



**HYGIENE PROMOTION GLOBAL
TECHNICAL WORKING GROUP**

GLOBAL

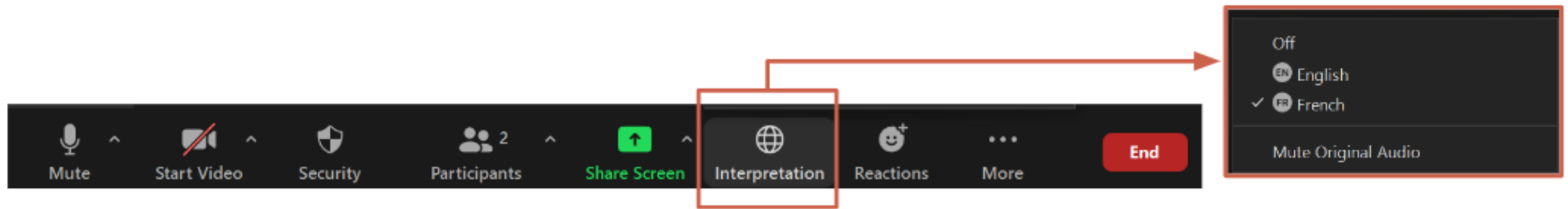
**SPEAKER
SERIES**

Hygiene, Markets & Private Sector Engagement

Simultaneous Interpretation

Click “interpretation” in your Zoom toolbar and select the language that you would like to hear.

Cliquez sur « interprétation » dans votre barre d’outils de Zoom et sélectionnez la langue que vous souhaitez entendre.



Today's Presenters



- **Johannes Rueck**, Network Coordinator, German WASH Network & Lead of the GWC TWIG Cash & Market
- **Alexander Oze**, WASH Advisor, Austrian Red Cross
- **Amar Mani Poudel**, Deputy Director, Nepal Red Cross Society
- **Daigo Ishiyama**, Leader, Innovation, SATO
- **Timothy Daret**, Hygiene Promotion & Community Mobilization Team Lead, Catholic Relief Services, Nigeria
- **Zemen Abera**, Acting Nutrition Team Lead & **Jalene Hirpesa**, Acting Diversified Economic Opportunities Team Lead, RIPA North

TWIG “Cash & Markets”: Resources available

Technical Guidance on MBP for WASH in Emergencies

Previous webinars

- [How effective are cash, vouchers and market support activities in achieving WASH outcomes?](#)
- [Introductory webinar on cash and markets \(in English, French, Spanish and Arabic\)](#)
- [Launch of the Market-Based Programming Guidance](#)



Arabic



English

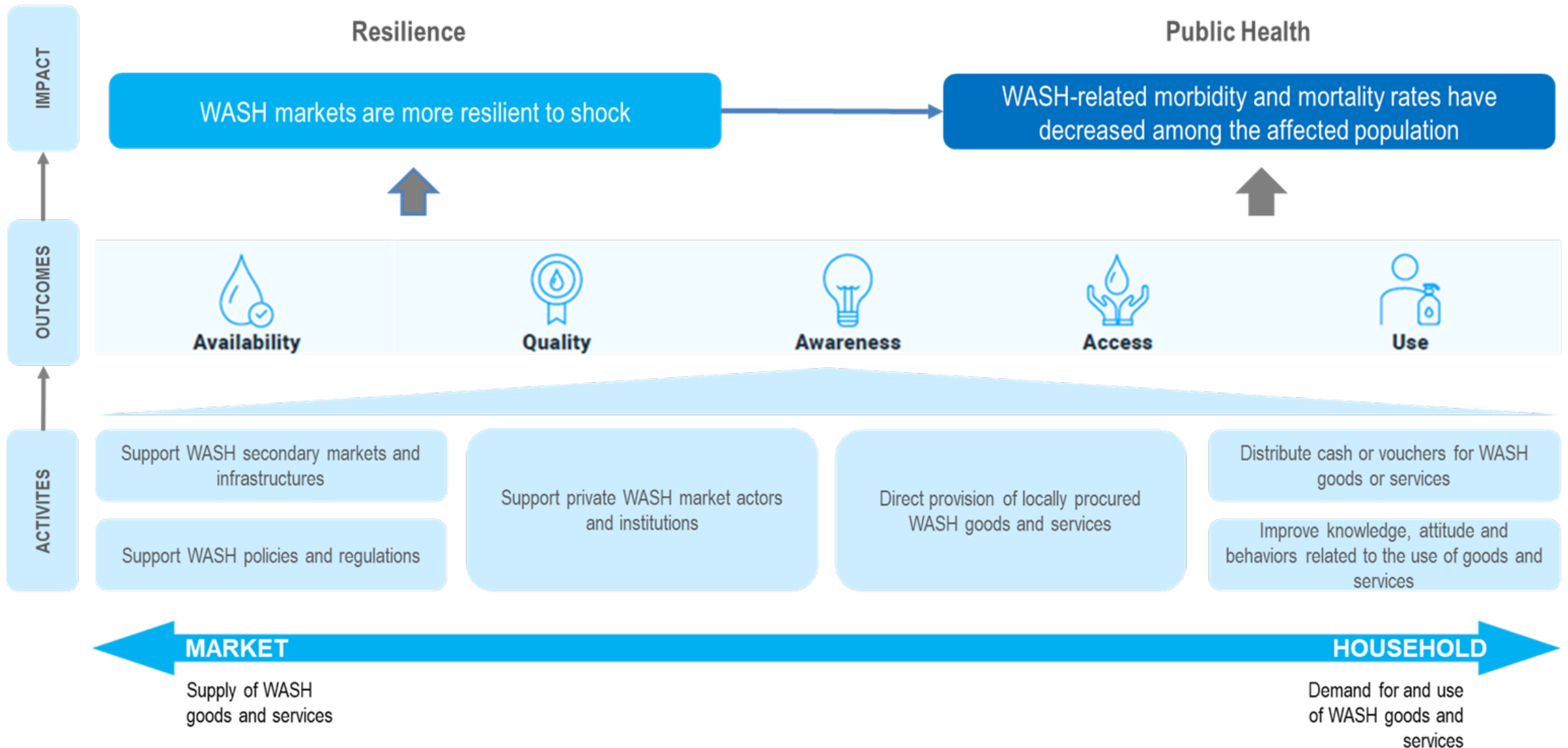


French

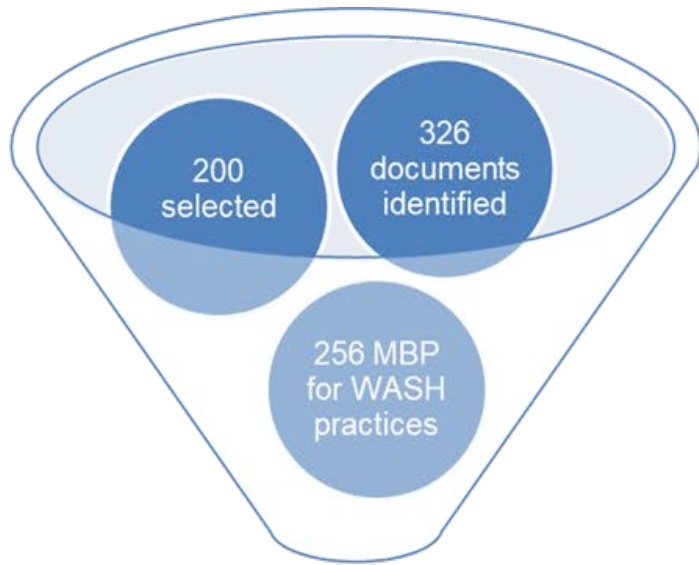


Spanish

Why working through Markets: Causal Framework



GWC Evidence Building Study

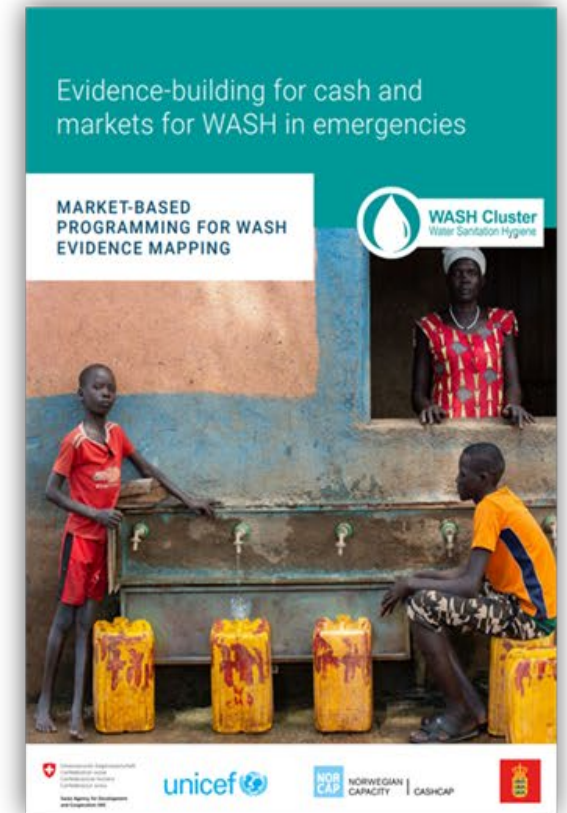


**4 Practice Reports:
Water, Sanitation, Hygiene, MPC**



**77 most
rigorous
pieces of
evidence**

**Evidence
Maps
Report**



GWC Evidence Study: Findings

- Market-Based Programming in the hygiene sector is **feasible** and already **widely used** in humanitarian response
- **Cash and Voucher Assistance (CVA)** is generally beneficiaries' preferred form of assistance
- CVA has been found to have a **positive effect on financial access** to most WASH goods and services
- Market support modalities have been found to have a positive effect on **hygiene availability** indicators
- Hygiene specific cash or vouchers tended to be combined with behaviour change communication for hygiene (**Cash +**)

MBP for Hygiene Practices: Emerging Evidence

Strength of evidence:					
	Negligible	Very low	Low	Medium	High

Market support	26 interventions reviewed
Cash & Voucher Assistance	62 interventions reviewed

Hygiene Interventions		Availability	Access	Quality	Awareness	Use	Health
		Positive effect	Positive effect	Positive effect	Positive effect	Positive effect	Positive effect
Market support	4 Studies included	100%	100%	100%	100% (only 2 Studies)	0% (only 1 Study)	/
Cash & Voucher Assistance	28 Studies included	83%	100%	33% (only 3 Studies)	100% (only 2 Studies)	25% (only 4 Studies)	0% (only 1 Study)

KEY STEPS FOR IMPLEMENTING WASH MBP

Carrying out MBP follows the humanitarian programme management cycle:



→ MBP 4 WASH in Emergencies Training

www.washnet.de/en/training/mbp-for-wash

Global Red Cross Red Crescent (RCRC) Cash and WASH TWG



- **Objectives**

- Explore when Cash and Voucher Assistance (CVA) and more broadly Market-Based Programming (MBP) can be best used in the RCRC Movement for WASH outcomes
- Strengthen RCRC WASH practitioners understanding and their engagement with CVA and MBP approaches when designing and implementing WASH interventions.
- Engage in reflection on current practices, identifying the sustainability and limitations of CVA & MBP, and how we can effectively support WASH interventions

- **Workstreams on:**

- Knowledge sharing and gathering of materials relating to Cash and WASH
- Guidelines and training program on WASH and CVA
- Implementation and partnerships

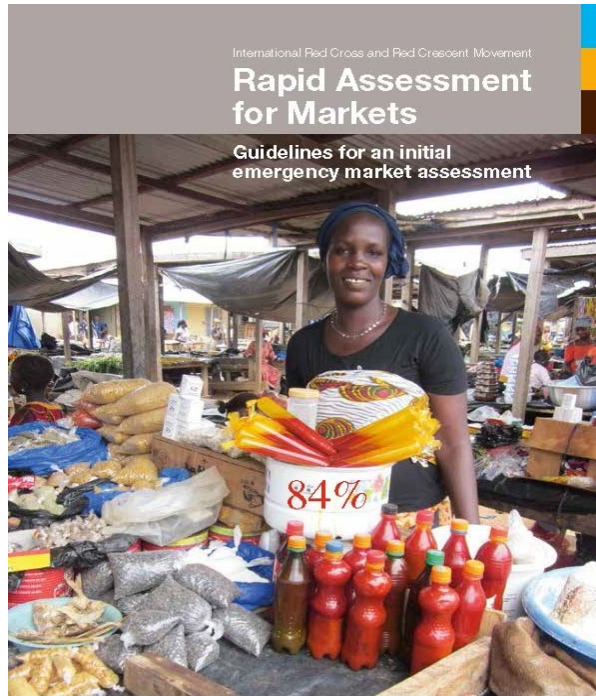
- Members from the Red Cross Red Crescent Movement i.e., the ICRC, IFRC and NSs (to have good geographical coverage). Includes individuals with experience/interest in CVA, MBP, and/or WASH



[Visit our site here](#)

[Cash and WASH TWG \(google.com\)](#)

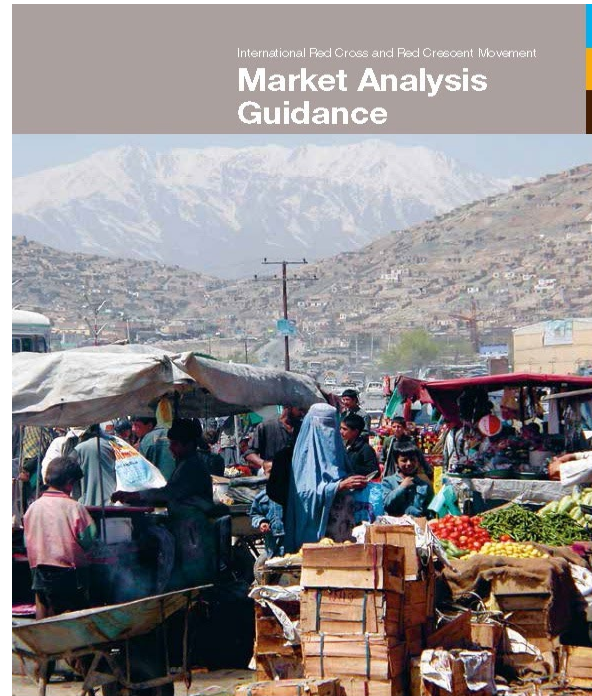
RCRC Market assessment tools



International Federation of Red Cross and Red Crescent Societies



A step by step guide on how to undertake rapid assessments for markets (RAM). Including templates and forms; why they are useful and explaining their limitations.



International Federation of Red Cross and Red Crescent Societies



The MAG is organized into five chapters. Within each chapter you will find guidance and technical tools to integrate market information into the respective phase of the project cycle.



Addressing menstrual hygiene management (MHM) needs

TOOL 5

USING CASH AND VOUCHER ASSISTANCE FOR MENSTRUAL HYGIENE

Menstrual Hygiene Management (MHM) in Emergencies / IFRC / Pilot version – July 2019

A concise tool to assess feasibility and plan for CVA intervention for menstrual health hygiene management (MHM), incl. simple market assessment templates & planning considerations.



Glimpse of PCMA (Unashide)



WASH Pre-Crisis Market Assessment (PCMA), Nepal



Amar Mani Poudel
Deputy Director - Nepal Red Cross Society

Scenario for WASH PCMA

Disaster type : Landslide

- Typical scenario- seasonal annual landslide (2020)
- Extreme crisis scenario (2021)

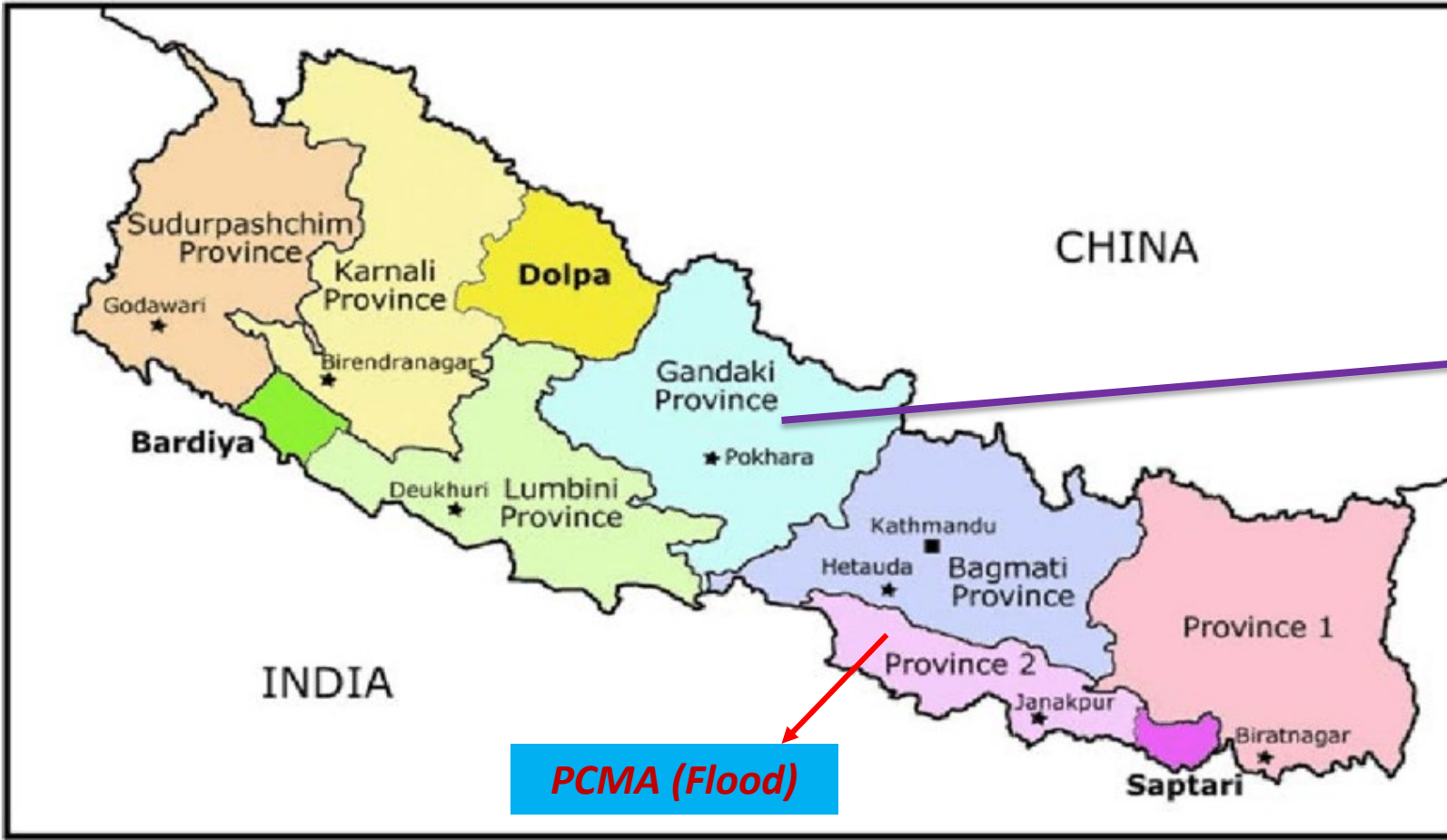
Landslide types :

- Land settled
- Slide away



WASH PCMA Locations

Gandaki Province=11 Districts



PCMA Team
(TL,PMER,CVA,DC)



Cluster #A

1. Baglung district (V)
2. Parwat
3. Magdi
4. Mustang

Cluster #B

1. Kaski district (V)
2. Syanja

Cluster #C

1. Tanahun district
2. Gorkha (V)
3. Nawalpur

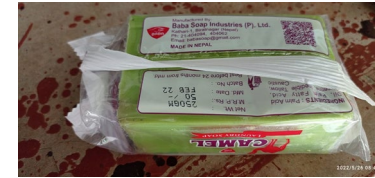
Cluster #D

1. Lamjung district (V)
2. Manang

Selection of WASH Critical Market System

WHAT

1. Bathing Soap
2. Laundry soap
3. Sanitary Pads
4. Chlorine (Bleaching and Aqua tab)
5. Oral Rehydration Solution (ORS);
6. Toilet pan and technician service
7. Bucket (10-20 L)



WHY

- Critical items
- Part of response materials
- People preference
- Losses due to landslide



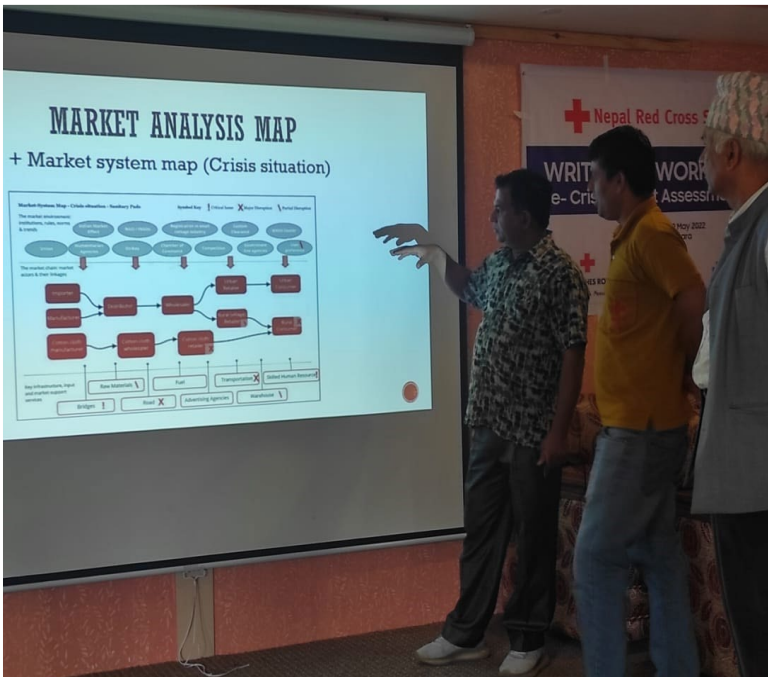
WASH PCMA process Includes :



- 2 days for preparation (@ HQs KTM)
- Upload QQs set in KoBo Connect (by IM)
- District PCMA Orientations (by team)
- Field data collection
- 2 days for writeshop (@Province HQs-Pokhara)
- Report Writing



Glimpse of PCMA (Landslide)



Findings

- Manufactures and wholesalers were simply affected (**both**) and retailers and consumers were mostly affected (**both**) by the disasters
- Porter service were seen mandatory to transport items while road damaged and affected (**Landslide**);
- Some manufacturers of laundry soap and mensuration pads are available in districts and supply chain not so much affected (**both**);
- Market chain flow from retailers to wholesalers found in diverse directions however mostly manufactures are southern part of the country (**landslide**) and also trans-border to India (**mostly flood**);
- Price fluctuation was in minimal (**5%-10%**); while road blocks it goes up to **15%** increment in price. (**both**)

- Chlorine items were available in only few wholesalers and WUCs, not easily available, mainly depends with trans-border supply chain to India (**both**) however chlorine tabs/sachets were found in some touristic routes (**landslide**);
- Most of the commodities were found national brands, few (chlorine etc) are Indian brands (**both**);
- Limited I/NGOs are working in disaster responses but not have WASH stock capacity (**both**);
- Community preferred to cash response (**both**) however if transportations affected, needs to go for in-kind or mix modalities (**landslide**).
- It needs to capacitate NRCS human resources and create policy and system environment to implement effective CVA programs. (**both**)

THANK YOU

HYGIENE PROMOTION IN EMERGENCIES

MARKETS & PRIVATE SECTOR ENGAGEMENT

Daigo Ishiyama

Leader, Innovation, SATO
18 April 2024

SATO'S PURPOSE

To empower people everywhere to live a better life and enjoy a brighter future through innovative and affordable sanitation and hygiene solutions

SATO
PART OF LIXIL

LIXIL'S GOAL

To improve the lives of

100

million people by 2025



OUR SOLUTION: SATO'S AFFORDABLE PRODUCTS

From toilet pans and systems to the SATO Tap, our expert design and engineering teams create products that are carefully made to match the specific needs of our end consumers around the world.



OUR JOURNEY SO FAR...

2013

We launch our first product, the SATO Pan, and work with manufacturer RFL and development organisations BRAC and IDE to drive demand. SATO is born.

American Standard

In October American Standard, now part of LIXIL, delivers 800,000 toilet pans to Bangladesh and 14 other countries with the Flush for Good campaign

2012

American Standard team, Jim McHale and Daigo Ishiyama, visits Bangladesh to understand the sanitation needs of rural communities

2014

Water for People introduces our product to Uganda and sells out in two months



2015



We receive the **Patents for Humanity Award** from the US Patent and Trademark Office

2017

Market expands to Tanzania and V-Trap Twin-pit latrine product launches in India for Swach Bharat (SBM)

LIXIL Japan launches "Toilets for All" initiative, donating a SATO toilet for every shower or toilet sold

2016

We launch in India and Kenya

1 million+ SATO products are in use in **14 countries**

We became a LIXIL business and the **focal point** of the Group's sanitation and hygiene commitments

2019

2.1 million+ SATO products are in use by **10 million people** across **27 countries**

LIXIL wins **Deputy PM SDGs award for progress made with SATO**

2018

MAKE A SPLASH! LIXIL UNICEF

LIXIL partners with UNICEF to launch 'Make a Splash!' to expand the reach of our products

SATO Toilet wins **Red Dot Design Award**



2021

We launch the Partnership for Better Living with USAID to improve the lives of 2 million people by 2026

SATO Tap is a finalist in two categories at the **Fast Company World Changing Ideas Awards 2021**

2020

In response to COVID-19 we launch our first hygiene product - the SATO Tap

SATO Tap named as one of the **Best Inventions of 2020** by **TIME Magazine**



...and SATO was awarded by Fast Company's Brands That Matter



2023

We celebrate **10 years of SATO** - an amazing decade from a single toilet pan to a portfolio of award-winning sanitation and hygiene solutions which transform lives every day

2022

We have positively impacted the lives of more than 35 million people across 44 countries

SATO's new tagline, "A Better Life Every day" is launched, while the brand is refreshed to reflect our consumer-centric business, and to better communicate our purpose to customers and partners

SATO
10
YEARS AND COUNTING

IMPACT TO DATE (AS OF APRIL 2023)

45
countries reached

6.5
million units shipped

45
million people with improved access to sanitations and hygiene

10
Core countries



GOOD DESIGN AWARD 2018

The Index Project



YEAR 2020...

Start of COVID-19 Pandemic

CDC Recommendation to stop the spread of disease:

- Wear a mask
- Social distancing
- Frequent handwashing

Handwashing with soap is one of the most effective ways to stop the spread of coronavirus, and stakes are higher in places where health care systems may be overwhelmed (WaterAid)

Access to water and soap, hand washing facility non-accessible for many:

40 percent of the world's population, or 3 billion people, do not have a handwashing facility with water and soap at home (Unicef)

Product need:

- Handwashing facilities drive handwashing behaviour (LSHTM, WHO, World Bank)
- The need to reinvent the Tippy Tap

SATO Tap was Developed as Crisis Response

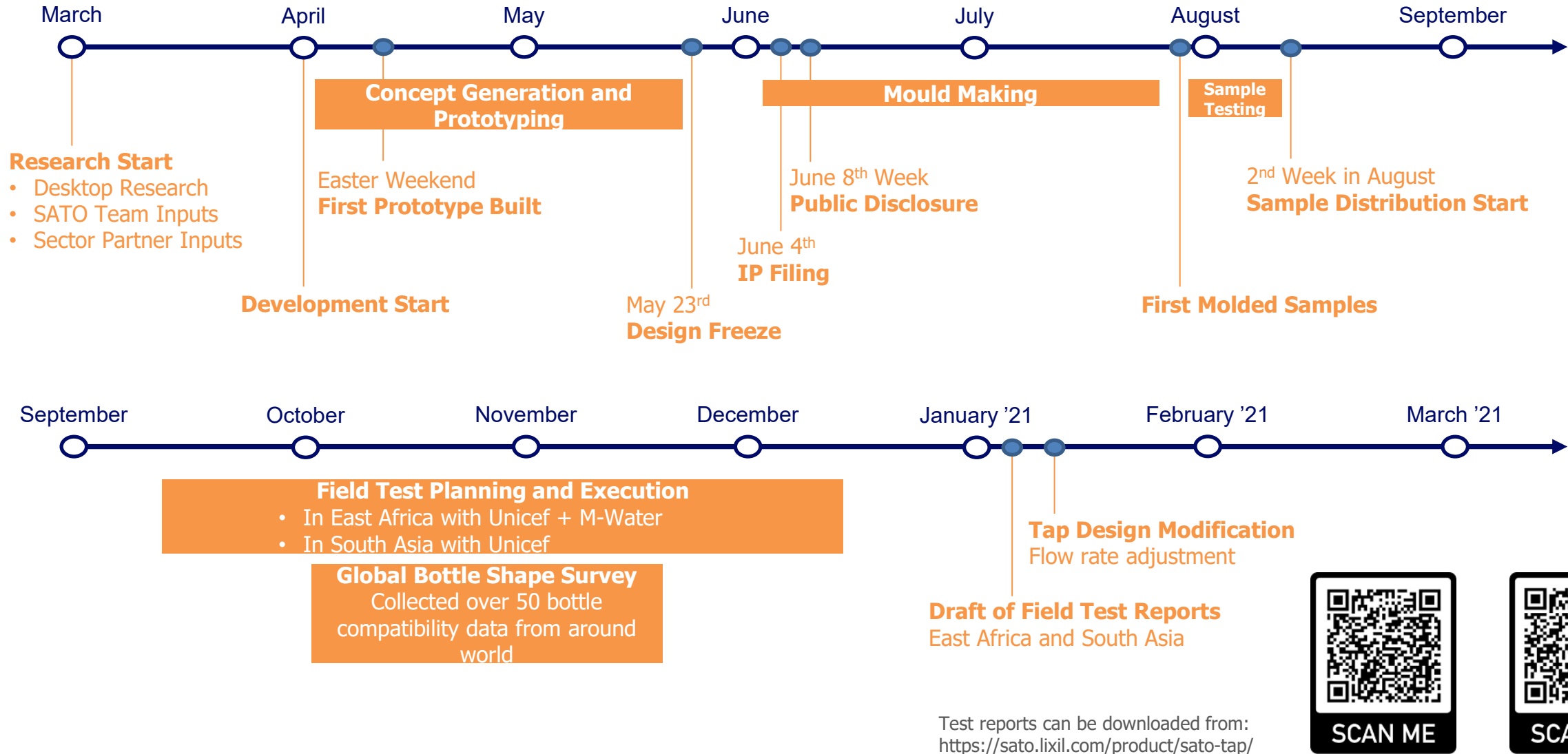
SATO Tap Key Features:

- **It is a Handwashing Station**
- **Water saving:** Optimized flow rate for handwashing. According to user testing, proper handwashing can be done with as little as 100ml of water
- **Easy and Safe To Use:** No cross contamination design allows use of forearms and elbows to turn water on/off
- **Easy Access:** Small form factor allows placement of handwashing station in a small space
- **Easy to set up**
- **Easy access to soap**
- **Low cost:** Easy to mass produce, easy to distribute
- **Long lasting:** No valves to leak, minimal moving parts
- **Reduces Waste:** Uses used PET bottles as water reservoir



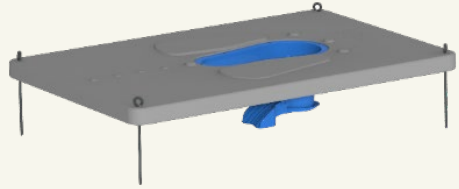
SATO Tap Development and Testing Timeline

2020 - 2021 During Covid Lockdown



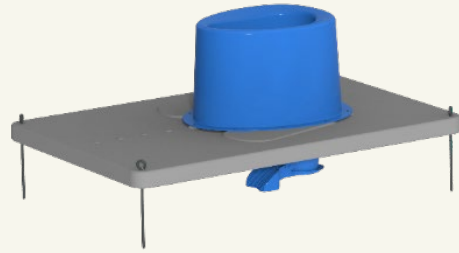
GROWING HUMANITARIAN PORTFOLIO

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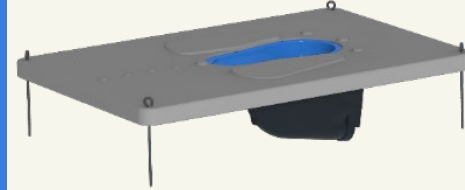
SATO 701

Slab with Squatting Toilet Pan



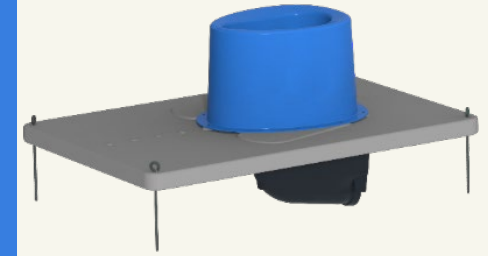
SATO 702

Slab with Sit Stool for Added Comfort



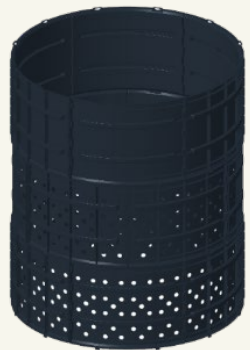
SATO 703

Slab with Squatting Toilet Pan and Offset Pipe Attachment



SATO 704

Slab with Sit Stool and Offset Pipe Attachment



SATO 710

1000mm ID Pit Liner



SATO 711

830mm ID Pit Liner



SATO TAP

Our award-winning hand hygiene solution

COMING SOON

- Flat-Pack Super Structure
- Urine Diversion Toilet
- Sealed Pit System
- Tiger Worm Digester Kit

Work in Kakuma Refugee Camp With PWJ | 2020~



Photo Credit: Simon Kondo



Photo Credit: Simon Kondo

- SATO and Peace Winds have combined to improve sanitation in Kenya's Kakuma refugee camp and Kalobeyei settlement through market-based sanitation approaches. Together, we developed and launched seven one-stop sanitation shops called Duka-Safi in Kiswahili, training 56 local marketers who have so far marketed and sold over 1,000 reliable and accessible SATO Pans and Stools. Duka-Safi also sell various sanitation and hygiene products including menstrual pads, child potty, and soap.
- The goal of the project was to provide sustainable and resilient community-driven and market-based sanitation and hygiene solutions that would support households' initiatives to improve sanitation and hygiene as well as their wellbeing

Read the Full Story at:

<https://globalcompactrefugees.org/good-practices/increasing-access-improved-sanitation-kakuma-refugee-camp-and-kalobeyei-integrated>



FOLLOW OUR JOURNEY

SATO

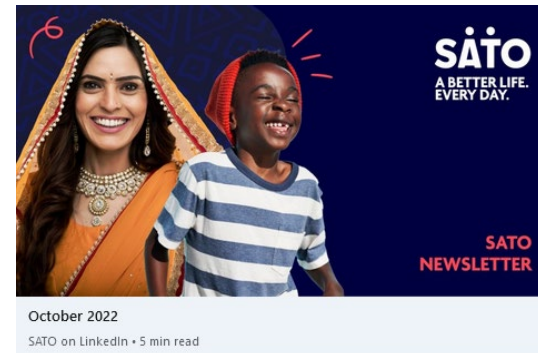


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THANK YOU



Engaging the private sector for healthier communities through E-Voucher HP Programing

**Timothy Daret, Hygiene Promotion & Community
Mobilization Team Lead, Catholic Relief Services, Nigeria**

Very brief intro to the organization/context

- Northeast Nigeria has been battling with armed conflict from Boko Haram and ISWAP since 2013 displacing families leading to loss of lives and livelihood.
- CRS started emergency response in Northeast Nigeria in 2016.
- Through BHA-USAID and other funding sources, CRS has reached families with food assistance FSL, WASH, Agric and Nutrition support.
- CRS has been the HP-TWiG lead and has supported the WASH sector indifferent areas
 - Organizing capacity building for partners,
 - Drafting and review of technical documents.

E-voucher for NFI distribution

- Vendor engagement
 - Prequalification and training
- Price monitoring survey
- RR platform
 - Platform management
 - RR cards
- Beneficiary registration and selection
- Voucher redemption, OSM and PDM
- CRS has Distributed Hygiene kits to 15000 HHs (90,000 individuals) from 2023 to date using the market based approach.



Private sector engagement

- Most businesses are registered with CAC, they have bank account based on this type of programming.
- Provided the opportunity for e-learning amongst vendors.
- It provides opportunity for youth engagement (employment) during sales.
- Most vendors expanded their business because of the increase in income.
- Reduce the risk of handling too much cash, thereby exposing the vendors to other risk.

Lessons learned around e-vouchers for hygiene- including the benefits for the consumers

- It provide an avenue for choice. Beneficiaries only pick hygiene items needed in the HHs.
- It prevent re-selling of items procured by beneficiaries.
- It transfers risk to the vendors.
- Beneficiaries gets value for money because prices are set based on prevailing market rates.
- Giving each community their shopping days and toping up of wallet of only those beneficiaries shopping on that specific day, prevents over-crowded shops.

A livelihood opportunity - MHM work in the multi-sectoral activity

- Vendor challenges with accessing good quality MHM products inform this strategy.
- CRS saw this as a livelihood and sustainability opportunity.
- Interested beneficiaries form a reusable pad production group.
- Trained and linked to production materials suppliers
- Production group is register as a vendor group.
- NFI beneficiaries use their voucher cards to access reusable pads from the production group.



THANK YOU

Resilience in Pastoralist Areas (RIPA)-North

**MARKET BASED SOLUTION FOR SUSTAINABLE ACCESS TO
HYGIENE AND SANITATION PRODUCTS.**

Resilience in Pastoralist Areas (RIPA)-North

MARKET BASED SOLUTION FOR SUSTAINABLE ACCESS TO HYGIENE AND SANITATION PRODUCTS.

Context: Menstrual hygiene

- Non-reusable sanitary pads are **not accessible & affordable** to women and adolescent girls at remote locations
- Adolescent girls and women **can't attend public places** including schools and market-place while they are on menstrual cycle.
- **Disposal** of this item is also another challenge.
- **Humanitarian actors challenged to access** reusable sanitary pads to provide for affected women and girls



Displacement due to conflict, drought and disease outbreak

- displaced to locations where HHs can't get basic needs
- the purchasing power reduces and HHs often give priority to buy food items over non-food items.



Infrastructure

Locations with limited/below standard road transportation, health facilities, schools, shops etc.



Limited/ no presence of suppliers for non-reusable sanitary pads

There are only few sanitary pad suppliers but not with reasonable price and no alternative product

Key steps followed

Assessment

- Women and girls could not access dignity kit with affordable cost
- Reusable pads were accessible only from central market

Response analysis

- Stakeholders engagement (women and child affair, Health and bureau of education)
- Chose a market-based solution to work with local producers
- Identified potential market actors
- Agent based sales to pilot

Design implementation

- Co creation with private actors (producers, trainers, raw material suppliers)
- MC provided competitive start up grant
- Facilitate Linkage and support market actors

Monitoring

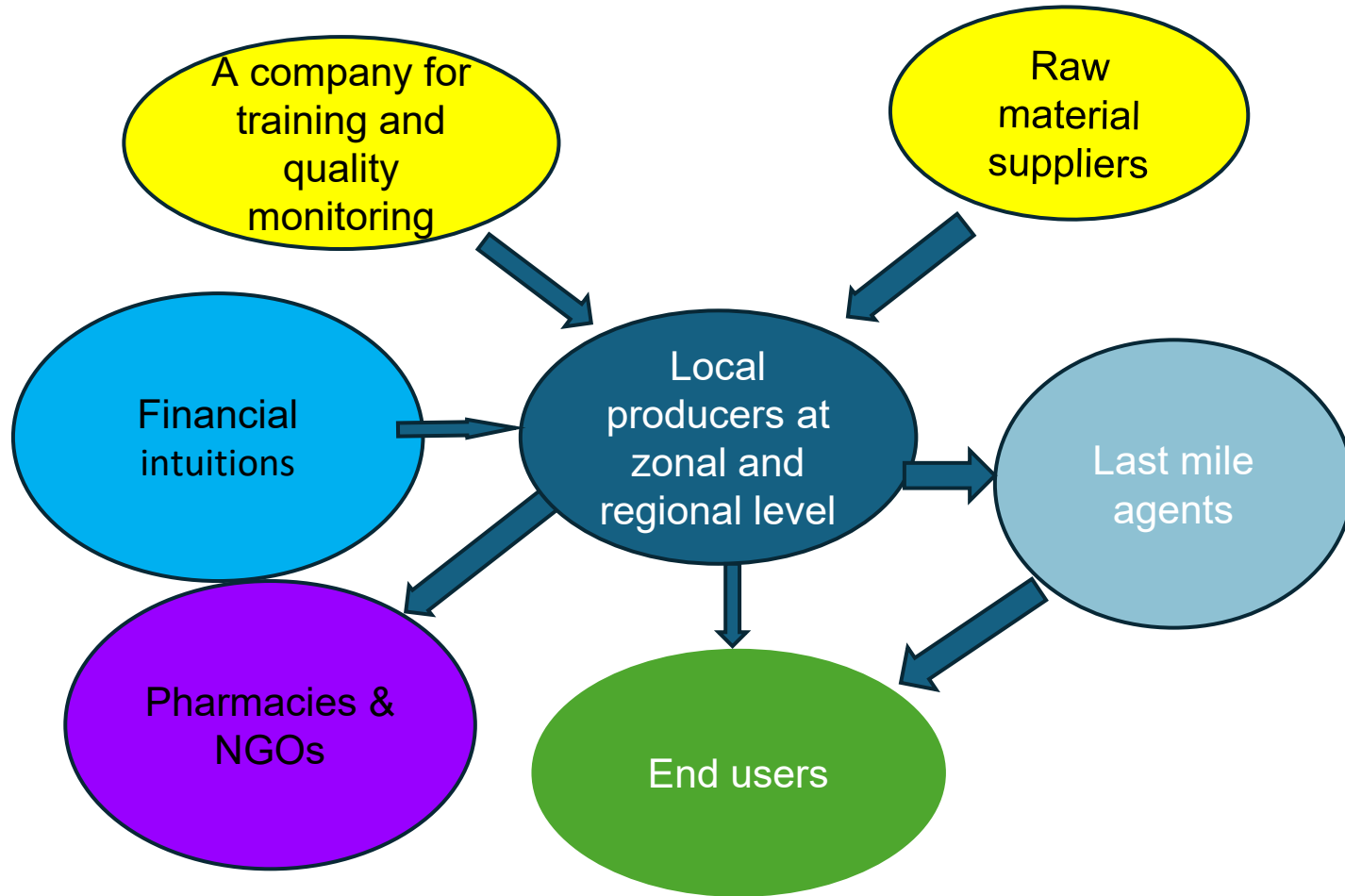
- Quality assurance check
- mentoring and support is ongoing

KEY STEPS FOR IMPLEMENTING WASH MBP

Carrying out MBP follows the humanitarian programme management cycle.



Key market actors identified



Interventions

Supply side

- 14 (7 M & 7F) local producers were identified and trained for 10 days.
- The trained local producers compete for the start up grant & five of them get in kind startup raw materials .
- Create market linkage with the raw material suppliers based in Addis.

Demand side

- demonstrated on the utilization, cleaning and disposal of the items.
- MC reimburse the cost of the kits as per the voucher amount.

Market environment

- Promoted the model for other humanitarian actors and other stakeholders to support the market environment



Achievements so far

- ❖ The **trained local producers** at regional and zonal towns were linked with last mile agents at district level.
- ❖ The local producers then started the production.
- ❖ **Quality control check** has been conducted jointly with the trainer company.
- ❖ **6000 program participants** received the items from the last mile agents via the voucher scheme
- ❖ Government and other implementing partner (APDA) procured the product from the local producers
- ❖ The producers generated a total of ETB **1,744,000 revenue**
- ❖ The trained local producers have been used as **trainers to other potential** local producers with the support of UNICEF



Challenges

- ❖ **Access to raw materials**
- ❖ **Limited financial capacity** of the local producers
- ❖ Getting **reliable last mile agents** for the local producers
- ❖ Less confidence among the local suppliers on profitability
- ❖ Less awareness on the benefit of the reusable sanitary pad
- ❖ Less purchasing power of some poor HHs and adolescent girls during critical emergency period.

Way forward to sustain access to dignity kit

- ❖ **Access to finance** for the local producer is important to scale up their business
- ❖ **Strengthen the market linkage** between the producer and their last mile agents
- ❖ **Looking for more-raw material suppliers** to get competitive price for the raw materials.
- ❖ More promotion and awareness creation on the product
- ❖ Engaging local mass media for the promotion of the product

Thank You

**Launch End of
Webinar Poll**



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