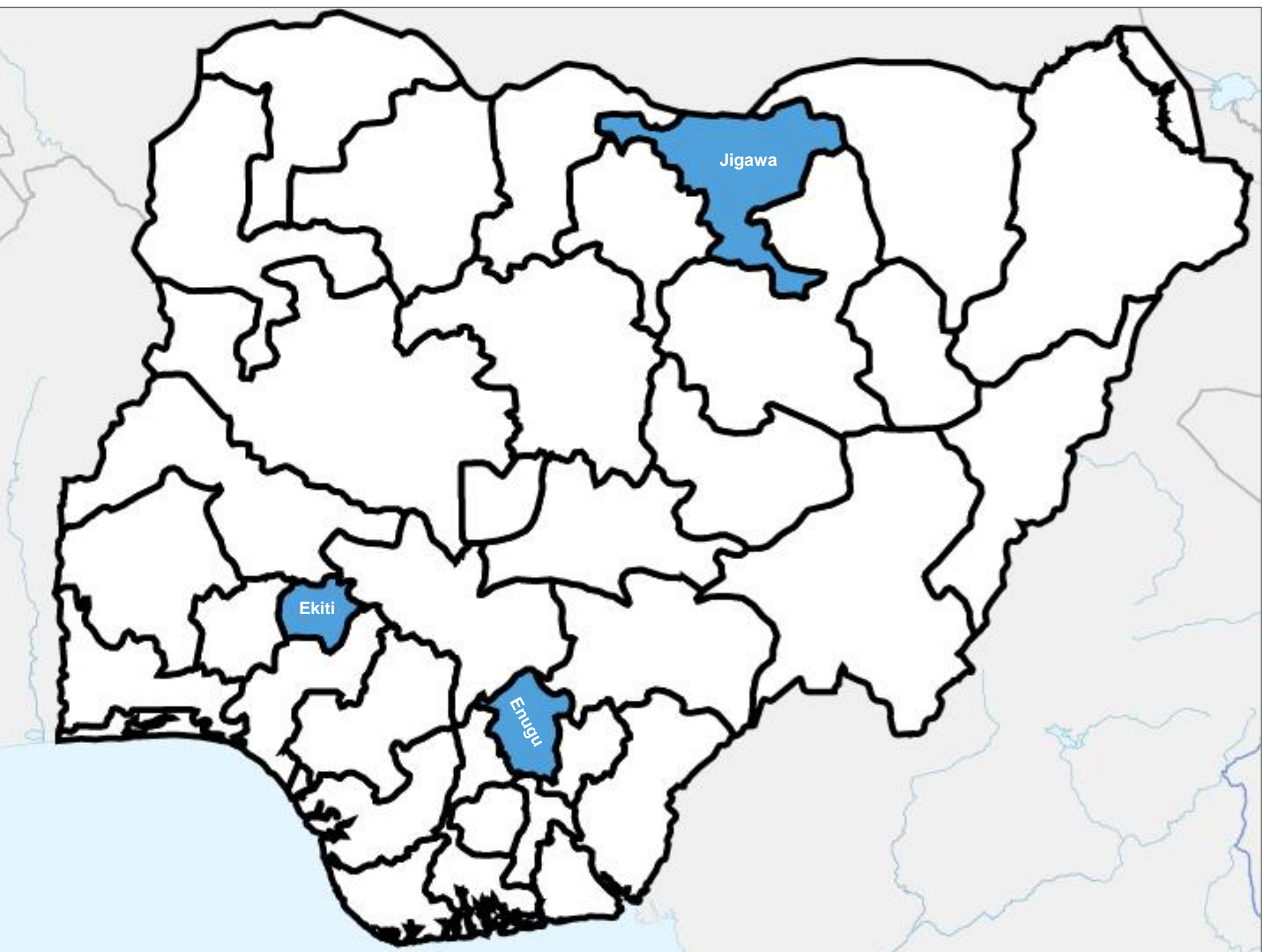


Sustainable Total Sanitation Project (Nigeria): Summary of Findings



Objective 1: Implementation

- Increased sustainable sanitation access to 601 communities using an improved Total Sanitation approach
- Conducted follow-up in these communities, focusing on progressing non-ODF communities toward achieving and sustaining their ODF status
- Developed and supported the marketing effort around the sales of an expanded line of Water Easy Toilet (WET) products, developed and marketed lower cost options and models
- Facilitated entry into the market of Nigerian-made SaTo pan products

Objective 2: Action Learning

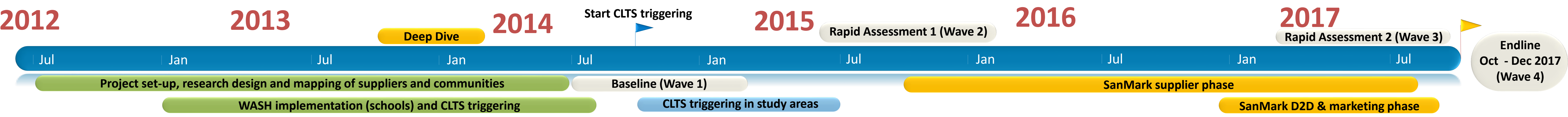
- Lessons learned from a structured process resulting in progressive improvements to the project approach
- Sustainable Total Sanitation – An Emerging Framework produced based on learning from this project. This was shared with government and WASH actors in Nigeria

Objective 3: Formal Research

- Randomized Control Trial (RCT) conducted to provide additional evidence on selected key questions
- What is the effectiveness of the CLTS intervention in terms of household sanitation/toilet adoption and usage?
- What role does SanMark play in affecting sanitation adoption and usage?
- Main research findings listed below

Objective 4: Advocacy

- Advocated and influenced policy and practice national changes at national level:
- The National Task Group on Sanitation (NTGS) reviewed Nigeria's ODF certification protocol, taking into account WaterAid's specific recommendations.
- WaterAid organized a SanMark exhibition for the National Council on Water Resources which showcased the WET.
- WaterAid, UNICEF, Concern Universal and the NTGS agreed to standardize an approach in a National Sanitation Marketing Strategy for Nigeria.



Grant period: July 2012 – June 2016, extended to December 2017
Location: Ekiti, Enugu and Jigawa states



CLTS Findings

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.

Margaret Eze Nwonu, 83, outside her newly installed Water Easy Toilet holding a broom she has made from palm leaves. She loves her toilet and says she keeps it clean every day.

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 9ppts 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 results in the lack of impacts over the whole sample.

(a) Communities with above-median wealth
(b) Communities with below-median wealth

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.

WET sales evolution from internal WaterAid sales tracking data

Note: Total WET sales (any model) reported by SanMark businesses to WaterAid as part of its internal sales tracking system. Blue bars (left axis) show total sales for each period of analysis. Because periods have different durations, the red line (right axis) presents average monthly sales within each period, for comparison purposes. Trends in total and monthly sales are almost identical if we exclude sales conducted by pilot businesses. Source: WaterAid Nigeria Monitoring and Evaluation

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.