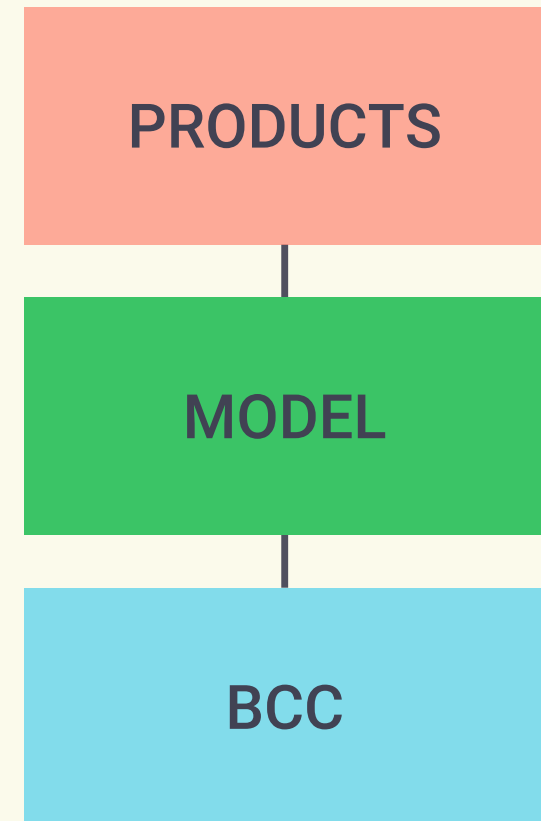
# Three Combined Pathways

Based on the HEAR phase the team recommends three pathways of intervention.

**Product** - Latrine products and the connected services.

**Model** - Last mile delivery models for the products and services.

**BCC** - Communication messages and modalities.



# Pathway 1 - Product Solutions

# Design Principles

Desirable		Feasible		Viable	
Accessible	Acceptable	Adequate	Appropriate	Affordable	Available
<p>Women, children and the elderly can access and use the toilet for 90% of the year. This does not include the 10% of the year that women and children to not stay at the home due to flooding.</p>	<p>Close to the home, but not causing smell.</p> <p>Slab size that is big enough for pregnant and menstrating women to easily use.</p>	<p>Meeting a minium standard of a basic improved latrine (Technology, Component, Installation and Maintenance)</p> <p>Inlcudes a working waterseal, a shelter and handwashing space.</p>	<p>Durable and resilient in floods and dry season.</p> <p>Latrine is raised to the same level of home.</p> <p>Latrine is placed IN the mound.</p> <p>Latrine is installed</p>	<p>Between 5,000 - 10,000 BDT.</p> <p>Ultra poor homes will be eligible for subsidy through the UP and WATSAN committee</p>	<p>Locally available in the <i>haor</i> and <i>char</i> through local service providers.</p> <p>Including the improved plastic parts that keep a latrine hygienic.</p> <p>Cement rings.</p>



**Improved**

**Unimproved**

**Sewerage**

A piped connection for wastewater and excrement into sewers.

**Bathroom facilities**

A latrine with bathing and washing facilities.

**Safely managed+**

An improved offset latrine with  
1) safely disposed excreta (i.e. FilTo);  
2) handwashing with soap/water; and  
3) a more sustainable superstructure.

**Basic latrine**

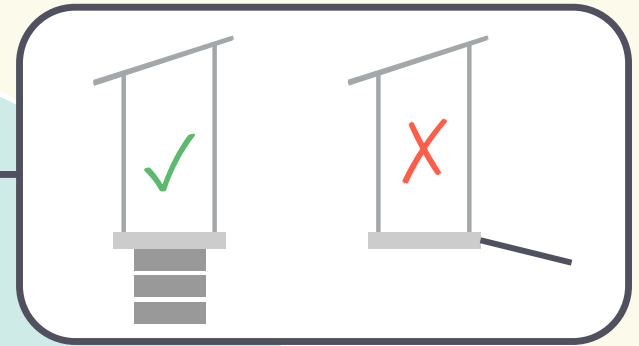
A latrine that includes a waterseal or a VIP system.

**Unimproved**

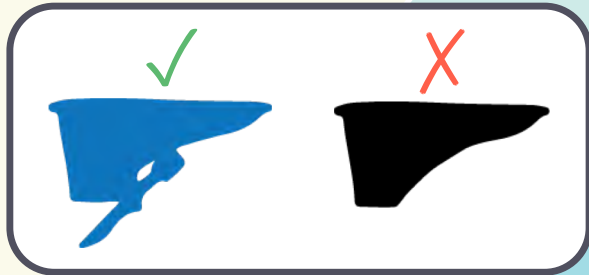
**Open defecation**

When human faeces are disposed of in fields, forests, bushes, open bodies of water, beaches or other open spaces or disposed of with solid waste.

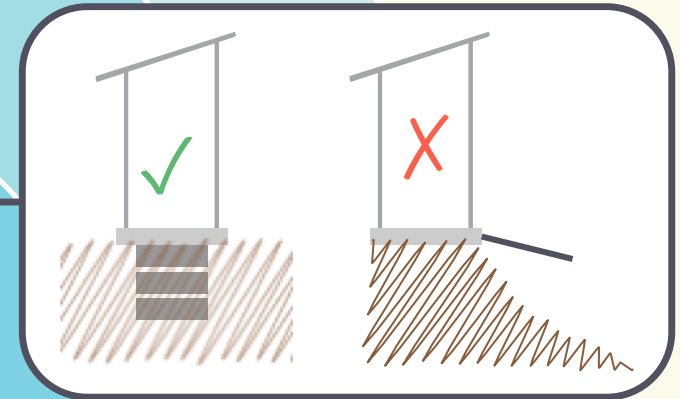
Technologies



Components



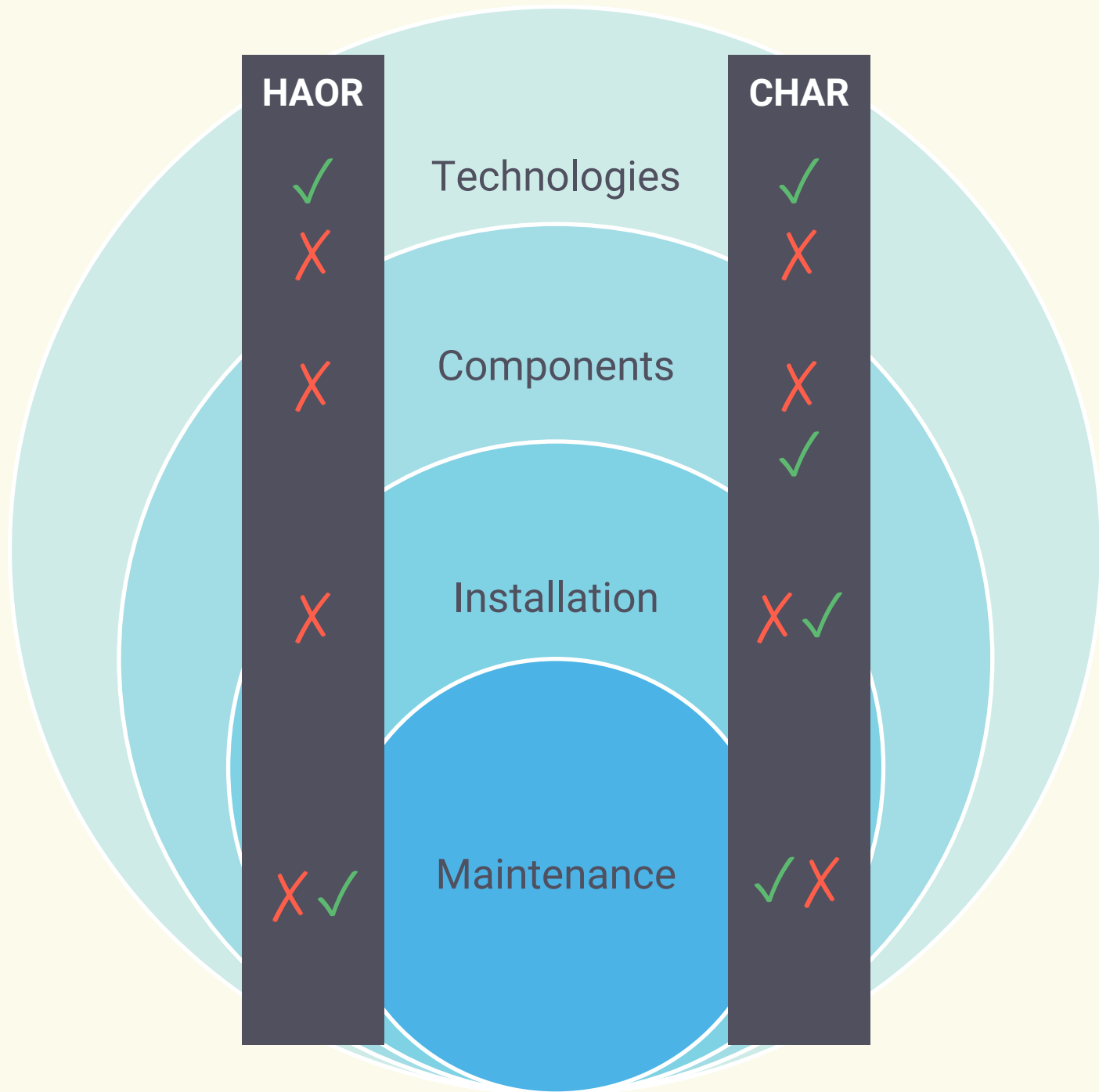
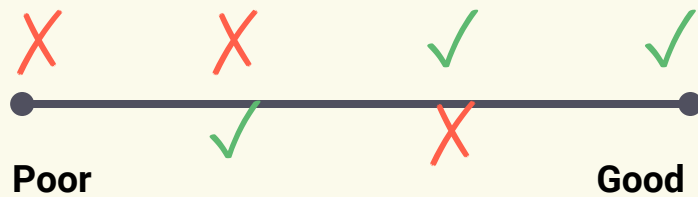
Installation



Maintenance



Where do Haor/Char areas sit on this spectrum?





# Strategy

1. **Technology** - Focus on 2-3 quality technology ideas (direct, offset and onsite FSM)
2. **Components** - Refine components to 1-2 high quality low-cost parts. No need for ceramics, but long-lasting plastics
3. **Installation** - Connect with business model to *ensure* installation and sweeping services
4. **Maintenance** - Connect with BCC to promote regular cleaning and maintenance of the latrines

# Testing Methodology

- 1. Support 5 local service providers** (including ring producers, masons, laborers and carpenters) **to construct and install** 5 sample latrines in deserving homes at the discretion of the project staff. Photo document the process and any challenges in the process to avoid mis-installation. Update the design iteratively during construction. Assume a position of simple is better and remember that the design will be passed through multiple rounds of explanation. **Conduct** interviews with the LSPs during the process to review the design principles with a participatory focus on feasibility and viability. Use the photos to create an installation guide.
- 2. Conduct focus groups** with households 1-2 weeks after installation. Ask questions about what people like and dislike about the design. Ask different people in the home how they use the latrine. Inspect the quality of the latrine. Check that the design principles have been met.

# Tests

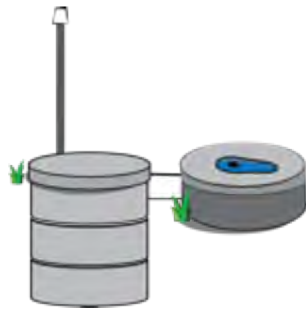
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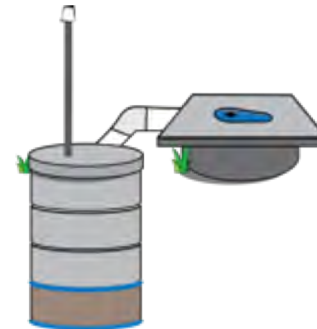
2



3



4



5

All installed by 1 LSP



# Product Solutions Including **Technologies** and **Components**

1. Superstructure
2. Midstructure
3. Substructure

The different options can be blended together to create personalized design based on the household requirements as supported by the Honest Broker.

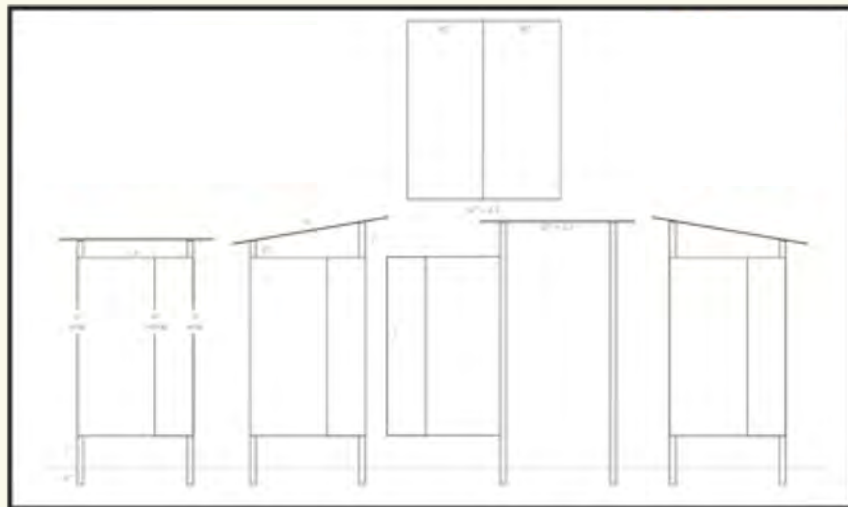
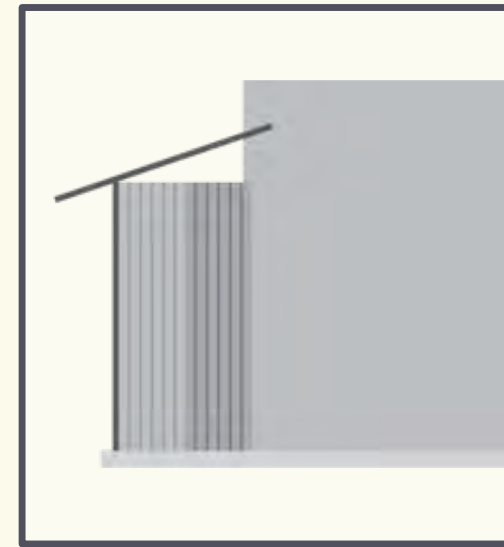
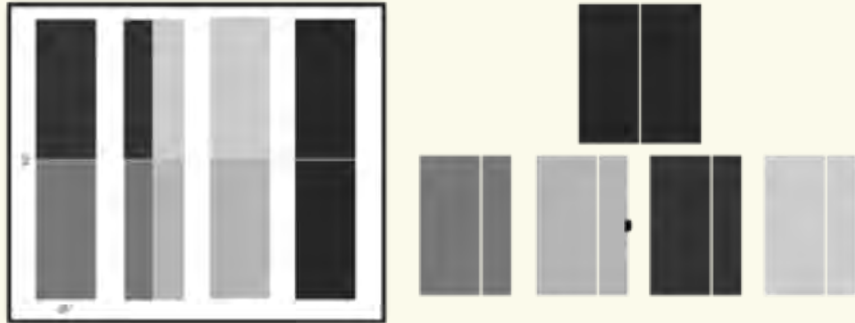
# Char/Haor Differences

Although there are significant differences between the Haor and Char areas, our recommendations for the product designs are the same for both areas - with a deep focus on **installation**.

**Char** - Raise to the same level as home

**Haor** - Install within the mound at the same level as the home.

# Superstructure



- Tin shelter with roof and door
- [4 x (26" x 10')] or [5 x (26" x 6') 1 x (26" x 10')]
- Minimum 33" wide, 5' tall
- Bamboo, wood or cement supports and crossbeams
- Attached or near to home

# Midstructure

## Slab Type - Cement Slab

- Round (33' diameter)
- Square (33''<sup>2</sup>)

## Pan Type

Quality waterseal. iDE  
Recommends the SaTo pan  
(with a Collection Box for  
offset pit).

**DIRECT**



**OFFSET**



# Lower Cost Options Substructure

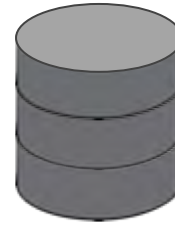
## Direct or Offset Cement Rings

- 3-4 rings.
- Rings over 30" diameter for families <6
- Rings over 36" diameter for families >6

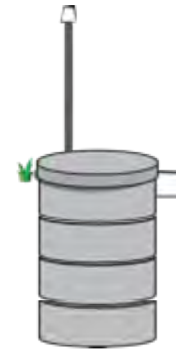
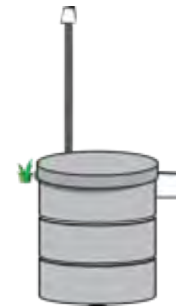
### + FilTo

Pit to decrease sweeping frequency and in very dense areas or high groundwater.

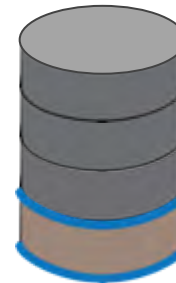
### DIRECT



### OFFSET



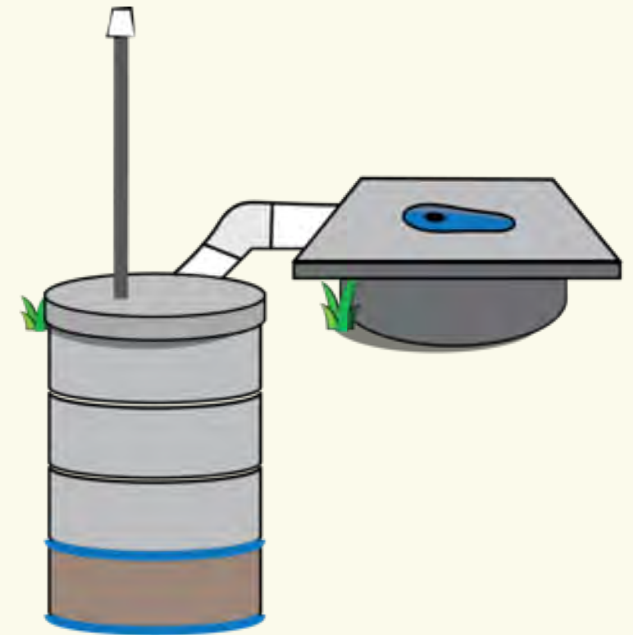
### FilTo



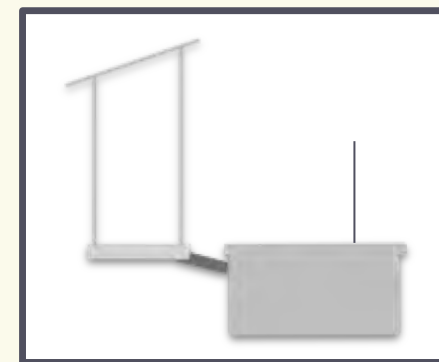


# FilTo

The FilTo technology, developed by the iDE team in 2014/15, is a low-cost, safer leaching, onsite FSM solution that can be incorporated into any offset pit latrine. Installed by trained sanitation entrepreneurs, the technology uses simple mechanisms to ensure safer leaching water and reduce sweeping time (3 times less) while promoting compost use and dry sludge removal for safer sweeping. The FilTo is applicable for areas with high groundwater, seasonal and flash floods and limited land size (where latrines and water points are very close together).



# Naturally Composting On-site FSM



iDE has experience installing BioFil latrines in areas with high groundwater. They are a very solid product and **should be tested** in the Haor and Char areas. However, we first recommend a focus on installation, because with proper installation existing products like the FilTo can work just as well.

**Challenge 1:** BioFil is very concerned about IP and installation is quite complex. Trained LPs require several weeks of hands-on installation support and become a franchisee of the brand.

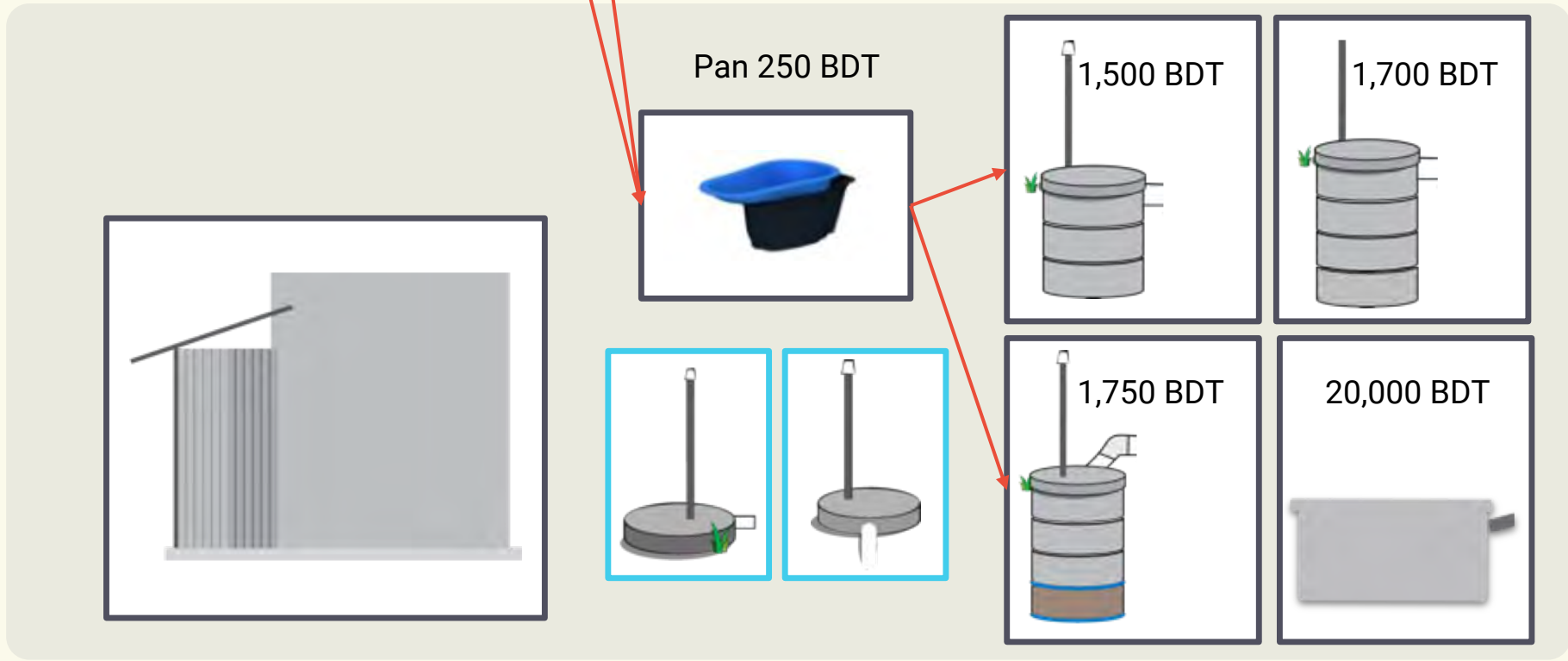
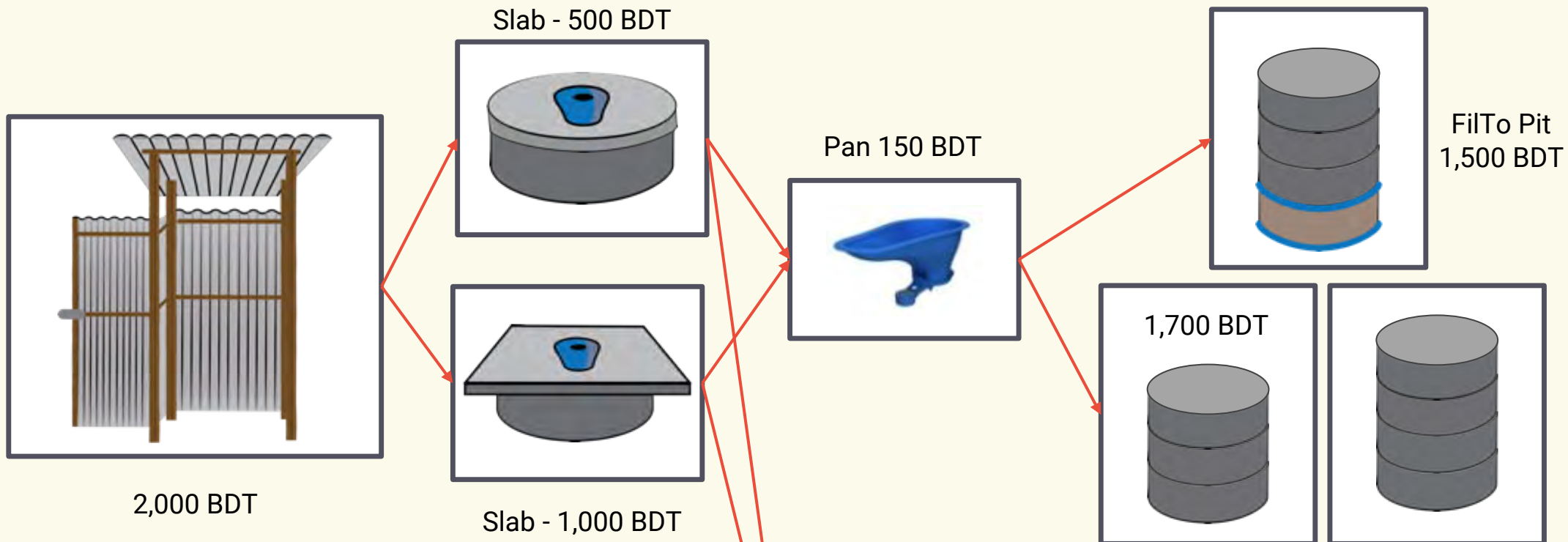
**Challenge 2:** Cost is over 20,000 BDT with functionality *similar* to FilTo (though not identical, BioFil doesn't allow any leaching).

# Divergence from Ideas in Proposal

During the proposal phase iDE presented several ideas that could be utilized in the Haor and Char based on our experience. In reviewing this short list of options we have three learnings.

1. Installation is CRITICAL!!!
2. Too much complexity is difficult
3. Moving latrines is weird

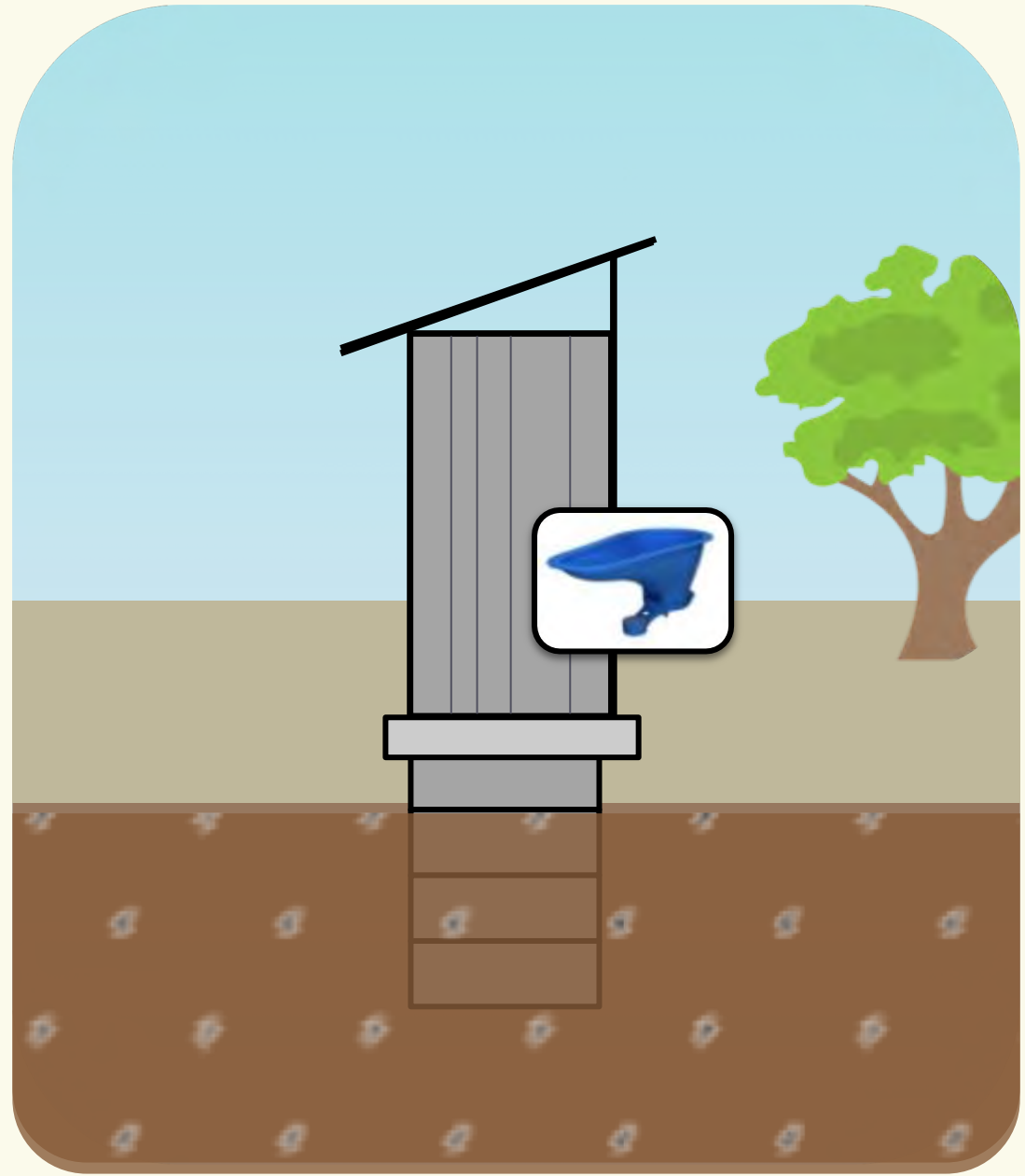
✓	Toilet	OFFSET LATRINE SYSTEM
✓	4Tin Bera	INCLUSIVE LATRINE SHELTER
✓	Offset Latrine SaTo Pan + Collection Box	OFFSET LATRINE SYSTEM
✗	Moveable Slab	MOVABLE LATRINE SLAB
✓ ✗	BioFil	ONSITE FECAL SLUDGE MANAGEMENT
✗	Wetland Effluent	ONSITE FECAL SLUDGE MANAGEMENT
✓	FilTo	ONSITE FECAL SLUDGE MANAGEMENT



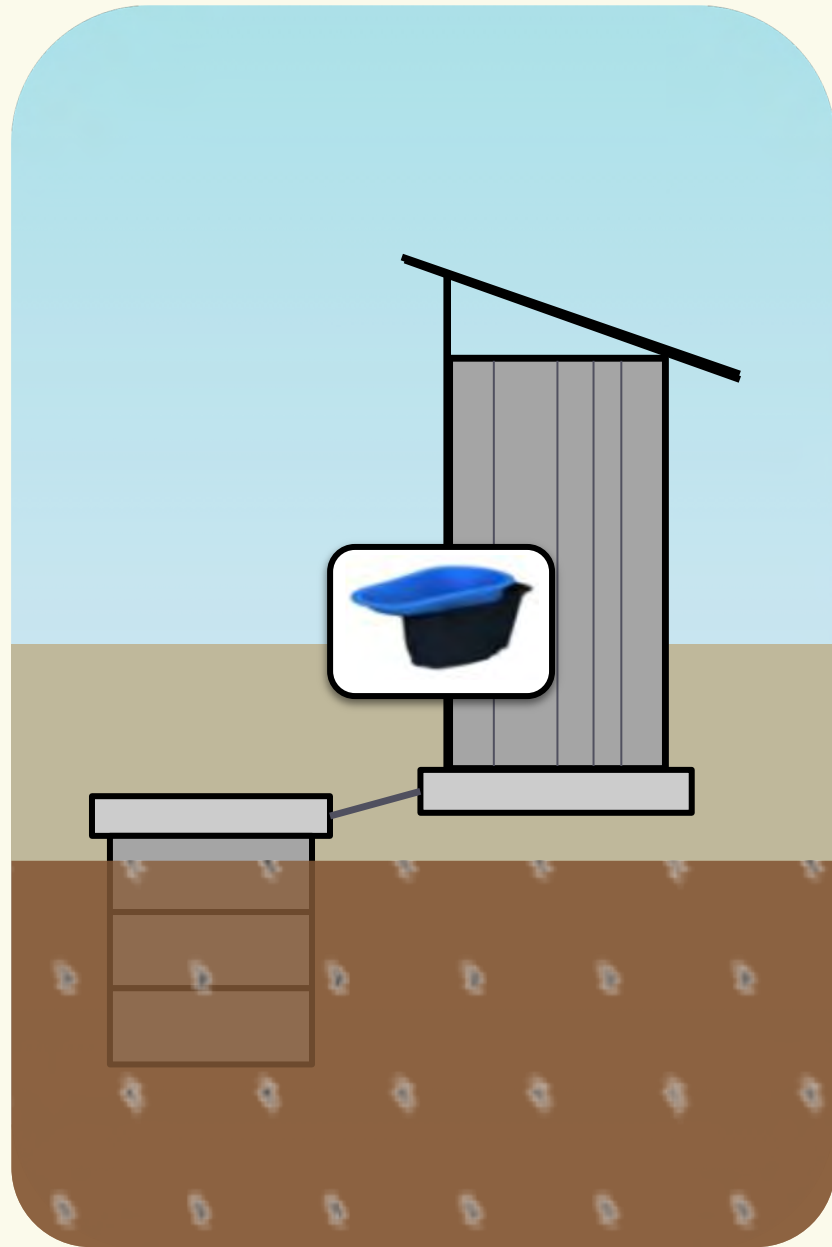
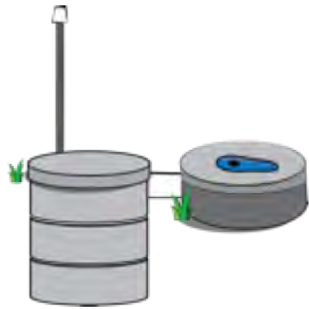
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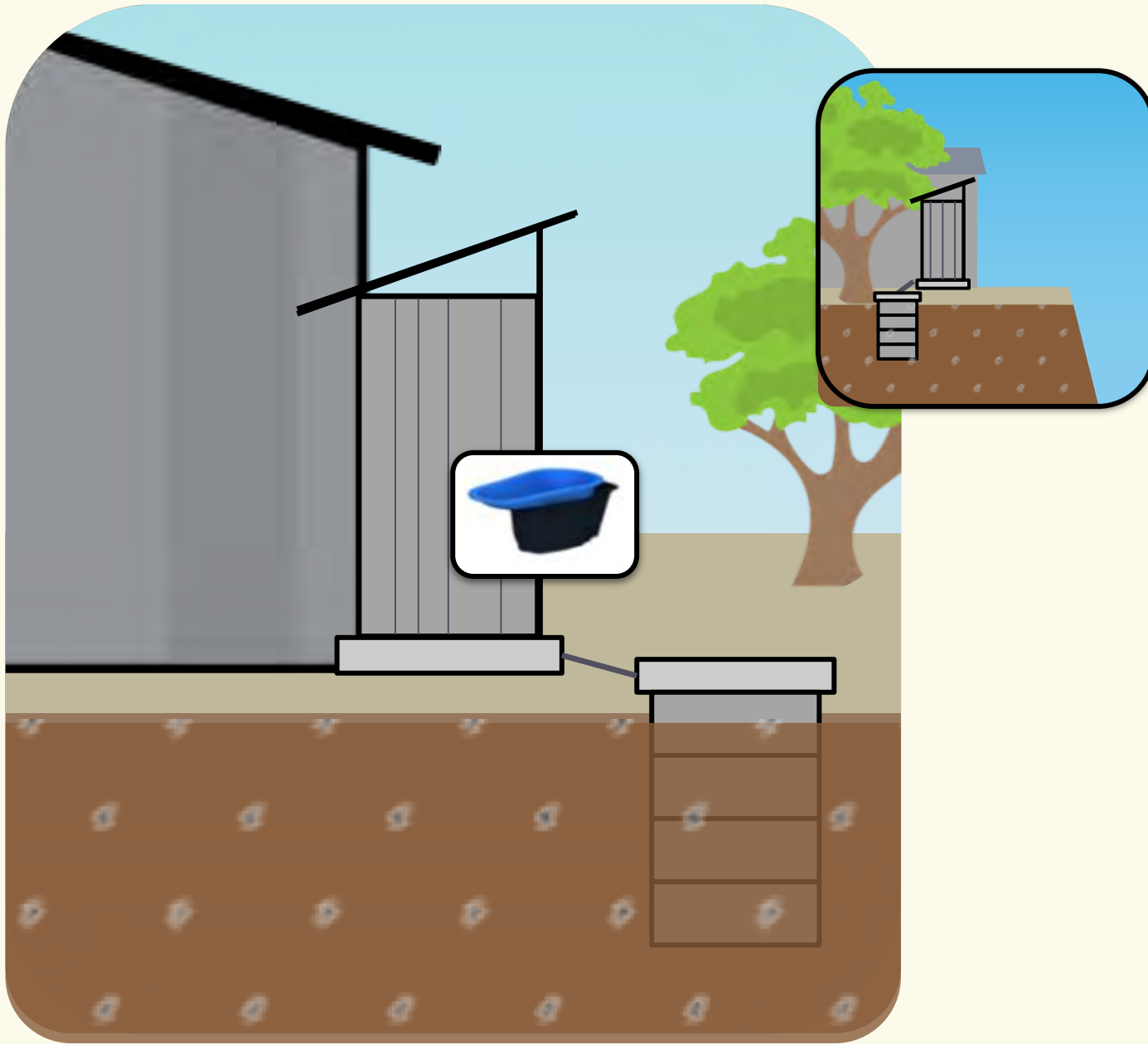


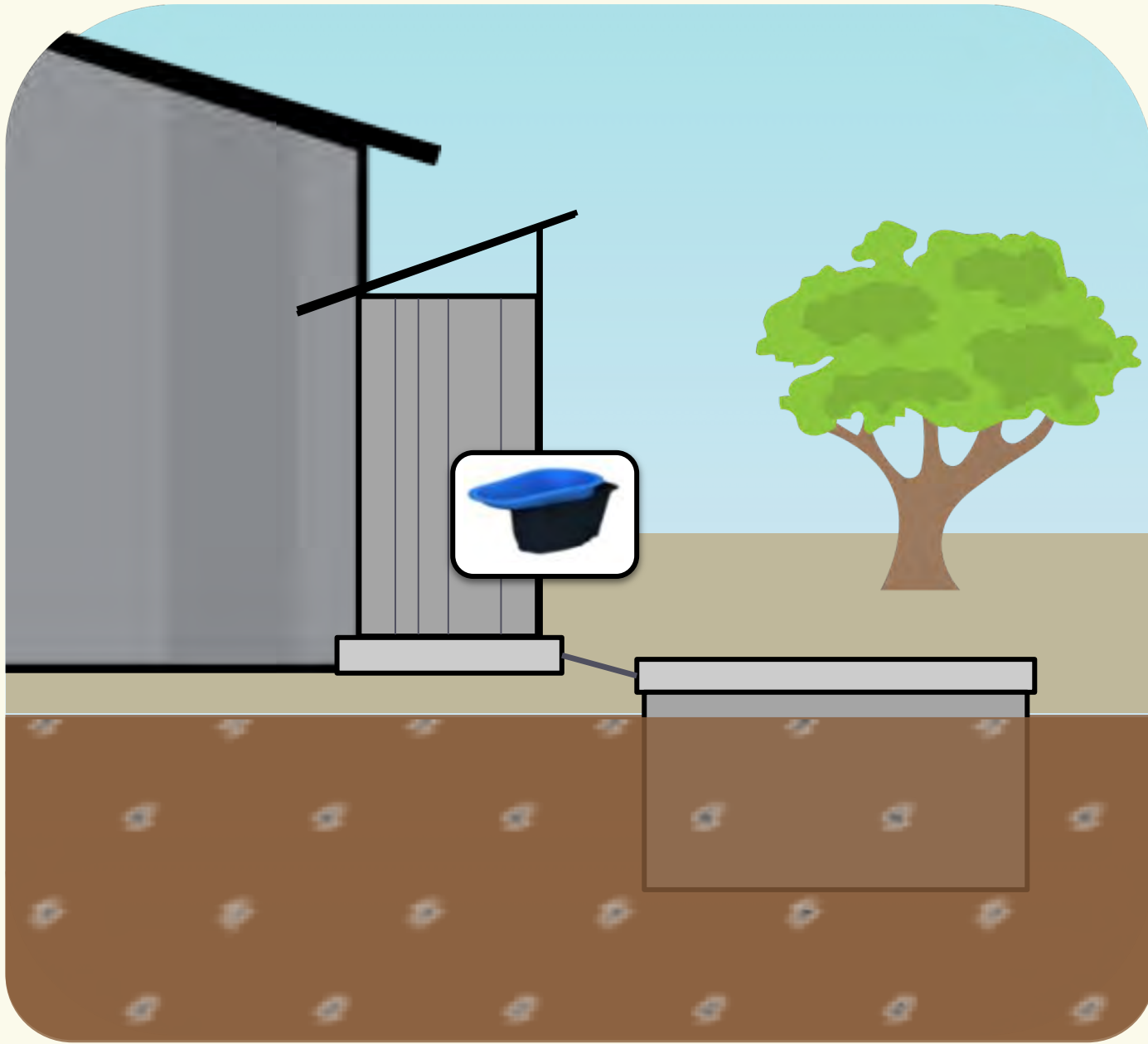
2



3









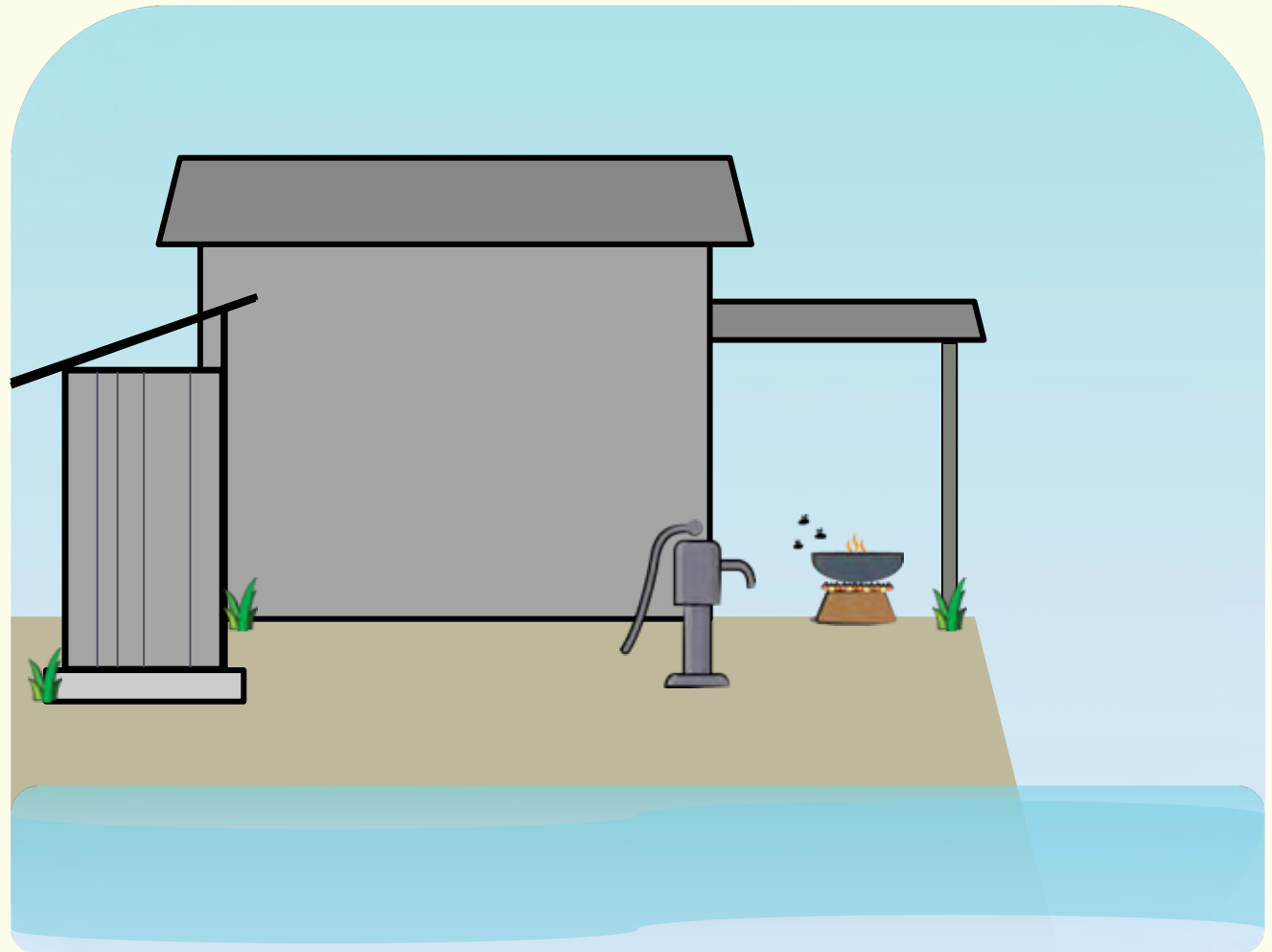
Product Solutions  
Including **Installation** and **Maintenance**

# Location

<b>1</b>	Is the latrine separated from the kitchen?	Yes	No
<b>2</b>	Is the latrine separated from the tubewell?	Yes	No
<b>3</b>	Is the latrine 5 ft or more away from the pond/canal/river?	Yes	No
<b>4</b>	Is the latrine within 10 ft of the home?	Yes	No
<b>5</b>	Is the latrine away from the property edge?	Yes	No
<b>6</b>	Is the pathway to the latrine accessible around the year for all members of the household?	Yes	No
<b>7</b>	Is the door to the latrine accessible around the year for all members of the household?	Yes	No
<b>8</b>	Are the entry and steps to the latrine accessible around the year for all members of the household?	Yes	No
<b>9</b>	Is the space inside to the latrine usable around the year for all members of the household?	Yes	No
<b>10</b>	Is the latrine placed in a culturally appropriate direction for the household?	Yes	No

# LOCATION

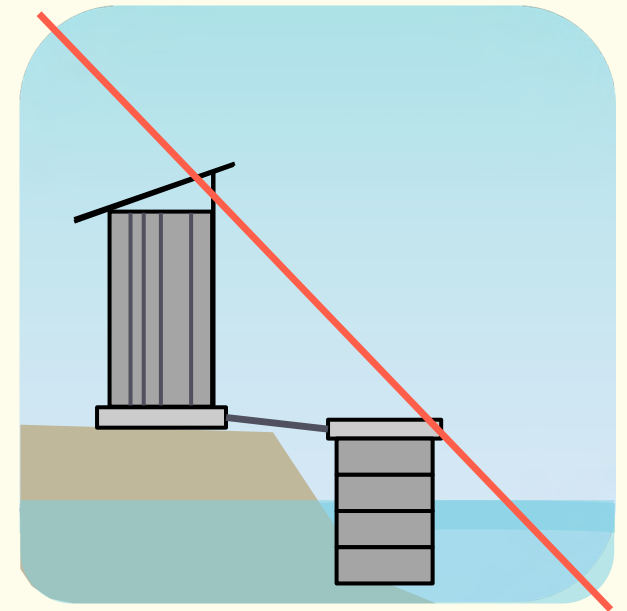
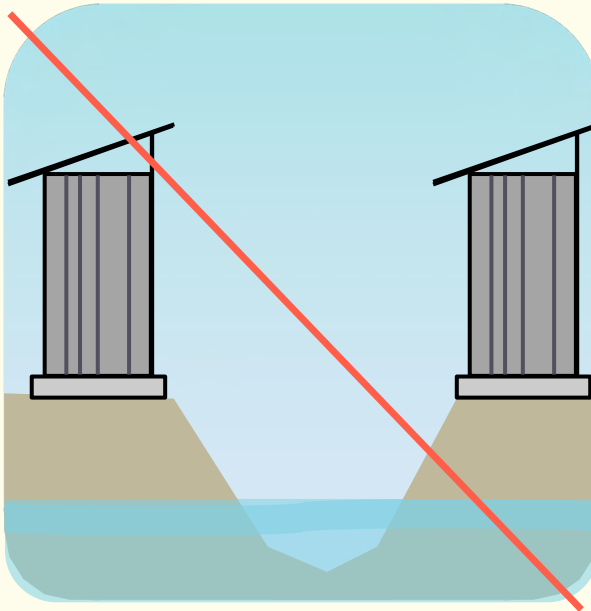
- |    |                             |
|----|-----------------------------|
| 1  | Distance from kitchen       |
| 2  | Distance from tubewell      |
| 3  | Distance from water         |
| 4  | Distance from property edge |
| 5  | Close to home               |
| 6  | Accessible path             |
| 7  | Accessible door             |
| 8  | Accessible step/entry       |
| 9  | Accessible space inside     |
| 10 | Cultural placement          |



# LOCATION

1 Distance from kitchen

2 Distance from tubewell



3 Distance from water

4 Distance from property edge

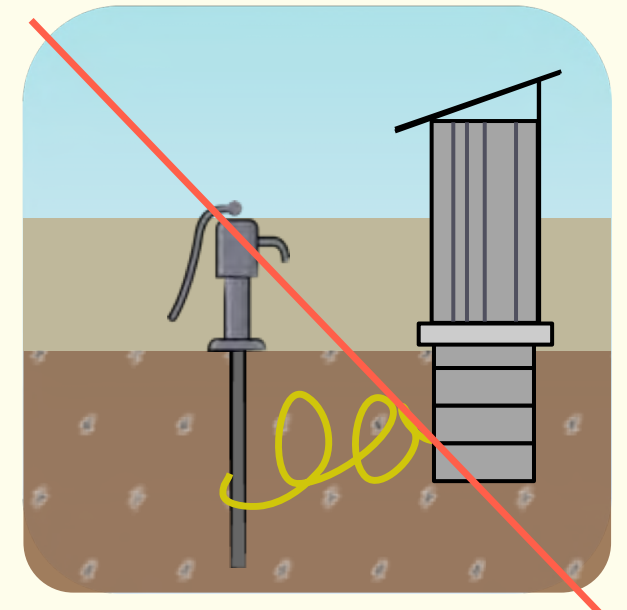
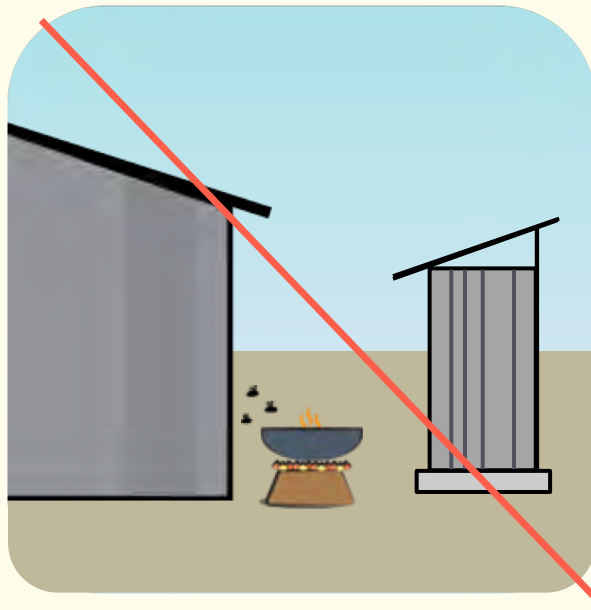
5 Close to home

6 Accessible path

7 Accessible door

8 Accessible step/entry

9 Accessible space inside

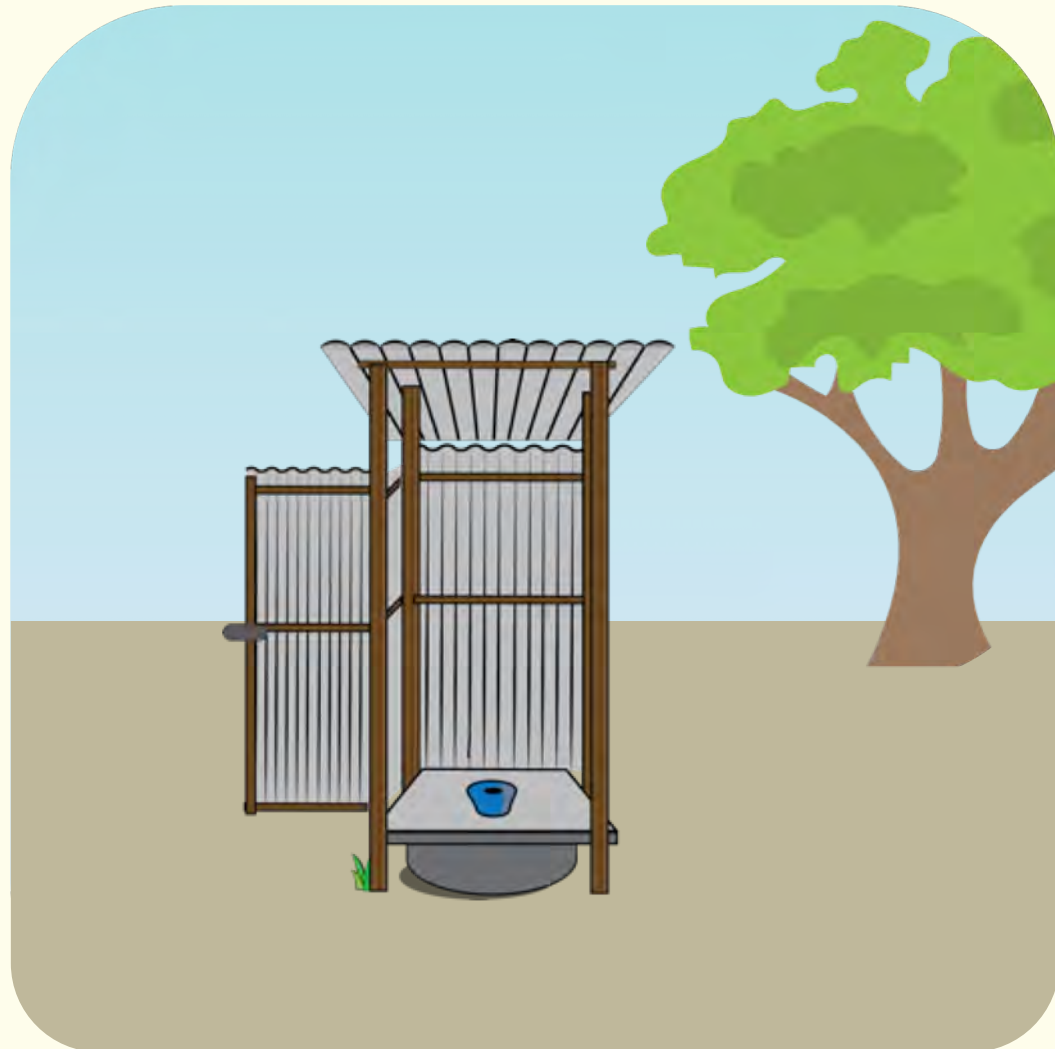


# Superstructure

1	Does the latrine have walls?
2	Does the latrine have a roof?
3	Is the shelter greater than or equal to 33" wide?
4	Is the shelter taller than 5'?
5	Does the shelter have a door?

# SUPERSTRUCTURE

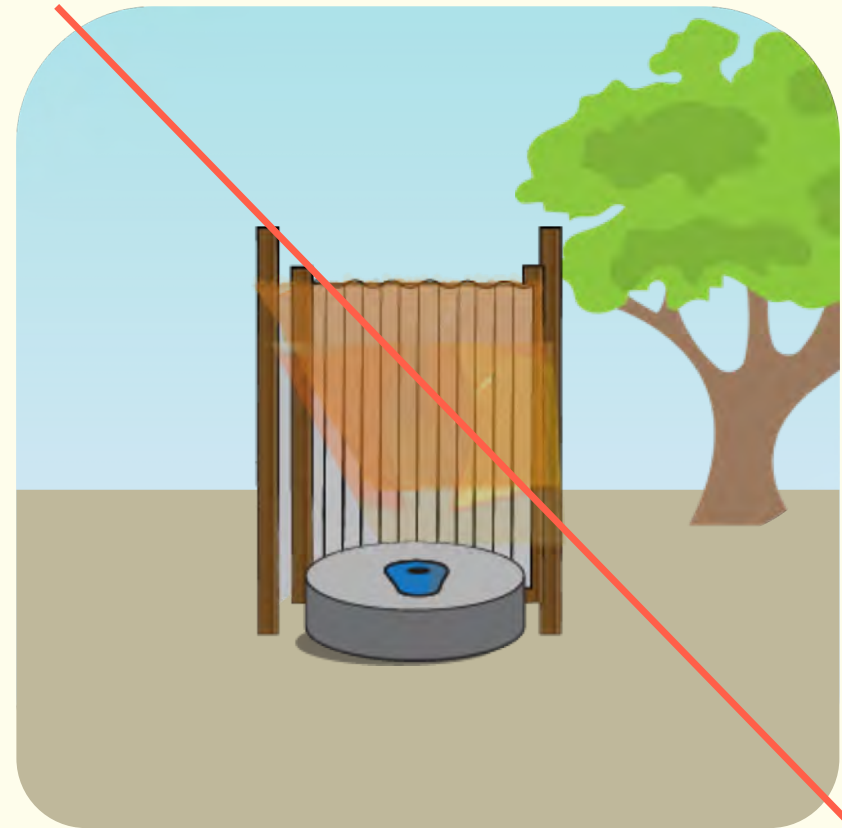
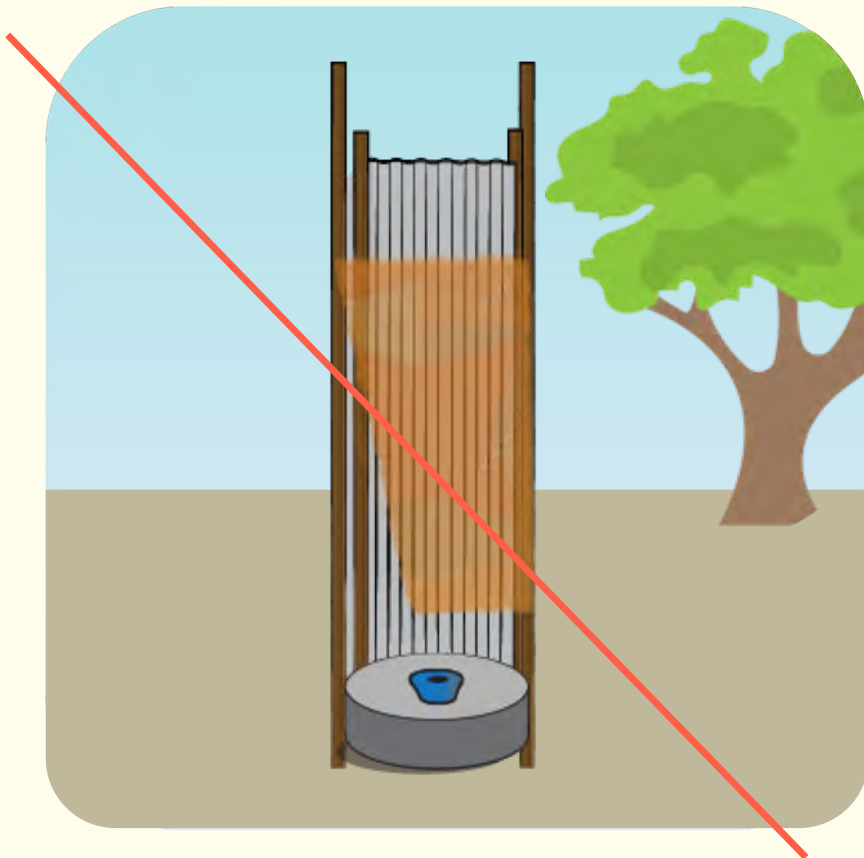
1	Walls
2	Roof
6	33" wide +
7	5' tall +
8	Door



# SUPERSTRUCTURE

6	36" wide+
8	Door
9	Latch

7	6' tall+
8	Door
9	Latch



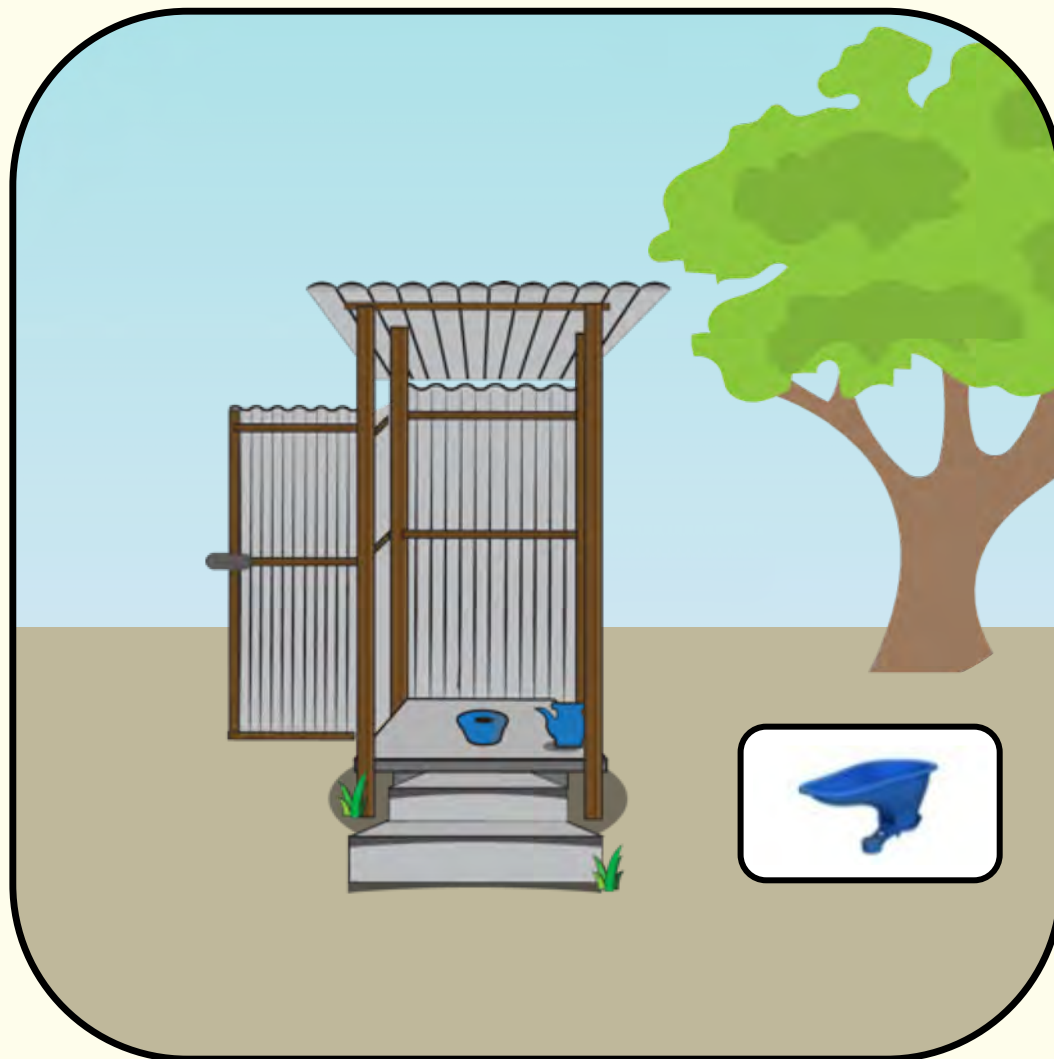
# Midstructures

- |          |  |
|----------|--|
| <b>1</b> | Is the slab a minimum diameter of 33"?               |
| <b>2</b> | Is the pan on the list of recommended pans?          |
| <b>3</b> | Is the latrine raised to the height of the home?     |
| <b>4</b> | Is the platform wider than the diameter of the slab? |
| <b>5</b> | Is the slab level and stable?                        |



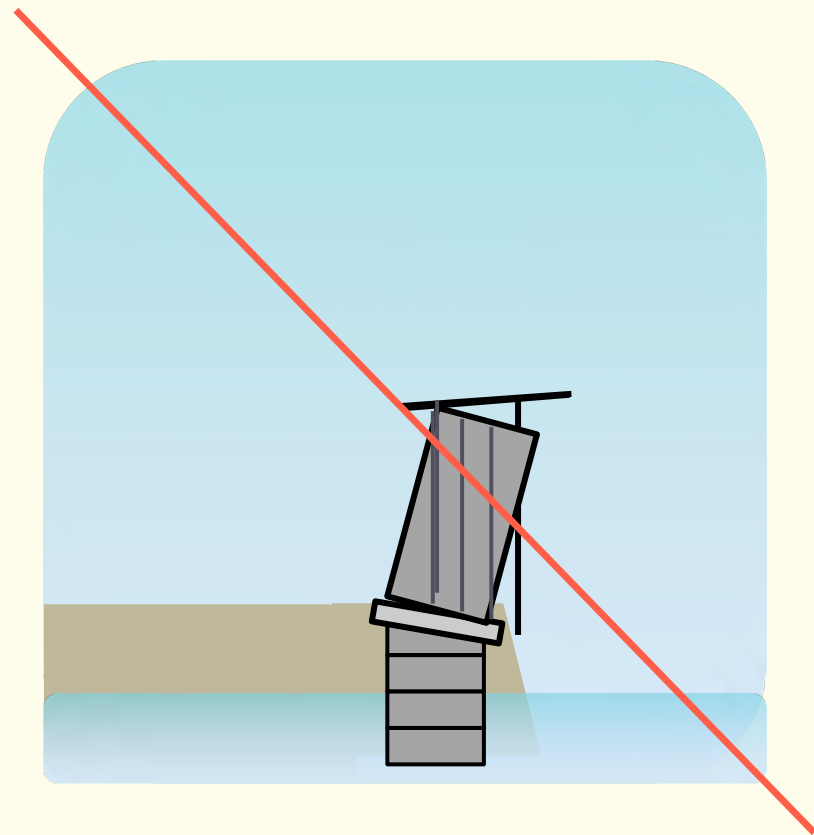
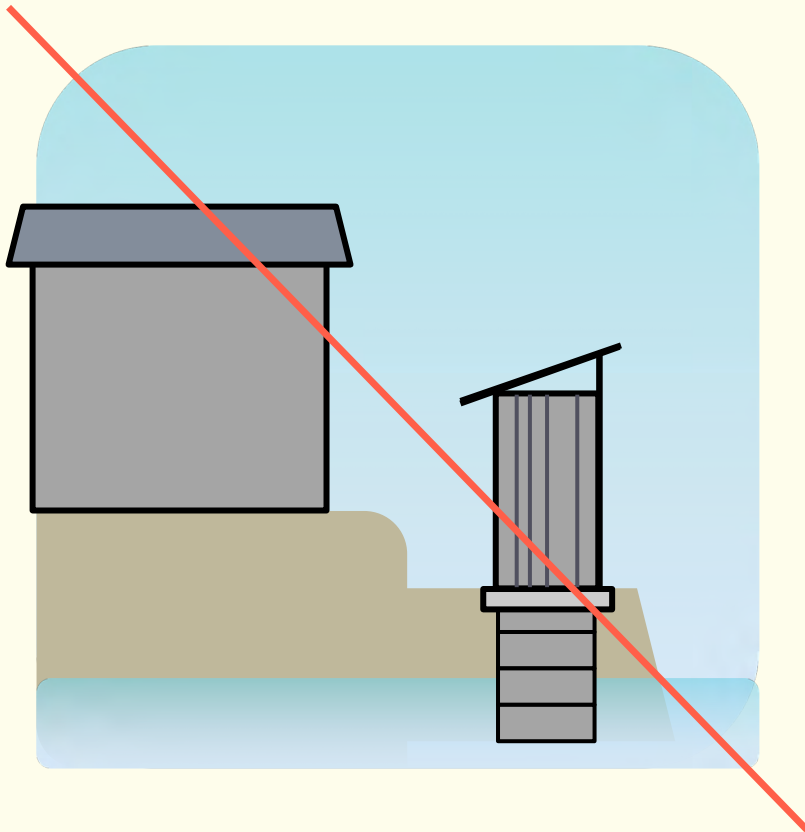
# MIDSTRUCTURE

- |   |                         |
|---|-------------------------|
| 1 | Slab Width 33" +        |
| 2 | Platform Width 36" +    |
| 3 | Quality Pan & Waterseal |
| 4 | Raised same as home     |
| 5 | Stable platform/stairs  |



# MIDSTRUCTURE

4	<del>Raised same as home</del>
5	<del>Stable platform/stairs</del>

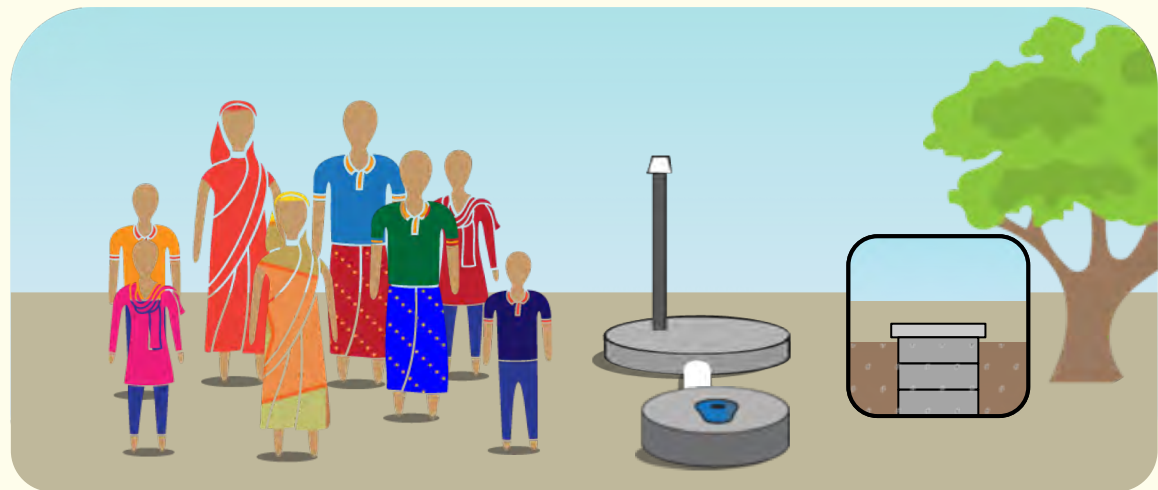
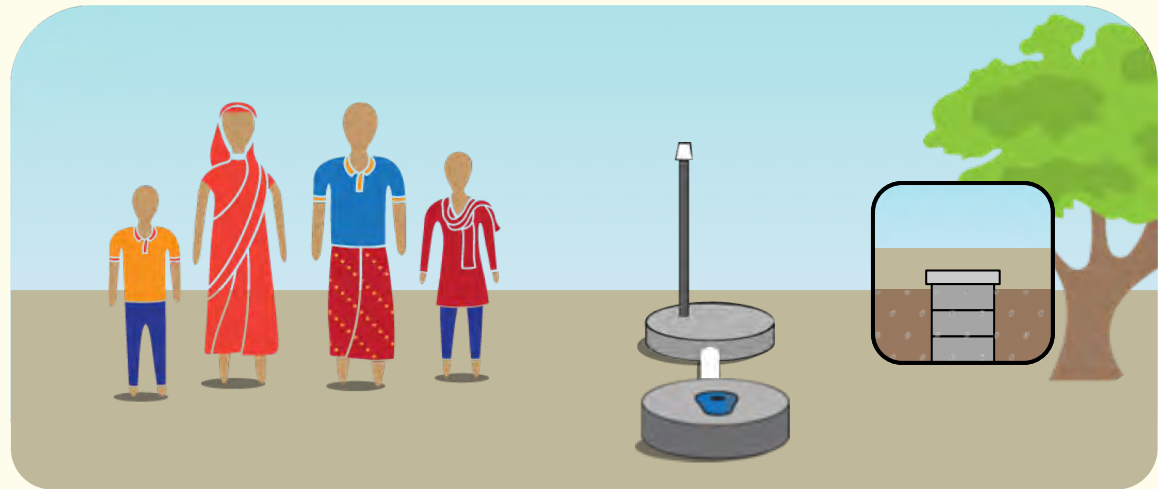


# Substructures

- |   |  |
|---|--|
| 1 | Are the slab and ring touching the top ring sealed with cement?                        |
| 2 | Are the rings below the surface of ground ring <b>unsealed</b> ?                       |
| 3 | Is the pit lined/back filled with sand?  |
| 4 | Is the pit four or less rings deep?  |
| 5 | Are the rings over 30" diameter for families <6, or over 36" diameter for families >6? |

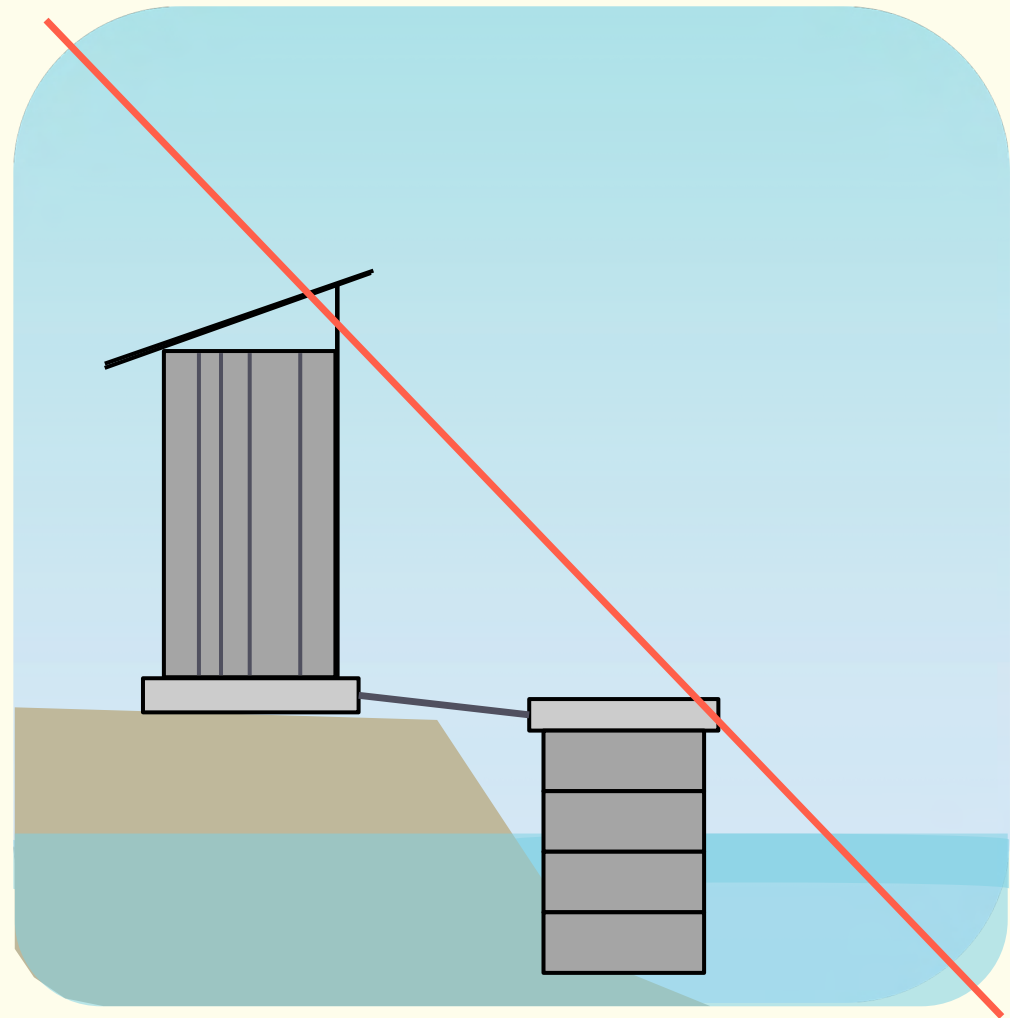
# SUBSTRUCTURE

- |   |   |
|---|---|
| 1 | Top ring + cover sealed                               |
| 2 | Lower rings unsealed                                  |
| 3 | Backfilled with sand                                  |
| 4 | No more than 4 rings                                  |
| 5 | 30" - small families<br>or 36" rings - large families |



# SUBSTRUCTURE

- 1 Top ring + cover sealed
- 2 Lower rings unsealed
- 3 Backfilled with sand
- 4 No more than 4 rings
- 5 30" - small families  
or 36" rings - large families



# Substructure - Offset

**6** | Is the layout on the recommended layout list for an upgrade?

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**7** | Do the pipes utilize a bend as a diversion valve?

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**8** | Is the entry of the pipe into the pit at the top for easy pit switching?

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**9** | Is the pipe sloped into the pits?

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**10** | Does the pit have a gas pipe?

# SUBSTRUCTURE - OFFSET

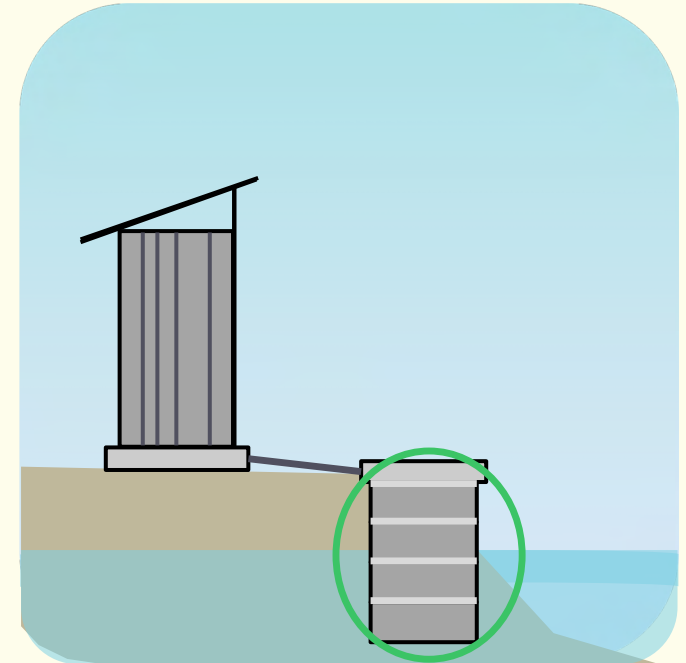
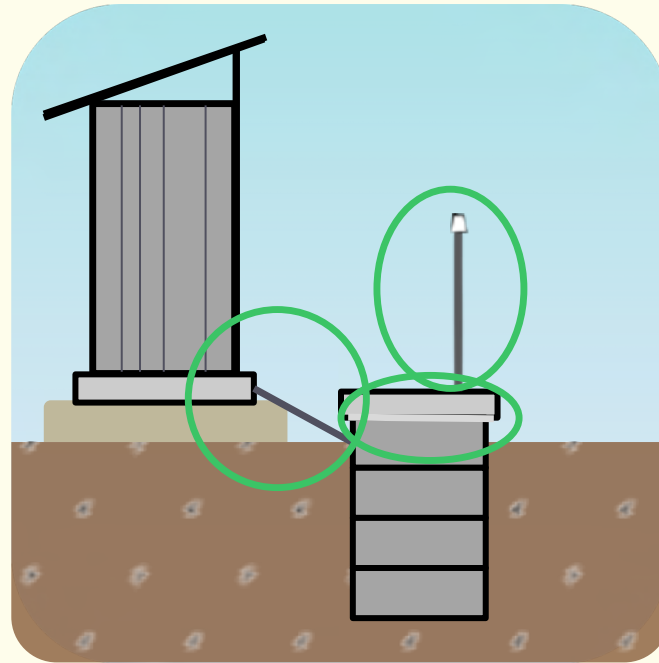
1 Appropriate layout

2 Using elbow bend

3 Quality hole into pit

4 Sloped pipe

5 Gas pipe 6' +



# SUBSTRUCTURE - OFFSET

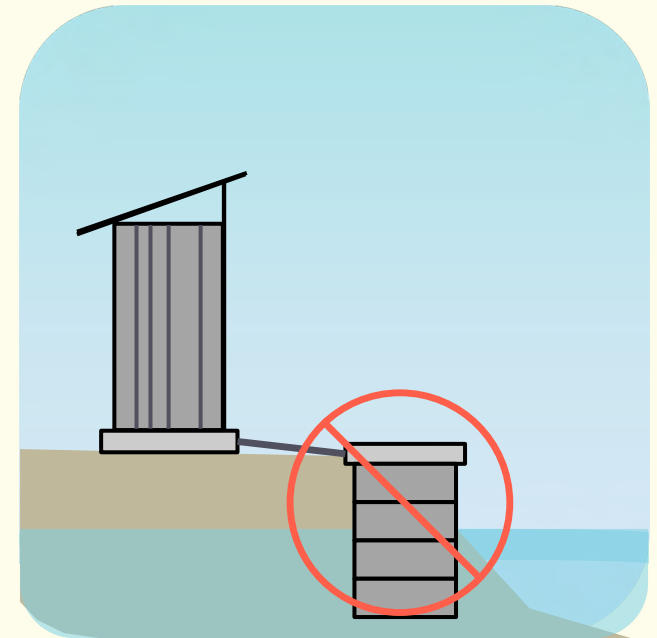
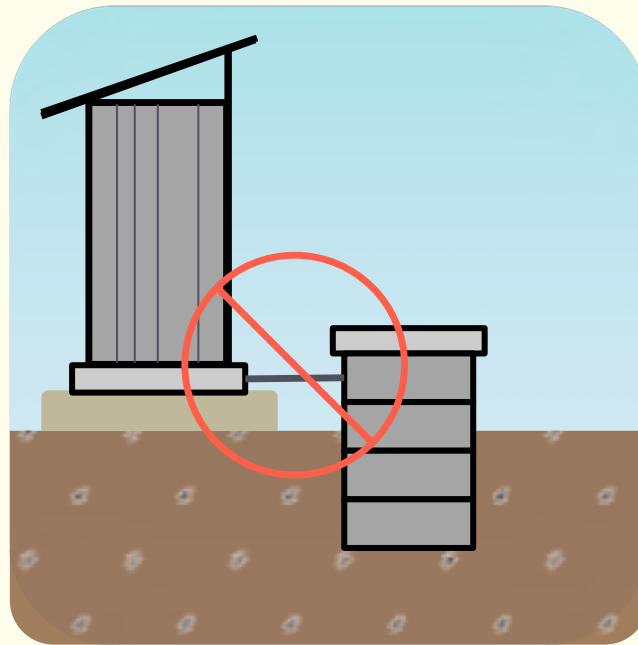
1 Appropriate layout

2 Using bend

3 Quality hole into pit

4 Sloped pipe

5 Gas pipe 6'+





# Maintenance

1	Does the latrine have a bodna?
2	Is there flushing water available nearby?
3	Does the latrine smell?
4	Is the latrine being swept at appropriate times? (dry season, yearly?)
5	Is the pan/slab free from feces?
6	Is the pan/slab free from flies and bugs?
7	Is the shelter complete and stable?
8	Is the roof complete and stable?
9	Is the waterseal in tact and functioning?
10	Is the slab complete and stable?
11	Is the pit complete and stable?
12	Is the pit free from leaking sludge?
13	Does the latrine have soap?
14	Does the latrine have a light?
15	Are sandals available for all members of the household?

# MAINTENANCE AND USE

1	No Smell
2	Functional waterseal
3	No feces visible on slab
4	No flies or bugs visible
5	No leaking sludge
6	Weekly cleaning and yearly sweeping
7	Flushing/handwashing water accessible
8	Bodna
9	Soap and Soap Case
1	Light
0	
1	Sandals
1	
1	Brush
2	
1	Complete and stable
3	shelter/roof
1	Complete and stable slab
4	
1	Complete and stable pit
5	



# MAINTENANCE AND USE

1	No Smell
2	Functional waterseal
3	No feces visible on slab
4	No flies, bugs visible
5	No leaking sludge
6	Sweeping yearly
7	Flushing/handwashing water accessible
8	Bedna
9	Soap and Soap Case
10	Light
11	Sandals
12	Complete and stable shelter
13	Complete and stable roof
14	Complete and stable slab
15	Complete and stable pit



# Pathway 2 - Business Model Solution

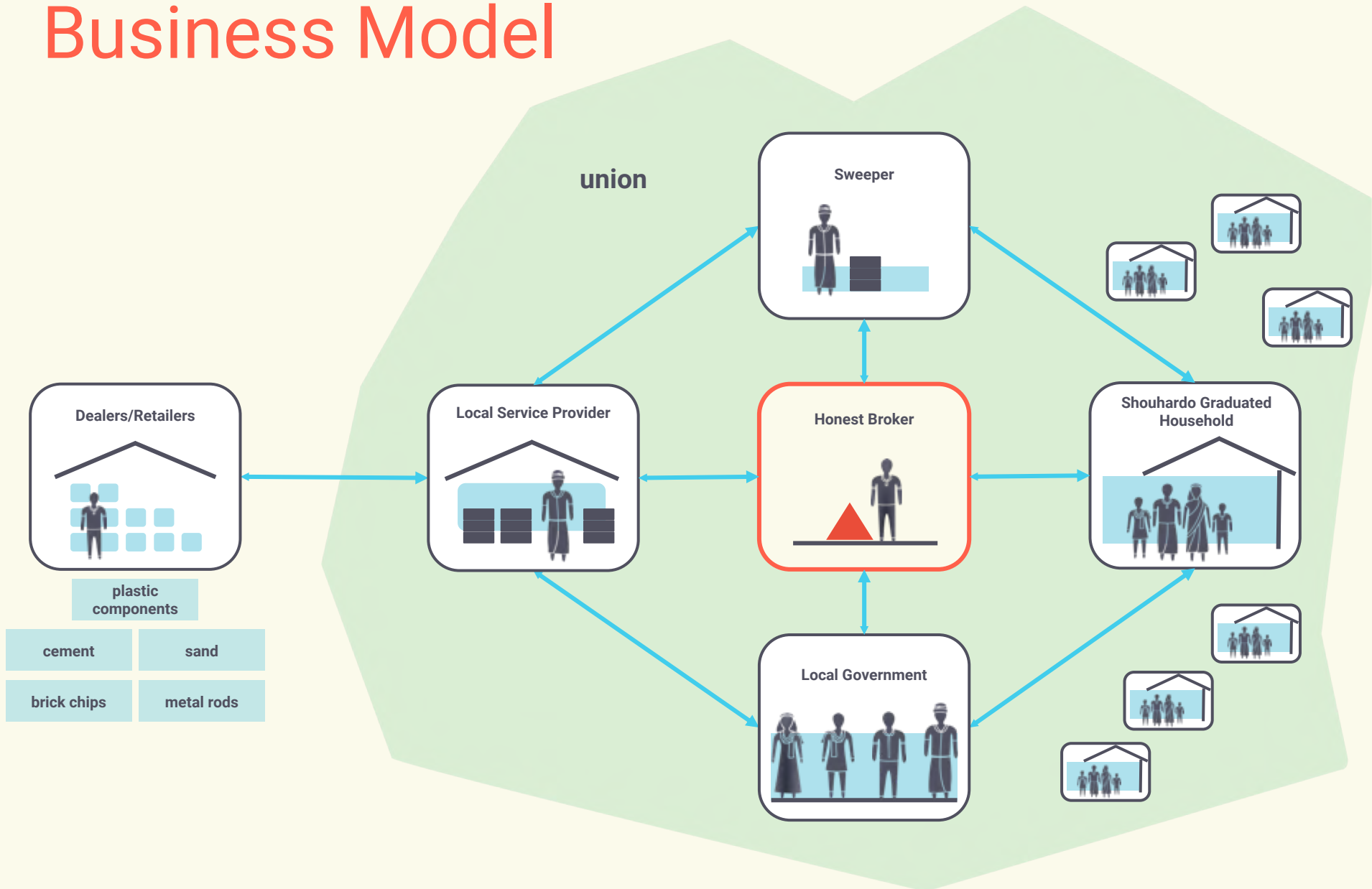
# Design Principles

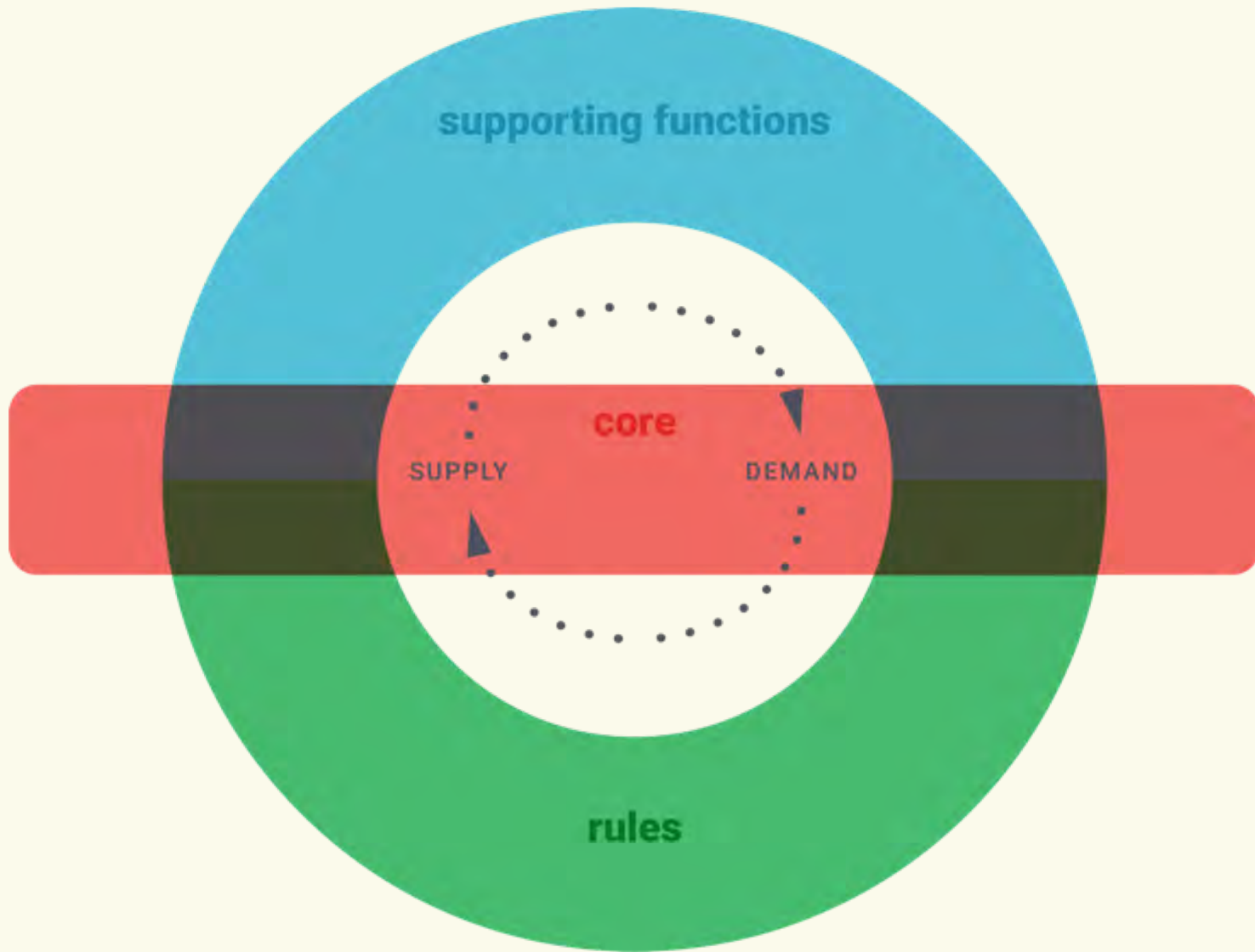
Desirable		Feasible		Viable	
Inclusive	Sustainable	Competitive	Resilient	Autonomus	Scale
Model is able to reach the poor and vulnerable	Model is able to make enough money to sustain the lives of those involved	Model can stay competitive and take advantage of new opportunities	Model easily bounces back from climatic and economic shocks	Model is self-supporting, adaptive and easily adopted by new business	Model is able to reach many people with improved products and services
LSPs see the all market segments as potential customers and not just from replacements	LSPs are able to make enough profit to keep the business running and growing	LSPs see services as part of their model	LSPs can keep the business going after floods and plan for the annual cycle	Projects and government do not need to prop up businesses	LSPs can sell products and services to more than just the public/CSO sector

# Testing Methodology

1. **Conduct interviews with the LSPs** to understand the business barriers and opportunities for installation (and other) services. **Conduct a transect walk** with LSPs to get buy in for the importance of installation.
2. **Conduct focus groups with households *about the barriers for purchasing services.*** Conduct focus groups with households about the *interest in and barriers with having the services of an Honest Broker.* Use free brainstorming to identify options with first several groups. Use rating and ranking exercises to identify the main barriers. Brainstorm with the groups on how to overcome these barriers.

# Business Model



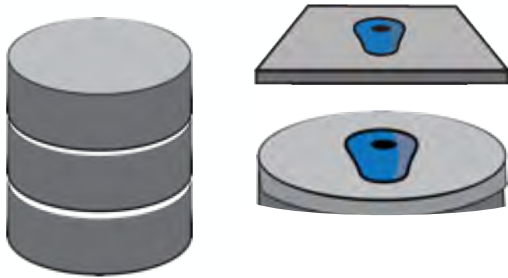




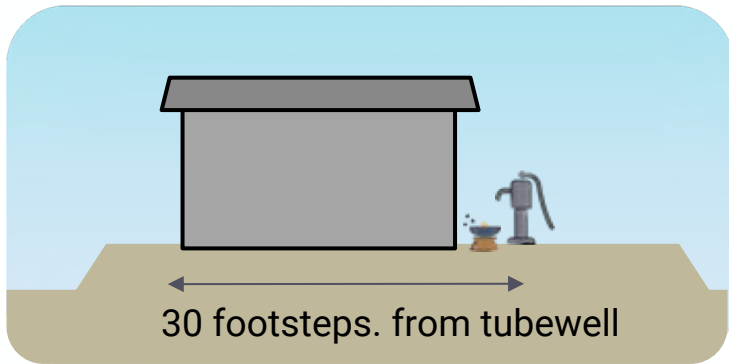
# LAND ASSESSMENT PLAN

Name:  
 Family (# of inhabitants):  
 Upazila:  
 Union:  
 Village: :

**STEP 1:** Check for existing components  
 And circle what household has

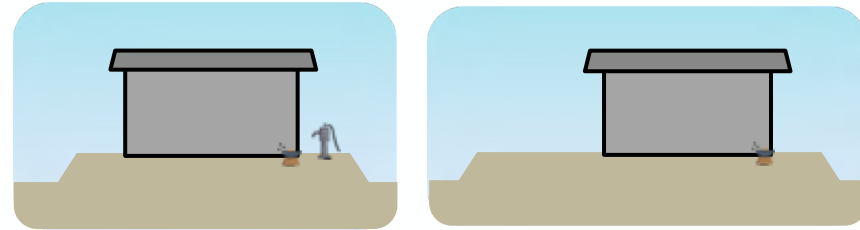


**STEP 2:** Find household/closest tube well and kitchen and measure 30 foot steps away from tube well but towards the house and go there.



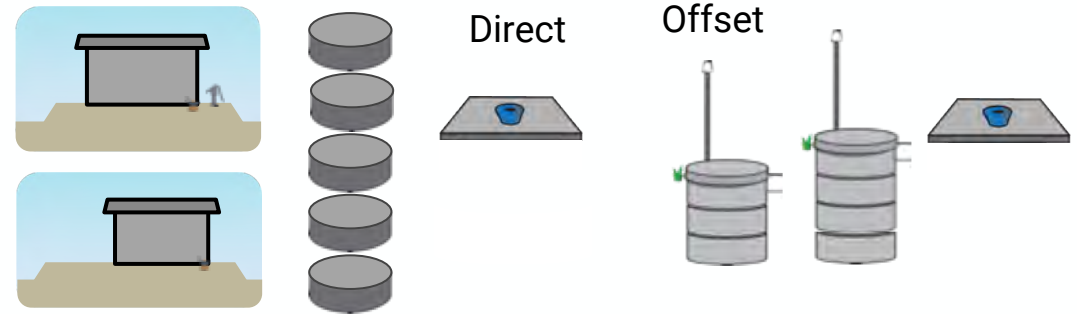
**STEP 3:** In the place you stand, is it at LEAST 100 cm from the edge of the mound?

**STEP 4:** How much space is available?  
 CIRCLE ONE.



**STEP 5:** What is budget of the household for entire latrine?

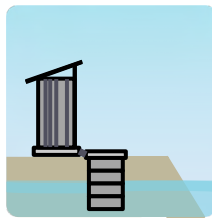
**STEP 6:** Product Recommendation and placement (Circle):



**STEP 7:** Provide this sheet to customer and bring to purchase:

Name: \_\_\_\_\_  
 Number: \_\_\_\_\_

**CORRECT**



# Visualization of the Model

The BMC is a simple but highly effective tool to visualize and evaluate business models. We have utilized the BMC to visualize both the project strategy and the LSP business strategy.

iDE has updated the canvas slightly to ensure further clarity.

A sample can be seen on the following slide.

Partners

Activities

Products +  
Services

Customer  
Relationshi  
ps

Customers

Resources

Products +  
Services  
Value

Channels

Costs

Revenue

# HAOR

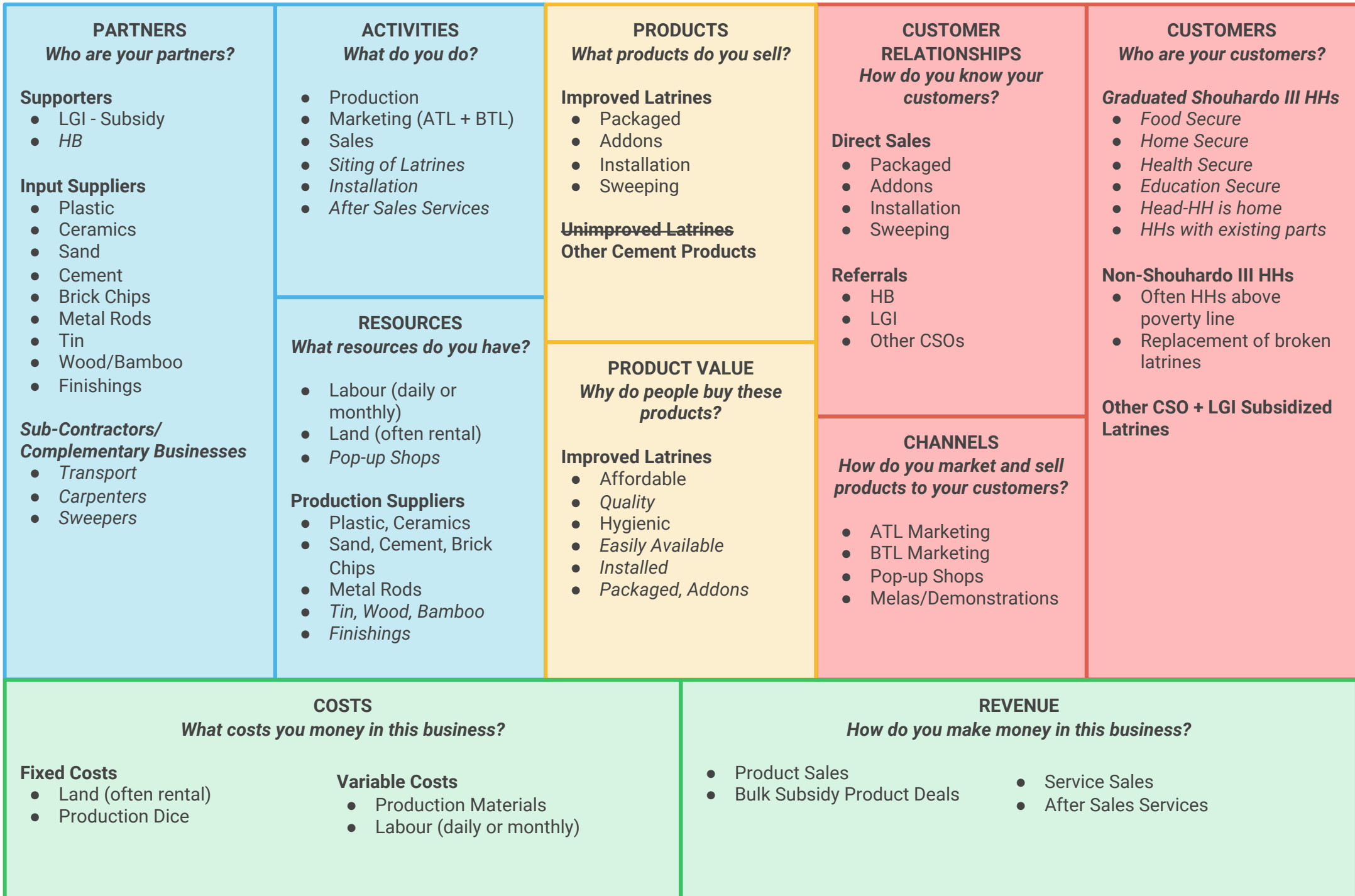


# Haor - Project Strategy

<p><b>PARTNERS</b> <i>Who are your partners?</i></p> <p><b>Local Support</b></p> <ul style="list-style-type: none"> <li>● LGI - Subsidy</li> <li>● Local Elite - Buy in</li> </ul> <p><b>Programmatic</b></p> <ul style="list-style-type: none"> <li>● CARE - BHHs</li> <li>● PRO-WASH - Technical Support</li> <li>● USAID - Funding</li> </ul> <p><b>Training and Cross-Learning</b></p> <ul style="list-style-type: none"> <li>● Existing iDE SanMarkS LSPs</li> <li>● Existing iDE SanMarkS team</li> </ul>	<p><b>ACTIVITIES</b> <i>What do you do?</i></p> <ul style="list-style-type: none"> <li>● <b>Demand</b> (ATL + BTL)</li> <li>● <b>Supply</b> (LSPs + Regional + Sweepers)</li> <li>● <b>Support</b> (HB + LGI + Network)</li> </ul>	<p><b>PRODUCTS</b> <i>What products do you sell?</i></p> <p><b>Improved Latrines</b></p> <ul style="list-style-type: none"> <li>● Packaged</li> <li>● Addons</li> <li>● Installation</li> <li>● Sweeping</li> </ul>	<p><b>CUSTOMER RELATIONSHIPS</b> <i>How do you know your customers?</i></p> <ul style="list-style-type: none"> <li>● CARE's Graduated HHs</li> <li>● LGI Subsidy List</li> <li>● WATSAN Map - Ward Level</li> <li>● LSPs</li> </ul>	<p><b>CUSTOMERS</b> <i>Who are your customers?</i></p> <p><b>Graduated Shouhardo III HHs</b></p> <ul style="list-style-type: none"> <li>● Food Secure</li> <li>● Home Secure</li> <li>● Health Secure</li> <li>● Education Secure</li> <li>● Head-HH is home</li> <li>● HHs with existing parts</li> </ul>
	<p><b>RESOURCES</b> <i>What resources do you have?</i></p> <ul style="list-style-type: none"> <li>● Existing LSPs</li> <li>● Project Infrastructure</li> <li>● Improved Technologies and Components</li> </ul>	<p><b>PRODUCT VALUE</b> <i>Why do people buy these products?</i></p> <ul style="list-style-type: none"> <li>● Complete latrine</li> <li>● Install new latrine</li> <li>● Maintain and sustain latrine</li> </ul>	<p><b>CHANNELS</b> <i>How do you market and sell products to your customers?</i></p> <ul style="list-style-type: none"> <li>● ATL Marketing</li> <li>● BTL Marketing</li> <li>● Pop-up Shops</li> <li>● Melas/Demonstrations</li> <li>● LSPs</li> <li>● Regional Retailers</li> <li>● HB</li> </ul>	
<p><b>COSTS</b> <i>What costs you money in this business?</i></p> <p><b>Direct Costs</b></p> <ul style="list-style-type: none"> <li>● Demand Creation</li> <li>● Supply Strengthening</li> <li>● Support Networking</li> </ul> <p><b>Management Costs</b></p> <ul style="list-style-type: none"> <li>● Human Resources</li> <li>● Coordination and Management</li> </ul>		<p><b>REVENUE</b> <i>How do you make money in this business?</i></p> <ul style="list-style-type: none"> <li>● Product Sales</li> <li>● Bulk Subsidy Product Deals</li> <li>● Service Sales (installation)</li> <li>● After Sales Services (sweeping)</li> </ul>		

# Haor - LSP Strategy

*Italics - proposed*



# CHAR



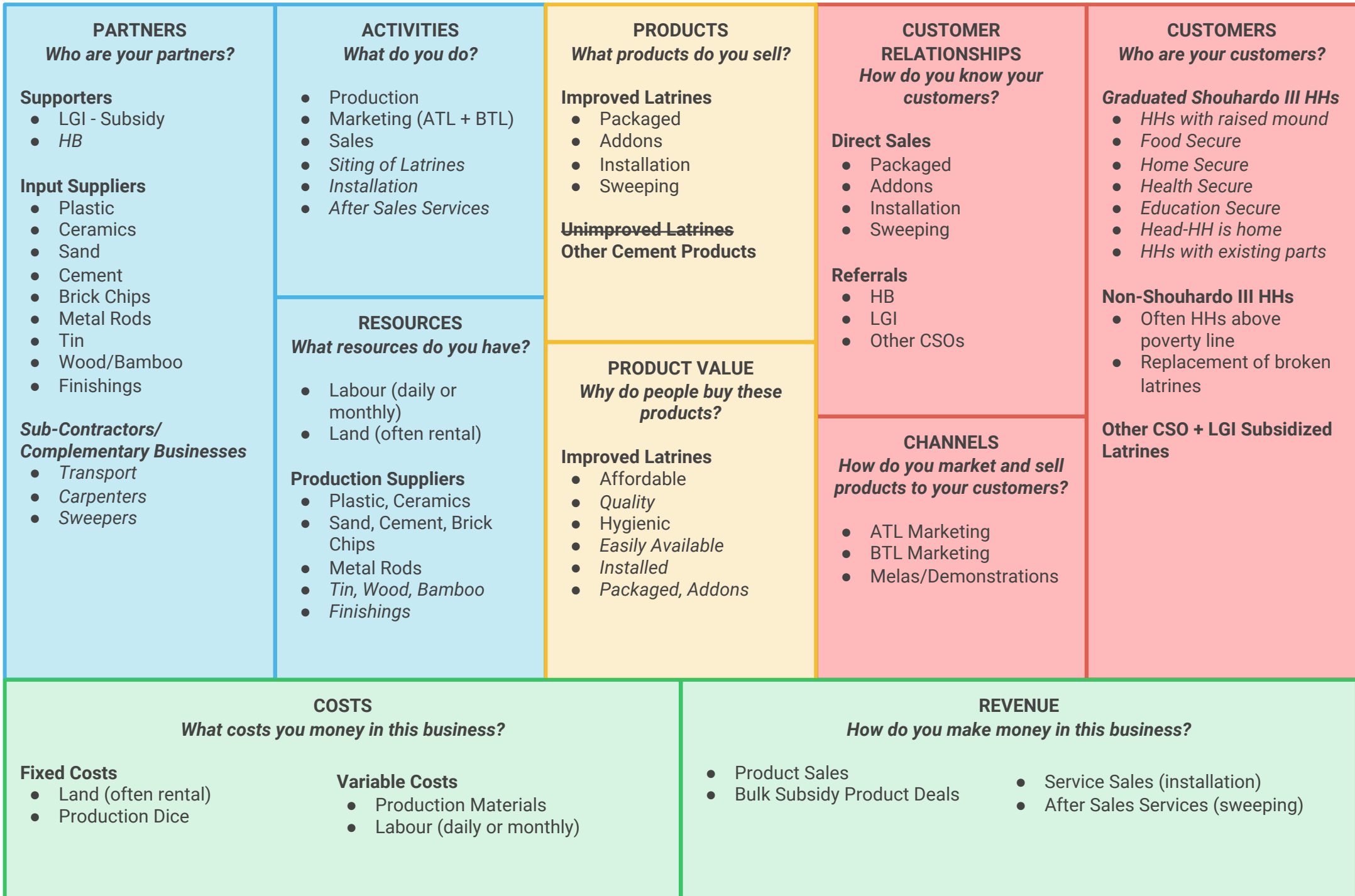
# Char - Project Strategy

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# Char - LSP Strategy

*Italics - proposed*



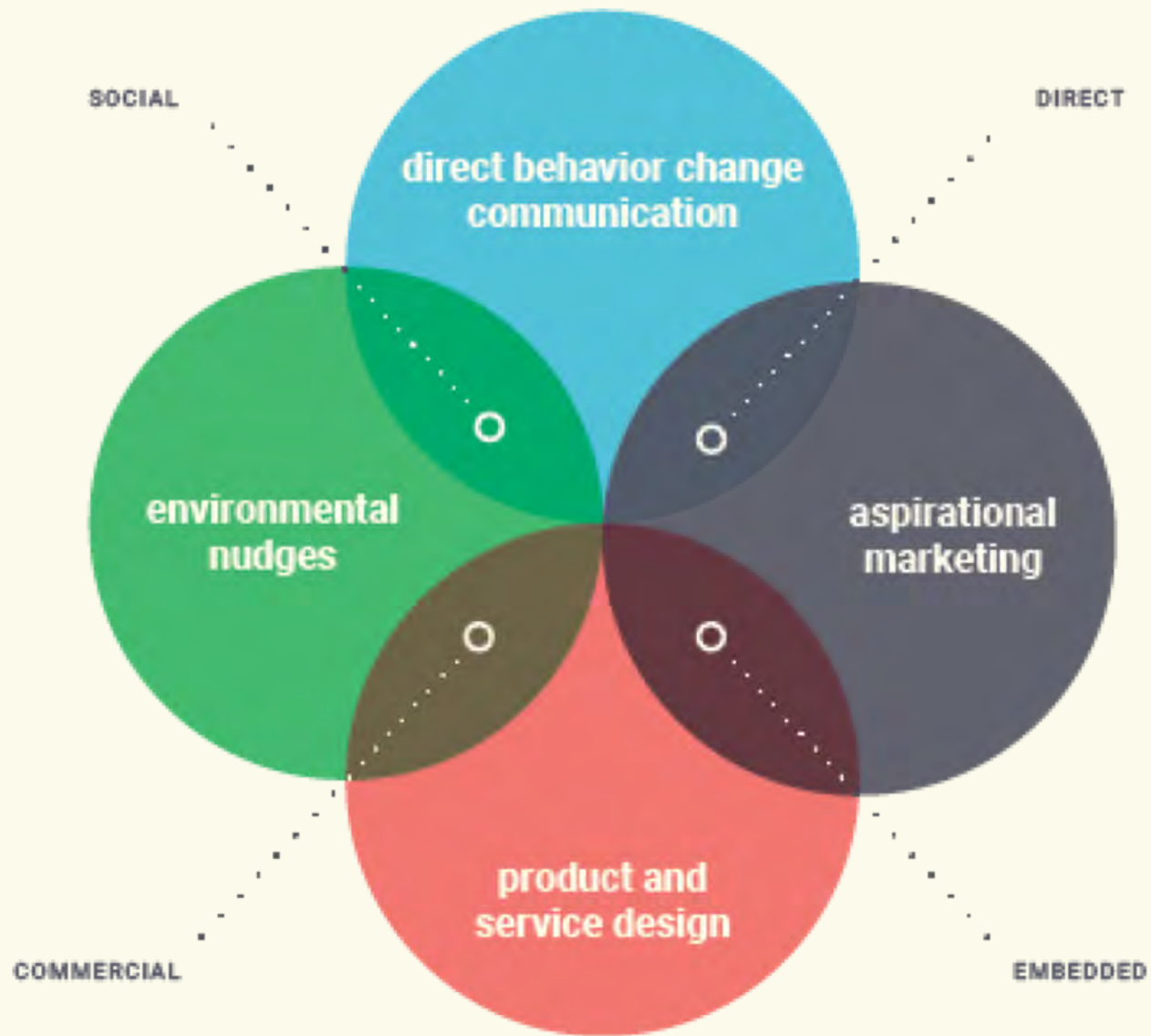
# Pathway 2 - Behavior Change Solution

# Design Principles

Desirable		Feasible		Viable	
Understood	Relatable	Simple	Cohesive	Actionable	Visible
<p>Messages are understood by the community.</p> <p>The message that is relayed is the message that is received</p>	<p>Messages use metaphors and symbolism that the community resonates with.</p> <p>Messages use messages that are culturally religiously and socially relatable.</p>	<p>Messages are not unnecessarily complex. They are concise and easily repeatable.</p> <p>Messages are memorable.</p>	<p>Messages link (or are clearly divergent) to what households hear from other CSOs, friends, neighbours and the government.</p>	<p>Messages lead to correct and proper action the majority of time.</p> <p>Installation of services happen because of the messages.</p>	<p>Message are easily used in a number of different mediums.</p> <p>Messages can be used on billboards, through word of mouth and in flip charts</p>

# Testing Methodology

1. Target Audience Identification: The first, and arguably most important step in any behavior change marketing campaign is identifying and understanding the target audience. Different types of people behave in different ways, are influenced in different ways, and they can be reached in different ways as well. Understanding who your target audience is, both from a demographic (age, gender, location) and psychographic (attitudes and interests) perspective is critically important in developing a successful campaign.
2. Message Development: Crafting the right message for the target audience. Most people cannot be “convinced” to change their behavior – rather, they need to be motivated to change on their own. The key to motivating a target audience is understanding what’s in it for them – what matters to them enough to make a change? The next step is figuring out how to make the desired behavior appear fun, easy, and popular.
3. Testing Outreach and Placement: Coming up with the right message is a big part of behavior change marketing – but it’s not the only part. Creating meaningful behavior change requires developing messaging and interventions that offer the target audience the exchange needed to assist with adopting the desired behavior.
4. Conduct focus groups with the smallholder households to understand how the sample messages and mediums will be understood by households.
  - Message: Health vs. wealth and good vs. bad
  - Medium: Specific focus on iconography, color, steps and ideal concepts.



# CHAR



# Key Messages to Test

Themes: Health v. Wealth  
(practical or aspirational)

**Health:**

Sweep your latrine before the rainy season!  
Feces in water can be unhealthy.

Happy and Healthy Families have latrines.

**Wealth:**

Wealthy people know about good, clean  
toilets.

Good life. Good latrine.

বর্ষাকাল শুরু আগে আপনার ল্যাট্রিন এর ট্যাংক পরিষ্কার বা  
খালি করুন। মল পানিতে মিশে গেলে তা স্বাস্থ্যের জন্য ক্ষতিকর  
হতে পারে।

সুখি ও স্বাস্থ্যকর পরিবারের নিজস্ব পায়খানা আছে

ধনী মানুষ ভাল ও পরিচ্ছন্ন টয়লেট সম্পর্কে জানেন

ভাল পায়খানা, উন্নত জীবন

# Key Visual Components to Test

Which visual language resonates most effectively with BCC messaging with users .

- Aspirational images featuring those from large cities/different social and economic class. (Exp. Fig. 1 & 2)
- Images featuring *similar/like* users to the subject groups. (Exp. Fig 3.)





# Key Visual Components to Test

Which visual language resonates most effectively with BCC messaging with users .

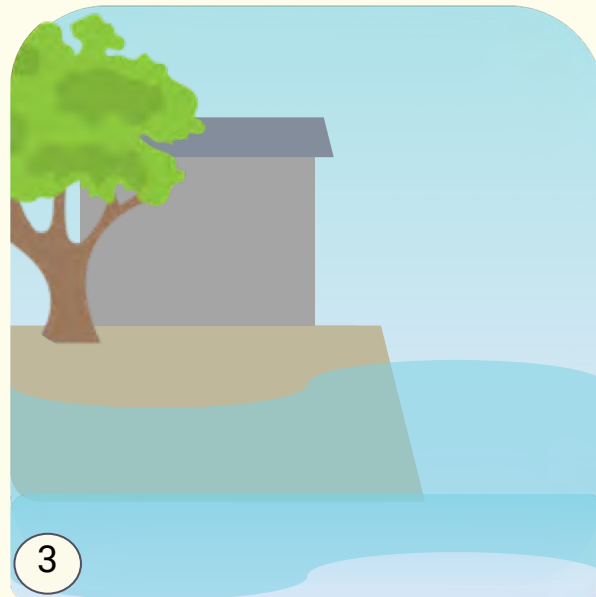
- Aspirational focus images on water for livelihood/enviroment (Exp. Fig 1 & 2)
- Images featuring *similar/like* users with clean water. (Exp. Fig 3.)



# Key Visual Components to Test

Which visual language resonates most effectively with BCC messaging with users .

- Aspirational line drawings/simple illustrations featuring family and clean latrines. (Exp. Fig 1 & 2)
- Focus on water as necessary for food security/income and understanding of simple graphic elements.(Exp. Fig 3-5.)



# HAOR



# Key Messages to Test

Themes: Good v. Bad  
(encouraging or cautionary)

## **Encouraging:**

Poop in water is bad for your health and family. Hire a sweeper only.

Have these? You can use them now. Ask us  
#####

## **Cautionary::**

This is bad practice. This is good practice.

You cannot empty your pits in water. This makes you and your neighbors sick.

পানিতে পায়খানা মিশে থাকা আপনার এবং আপনার পরিবারের স্বাস্থ্যের জন্য খারাপ। এ ঝুঁকি এড়াতে শুধুমাত্র একজন সুইপার ভাড়া করুন।

এই সমস্ত সুবিধা আপনার আছে? আপনি এখন সেগুলো ব্যবহার করতে পারেন। আমাদের কাছে জানতে চান  
#####

এটা খারাপ অভ্যাস। এটা ভাল অভ্যাস।

আপনার ল্যাট্রিন ট্যাংক এর মল খালি করে তা পানিতে ফেলতে পারেন না। এরকম করলে আপনি, আপনার পরিবার ও প্রতিবেশীরা অসুস্থ হয়ে পড়বে।

# Key Visual Components to Test

Which visual language resonates most effectively with BCC messaging with users .

- Aspirational images featuring those from large cities/different social and economic class. (Exp. Fig. 1 & 2)
- Images featuring *good/bad* practice. (Exp. Fig 3 & 4.)



# Key Visual Components to Test

Which visual language resonates most effectively with BCC messaging with users .

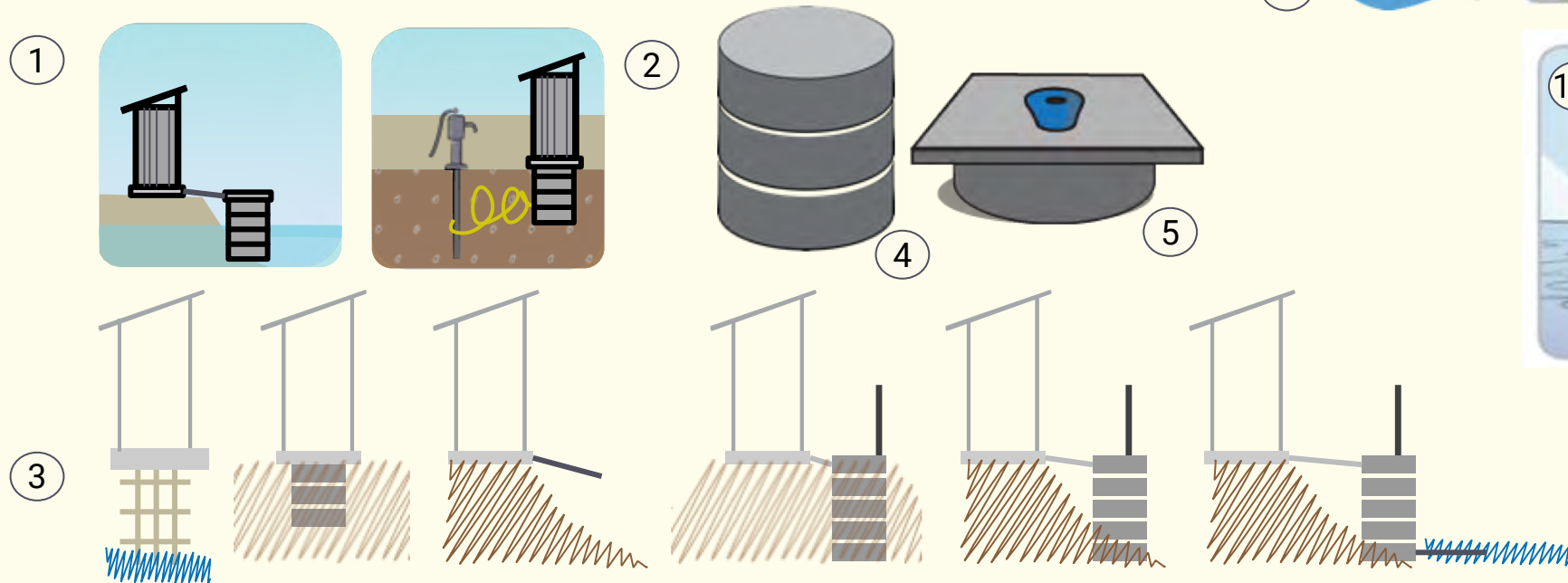
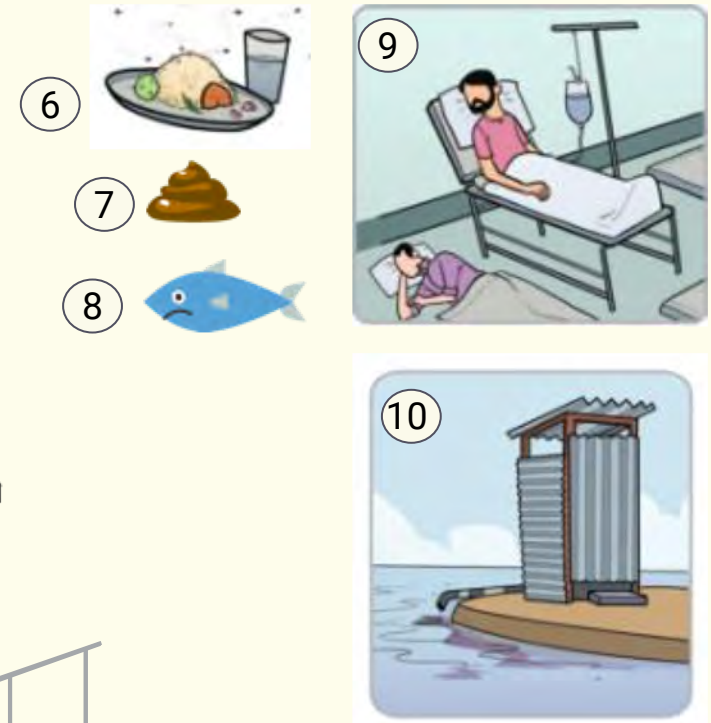
- Real-life images featuring existing products at household level/community level.. (Exp. Fig. 1 & 2)
- Aspirational photos featuring the water environment and health relationship. (Exp. Fig 3 & 4.)



# Key Visual Components to Test

Which visual language resonates most effectively with BCC messaging with users .

- Line drawings/simple illustrations featuring good/bad practice and existing parts. (Exp. Fig 1-5)
- Focus on water quality as necessary for health/food security/income and understanding of simple graphic elements.(Exp. Fig 6-10.)



# Next Steps and Final Phase Schedule



1. Meeting with Shoudardo III team to discuss proposed solutions (May)
2. Incorporate feedback and suggestions for the solutions to be tested (May)
3. Field site identification for solution testing (May)
4. Incorporate field findings for the final DELIVER phase report (First Week of June)
5. Submission of DELIVER phase report for feedback (Second Week of June)
6. Final Workshop with Shoudardo III (Third week of June)
7. Final report to PROWASH (Last week of June)