

# Case studies from the Sustainable Total Sanitation project

## Series I: Sanitation Marketing (SanMark)

January 2016



## Background

Due to a combination of population growth and slow progress, the number of people in sub-Saharan Africa without access to sanitation and practising open defecation has increased over the last quarter of the century. The region now accounts for a greater share of the global total than it did before.

This lack of basic sanitation continues to undermine efforts to end extreme poverty and disease in the world's poorest countries. Sub-Saharan Africa faces some of the biggest challenges with only 30% of individuals living in the region having access to improved sanitation services. In fact, nearly half of all people in the world using unimproved sources live in sub-Saharan Africa.

This is a serious concern because of the associated massive health burden. The practice of open defecation is the primary cause of faecal oral transmission of disease with children being the most vulnerable. It is of particular urgency for West/Central Africa as the region has the highest under-five mortality rate of all developing regions.

Diarrhoeal disease, with a huge proportion due to poor sanitation, poor hygiene, or unsafe drinking water, is one of the leading causes of death among children under five. In addition hundreds of millions of children suffer from stunting, or chronic malnutrition, which has been linked to a lack of access to water, sanitation and hygiene (WASH) and particularly open defecation.

With the largest population in Africa, a huge proportion of these numbers are found right here in Nigeria where only 29% of the population has access to improved sanitation facilities and 25% still defecate in the open. Nigeria is one of just a handful of countries around the world where access to basic sanitation is falling rather than rising, there

is no doubt access to sanitation is a major challenge in the country and universal coverage of total sanitation by 2030 seems an unlikely prospect if current trends continue.

Over the past decade, a number of promising approaches for accelerating progress and achieving total and sustainable sanitation around the world have emerged. What differs among these approaches, which have significant similarities, is the relative emphasis placed on the social, technical or health aspects of the problem, or on the supply or demand sides of the interventions. While some have seen huge success in being adapted for new contexts, each is challenged by the ever growing number of contexts in which it is implemented.

WaterAid has been implementing its own evolving version of community-led total sanitation (CLTS) in Nigeria since 2006 and has been contributing even more to the sanitation efforts in Nigeria with the Sustainable Total Sanitation (STS) project. The four year, \$6.6million project, funded by the Bill & Melinda Gates Foundation (BMGF), has sought to progressively develop a more effective and sustainable total sanitation implementation model at a significant scale across ten Local Government Authorities in three states across the country – Jigawa, Enugu and Ekiti.

Intensive learning and research activities have run hand-in-hand with the implementation as it has gradually tested selected modifications to the standard Community Led Total Sanitation approach mixed with elements of sanitation marketing approaches and community financing mechanisms. The ultimate aim is to arrive at a replicable Total Sanitation approach that can be scaled across the many contexts in Nigeria and that not only improves the success rate of communities achieving the Open Defecation Free (ODF) status, but also improves the overall quality of the toilets built and increases the percentage of communities that remain ODF.

## About Sanitation Marketing

Sanitation Marketing, also known as 'SanMark', is an emerging field that combines social and commercial marketing approaches to scale up demand and supply of improved sanitation facilities. It involves a more comprehensive demand and supply strengthening strategy drawing on social and commercial marketing as well as behavior change communication approaches. Through this approach, WaterAid Nigeria in collaboration with community members in two states - Enugu and Ekiti states - developed an affordable, accessible and durable sanitation product named Water Easy Toilet (WET).



## Why Sanitation Marketing?

WaterAid Nigeria is implementing the Sanitation Marketing approach in order to complement the Community Led Total Sanitation. SanMark is an emerging initiative with great potential to improve access and use of sanitation products and services. The SanMark approach aims to help communities move up the sanitation ladder by adopting improved and cost effective latrines.

## WET: The Water Easy Toilet

WaterAid Nigeria launched the Water Easy Toilet (WET) as part of its sanitation marketing (SanMark) approach – as a way of providing entrepreneurial opportunities and at the same time encouraging communities towards latrine uptake to end open defecation. WET is a dual

model improved toilet that is designed based on the inputs and needs of prospective users. It is durable, affordable, readily available, easy to install and also friendly for persons living with disabilities. It is demand adaptable and can be easily produced and installed by local masons, block industries and related businesses.



Okwidili Adama, 25, is an apprentice for a concrete mason at a block Industry in Enugu. He's pictured here with the SaTo pan, a

durable plastic component of the Water Easy Toilet (WET) launched by WaterAid in Nigeria as part of its sanitation marketing approach. Okwidili hopes to one day own his own business where he says he'll construct WET components.

Photo credit: WaterAid Nigeria/ Blessing Sani

Sanitation Marketing is a market based approach that has the potential of solving the social problem of open defecation as well as contributing to the economy of communities and states by providing job opportunities. SanMark in pilot communities across Enugu and Ekiti states have created the following existing and potential jobs:

- Metal mould fabricators
- Concrete component producers
- Sales agents
- Business development community based consultants (SMMES)
- Alternative credit/finance institutions/vendors
- Linkage brokers
- Pit dislodgement
- Excavators



Cecilia Ogbu, 36, goes from door to door marketing the Water Easy Toilet and sensitising community members on the benefits of sanitation in Ogrute community, Enugu State. WaterAid Nigeria intervened in Ogrute community in Enugu State with support from the Sustainable Total Sanitation Project funded by the Bill & Melinda Gates Foundation.

Photo credit: WaterAid Nigeria/ Blessing Sani

**Cecilia Ogbu, 36**, runs a local beer parlour and volunteers to create awareness on the benefits of the Water Easy Toilet. She belongs to a volunteer group called Door-2-Door charged with sensitising the community on the benefits of WET and linking interested community members to businesses who build the WET component.

“I’ve been told I’m good at convincing and influencing people and they often listen to me so I felt this was something good I could do to help my community so I got involved.

“We had some on the benefits of the product and how to create awareness. People like the product and always want to hear about it although some do complain that it’s a bit expensive and they can’t afford it as they don’t have money. In these cases, I offer them the more affordable option of buying parts of the WET component that can be just as effective in serving as toilet.

“I market WET in my beer parlour and even when I go to church. Every time I talk about it, I also talk about sanitation and encourage people to wash their hands properly after using the toilet.

“I prefer the Water Easy Toilet over the other types of toilets because it is clean and easy to maintain. Those I’ve spoken to are excited about the new product and many believe that getting one will make them feel classy and boost their reputation in society.”

“Having a good toilet is important for many reasons. It can help reduce the transmission of diseases and reduce how much you spend on going to hospital because of ill health. It’s my wish for every house in this community to have a Water Easy Toilet. I think that would be very good indeed.”

**For 58 year old single mother, Nwadinkpa Idokoja**, who has lived all her life without a toilet, having the Water Easy Toilet is: “one of the best things to have happened to my family. I never thought I would ever be able to have a toilet like this and I am very happy with this new and beautiful toilet.”

Nwadinkpa lives in Ogrute community in Enugu State. She makes local brooms from palm trees to sell and sometimes engages in menial jobs like farm clearing, for a living. Living in a one bedroom mud house, she and her 20 year old daughter, Chinasa, had no toilet to use or even call theirs.

“Before now we used the bush as our toilet and we only used to go at night or very early in the morning so no one would see us. We went into the deep parts of the bush so no one would see us; we got cuts and injuries. We were afraid but what choice did we have? It is not a good thing at all and I feel ashamed. Today is a great day because I now have a toilet. No more going into the bush.”



Nwadinkpa and her daughter, Chinasa at Ogrute community, Enugu State.

Photo credit: WaterAid Nigeria/ Blessing Sani



Emeka Odugu, 41, believes that WET is helping to build his business and will help stop open defecation in his community.

Photo credit: WaterAid

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One of the service providers trained by WaterAid Nigeria in Enugu has piloted an innovation to convert existing VIP latrines to Water Easy Toilets (WET) by installing the WET offset into the VIP. This conversion makes the WET even more affordable for customers.

Meet **Emeka Odugu, 41**, and married with 5 children, Emeka lives in Ogrute community, Igbo-Eze North local government area of Enugu State. He is the Chief Executive of Kenechukwu Block Industry and his work includes moulding building blocks of different designs, producing roman pillars and some art work for sale. Kenechukwu, as he is popularly called, is one of the local businesses WaterAid had engaged with to pilot the economic and social value of the Water Easy Toilet – from the construction of the mould to the installation of the toilet.

“I got involved in the production and sale of WET because I want to help my community solve this problem of open defecation. After I was trained by WaterAid, I learnt to construct the WET mould and understood the market value of this product. My people call it ‘the computerised toilet’ and compliment how beautiful and lovely it is. They much prefer it to the traditional pit latrines that smell a lot and breed flies or the flush toilet that is too expensive and needs a lot of water.”

“So far, I have installed around 100 Water Easy Toilets and these customers have been recommending the product to others. I have also helped many others convert their traditional pit latrines to the Water Easy Toilet, including my own. Converting a traditional latrine to a Water Easy Toilet is one way of reducing the price of the WET component, which is already affordable anyway. People love the fact that the WET latrine is cheap; unlike the flush toilet which could cost over NGN100,000, the WET component costs about NGN35,000 for both construction and installation. The purchase of the offset component of the Water Easy Toilet and installation converting a traditional pit to WET now costs about NGN7,500.”

The SaTo pan, which is a polished durable plastic component of the Water Easy Toilet, allows the faecal matter go straight into the pit so there is no smell or flies. The WET requires very little water to flush and even a small bottle of water will do so this is very convenient and economical for saving water, especially where it is hard to get water.

“Since I already have the mould, casting and constructing the WET component doesn’t take me a lot of time at all. It even complements by block business if people want to build the super structure, they will buy the blocks from me.

“As a business man, I am happy about the little profit I’m able to make; and as a community member, I have a good, safe and affordable toilet to use. People are afraid of diseases and infections from using the pit latrine so they are willing to acquire and use the WET. If one is free of diseases, one will be happy and healthy, not to mention you get to save money from hospital bills.”

“I believe that defecating outside in the open will soon be a thing of the past. The future is very bright.”

**Eighty year old Margaret Eze lives in her hometown, Ogrute** in Igbo-Eze North local government of Enugu State and makes brooms from palm leaves for a living. Having never been married and with no children, she was considered something of an outcast by her siblings and family, and her presence around the general family home was not tolerated.

“I opted to live alone so that my brothers will stop beating me so they constructed this place for me,” she said. “It’s been over ten years since I have been living here alone with no husband or children. My family doesn’t visit me and I make a living by producing and selling these brooms.

“When I need to go to bathe or go to the toilet, I use the bush but I don’t feel good about it – I can step on a snake or get wounded and if I notice anyone sees me when I’m defecating, I feel ashamed.”

In Ogrute community, WaterAid Nigeria’s local implementing partner recommended a vulnerable individual to benefit from the Water Easy Toilet.

“I was happy when I heard I would be given a toilet. It meant I would not have to go to the bush but have the privacy to defecate in my own house and without walking a long distance or facing risks in the bush. It saves me a whole lot of time and trouble.

“I love my toilet. Not too many people around this place have it and it makes me feel special. I keep it clean very easily with very little water. A toilet should not be dirty. “

WaterAid Nigeria’s intervention using the sanitation marketing approach has helped improve livelihoods and provide the poor and marginalised a safe toilet. This was supported by the Bill & Melinda Gates Foundation through the Sustainable Total Sanitation (STS) project.

### The different looks of a functional Water Easy Toilet



Margaret Eze in front of her Water Easy Toilet.

Photo credit: WaterAid Nigeria/ Blessing Sani



Water Easy Toilets installed as a direct pit and an offset, very suitable for households, schools and institutions.



A traditional Ventilated Pit Latrine (VIP) converted to a Water Easy Toilet by installing only the offset.



A Water Easy Toilet with an urban tiled outlook

Photo credit: WaterAid Nigeria/Blessing Sani, Nneka Akwunwa and Ifeanyi Ibe

## Components of Water Easy Toilet (WET)

### 1 The Collars



A four-piece crescent shaped concrete placed on the neck of the pit to prevent caving in. They can also be called the parapet.

### 2 The Ring



This is a concrete place at the neck of the pit. It is a stool for the direct pit slab. The pit slab is placed on the ring before filling the neck of the pit.

### 3 The Slab



This is the final concrete component placed on the ring. It has the cone-cut provision for the SaTo Pan to fit in.

### 4 The Offset



This is the box-like concrete component and can be installed in the home. It is connected to the pit through a PVC pipe and can be enhanced or modified to serve as a semi Water System. It is also fitted with the SaTo Pan.

### 5 The SaTo Pan



This is the blue plasti cone-cut pan with a flap. It has an attached flipping part that allows passage of faeces and seals up immediately the waste passes into the pit. The SaTo Pan prevents pit heat, smell and flies.

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