

LEVERAGING MARKET APPROACHES TO SANITATION: SWIRL INITIATIVE IN BANGLADESH

Tuesday, November 9, 2021

6:00 - 7:00 AM ET



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BEFORE WE BEGIN...

Everyone must select a language!

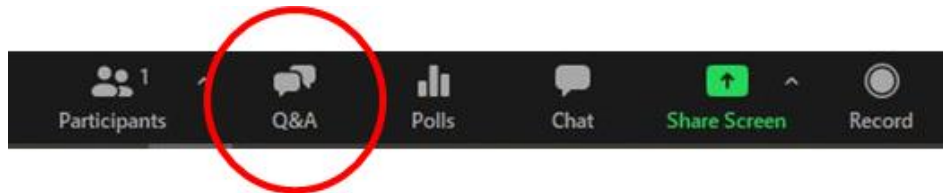
Click “interpretation” at the bottom of your Zoom window and select English or French.

Chacun doit choisir une langue !

Cliquez sur « interprétation » au bas de votre écran Zoom et sélectionnez anglais ou français.



Post your questions in the Q&A box at the bottom of your screen (do not include your questions in the chat box)



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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.



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Our Pillars and
WASH Work



Business Delivers

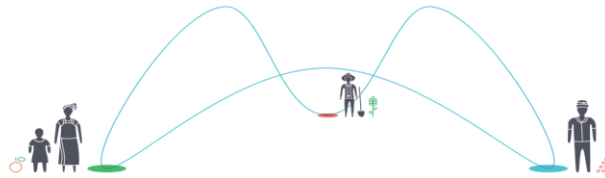
We mobilize the private sector by building a strong business case for marketing WASH products and services to the poor. We reduce the risk of market entry for local WASH businesses and entrepreneurs, and build connections between these key market actors.



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.

Key Performance Indicators



SCALE

+9.26 million

of individuals impacted to date

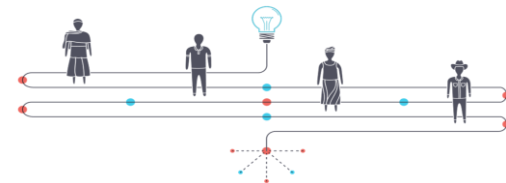
+1.8 million

WASH products sold to date



SROI
\$11

Increased income relative to
money invested by iDE donors



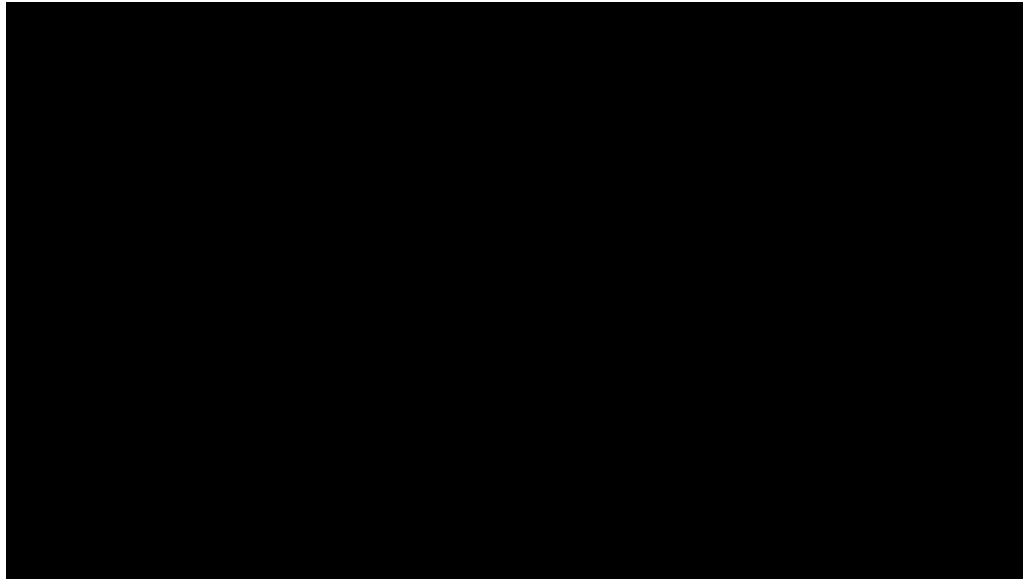
INCOME
\$152

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 **H**ousehold **A**bility to **R**espond to **D**evelopment **O**pportunities

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.



SWIRL - Designing to context

Use of services



Rural households have limited awareness and access to improved latrines

Group sales meetings

Mass media awareness raising campaigns

Product and service demonstrations

Service Delivery



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

Enabling Env.



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.



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

Supply Side Constraints

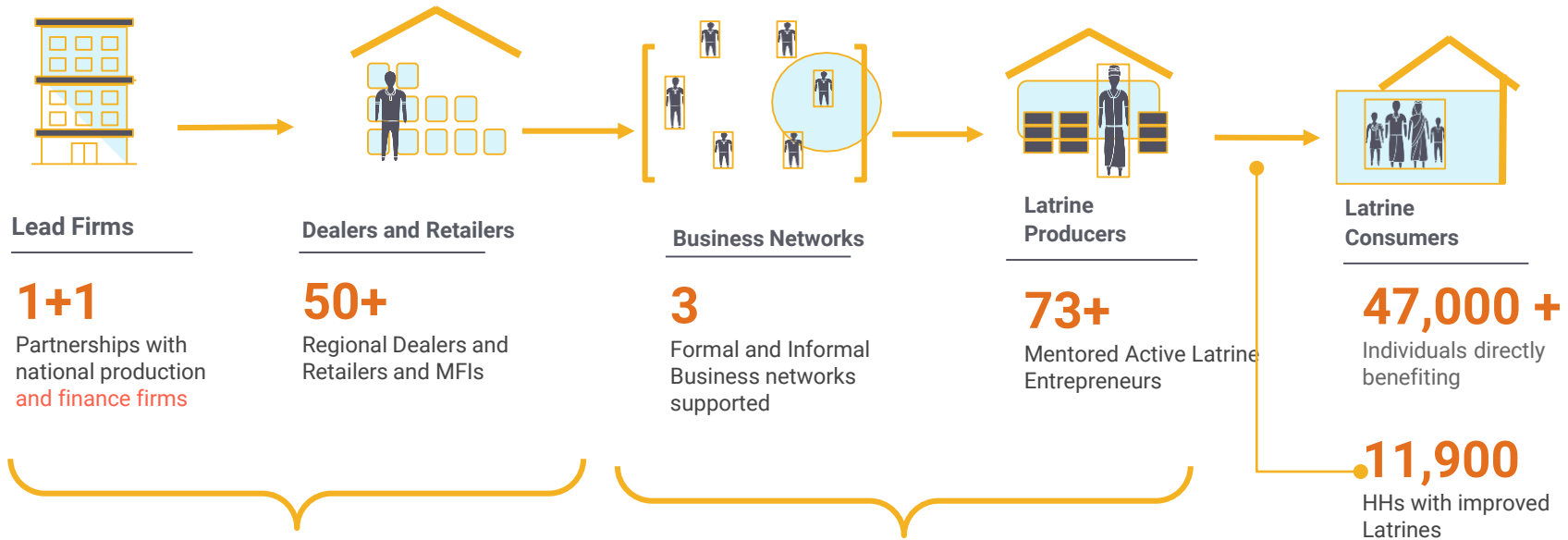
Limited number of service providers and limited knowledge of demand.

Hard to reach areas for services - not profitable.

Consumers have limited affordability.

Hard to forecast sales and manage inventory.

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.

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



How do you go from unimproved to improved?



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



Sanitary Toilet Pan (SaTO) is designed and developed by Lixil and is produced and marketed in Bangladesh by RFL.

Environmental nudges like these ridges in the footrest help remind users to use footwear.



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 latrine 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

iDE

MSRI: Market Systems Resilience Index

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.

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.

***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.*

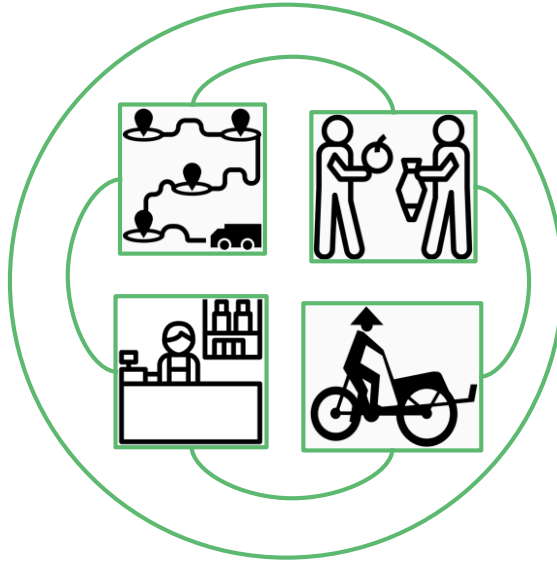


Evolution of resilience measurement

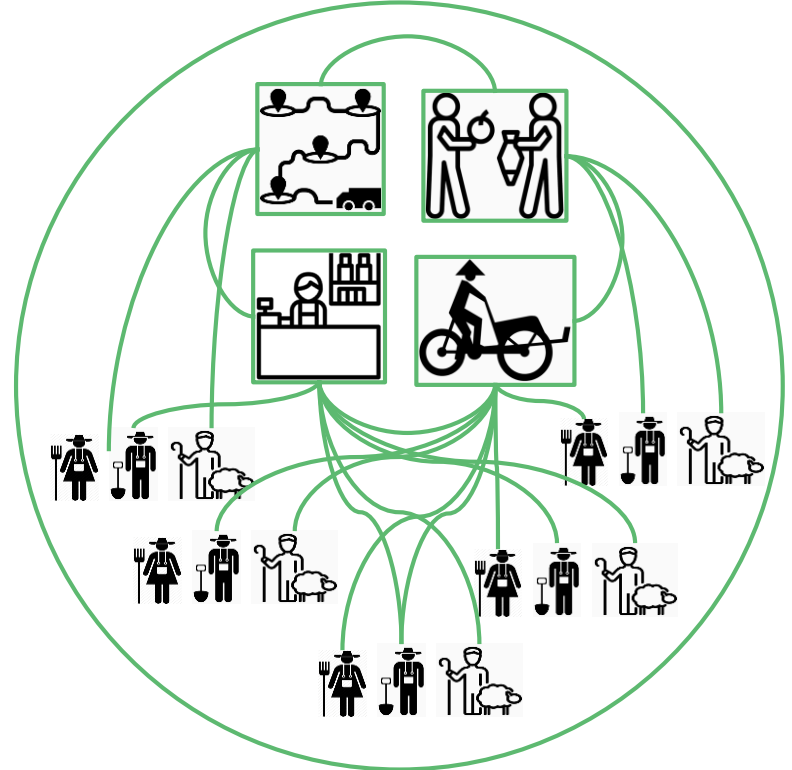
Household resilience
(e.g. SHARP)



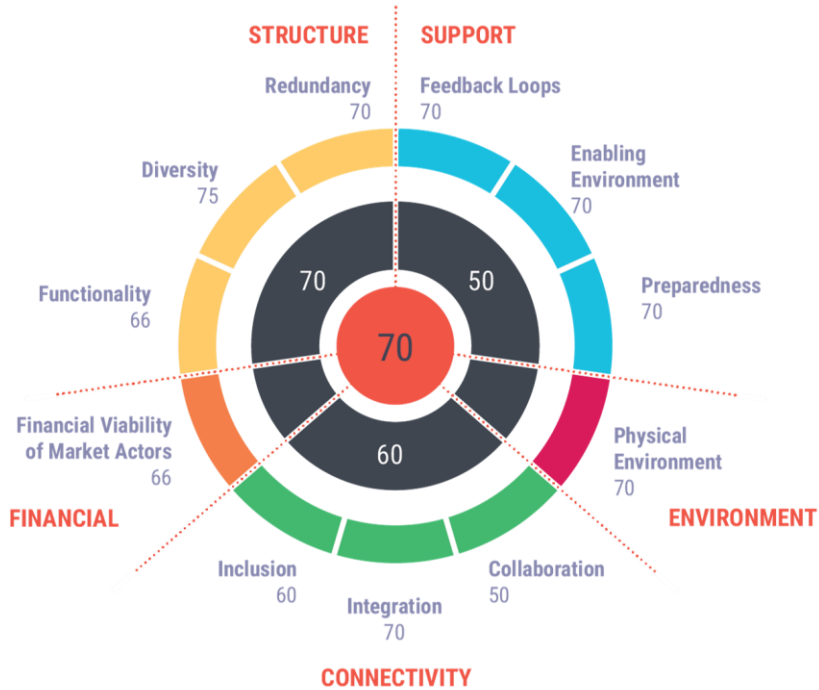
Market resilience



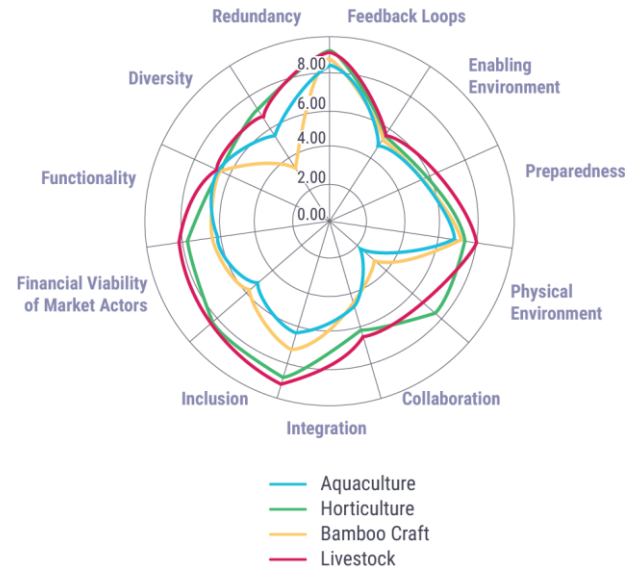
Market systems resilience
(MSRI)



What did we do?



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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