Reducing OD is intimately tied to increasing toilet ownership in Nigeria

- The ‘sanitation gap’ in Nigeria is extremely small: almost all of the households who own toilets use them.

Reductions in OD are only achieved through increased ownership of functioning toilets.

CLTS improved sanitation and reduced OD in poor communities, but had no impact in comparatively rich communities

- CLTS increased the ownership of functioning toilets by 10 percentage points (pp) and inline, OD decreased by 9ppt in the poorest half of study communities.

- These impacts are sustained over time and detectable almost 3 years after CLTS triggering meetings took place.

- No effects are detected among richer communities, which result in the lack of impacts over the whole sample.

Households with no toilets report financial constraints as the main barrier to toilet ownership

- The vast majority of households with no toilet report that the main reason they do not invest in a toilet is financial constraints (toilets being too expensive or not affordable).

- This supports the notion of Sanitation Marketing as it introduces appealing but lower cost toilet options, such as WET.

Sanitation Marketing Findings

- SanMark WET products are increasingly being sold by businesses, but sales remain low, leading to low WET ownership among households.

- More than a year after the roll-out of the SanMark intervention, awareness of the product is high amongst targeted businesses, but adoption is still lagging behind.

- According to businesses’ own report, monthly sales increased significantly among SanMark suppliers (Survey waves in figures refer to data collection periods – see timeline above). The total sales are spread over the 10 businesses that sell products.

- With a low profit margin, the average number sold do not lead to a significant increase in business income.

- A small number of champion business owners have responded and their success is attracting the attention of other businesses.

Door-to-door (D2D) sales agents are important

- Monthly sales of WET products peaked 4–5 months after the roll-out of market-level activities and engagement of D2D sales agents. Monthly WET sales have since fallen and not returned to mid-2017 levels. Continued sales tracking is recommended.

- D2D sales agents appear to play an important role in facilitating WET sales, being involved in every second WET product sale.

- Profit-motive is important in motivating sales, most D2D agents sold WET products as a part-time job to supplement their income.

- Below-the-line marketing also included market events and these, and other methods, might be considered for other regions in Nigeria.

Recommendations

- SanMark in Nigeria in its current form is still a young intervention with potential. However, it needs refinement in its current model and targeted wider market enabling factors need to be addressed if it is to contribute to addressing the country’s sanitation gap.

- Policymakers should continue to monitor the effectiveness of SanMark and encourage further development of the model before wider promotion.

- Policymakers should consider complementary policies to CLTS and SanMark that address financial constraints such as targeted subsidies or credit lines.

- Improving the cost-effectiveness of CLTS implementation in Nigeria can be achieved by targeting poor communities (e.g. using DHS data).

- In poorer areas, a combination of CLTS with targeted subsidies or credit might prove effective.

- Door-to-door (D2D) sales agents show the potential of being essential support mechanisms to achieve WET sales. Training and support should be offered to these agents as well as ensuring they have incentives such as commissions.