



CIVIL SOCIETY  
WATER, SANITATION  
AND HYGIENE FUND



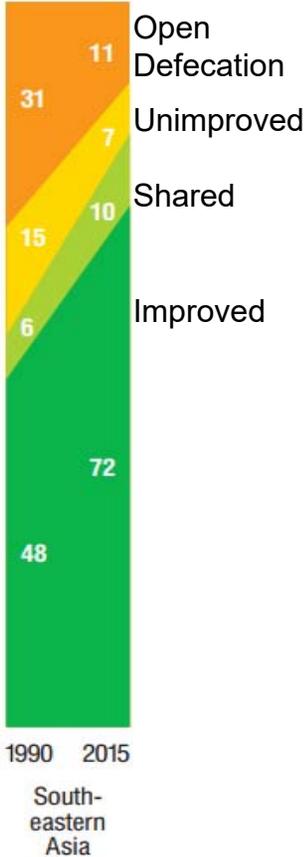
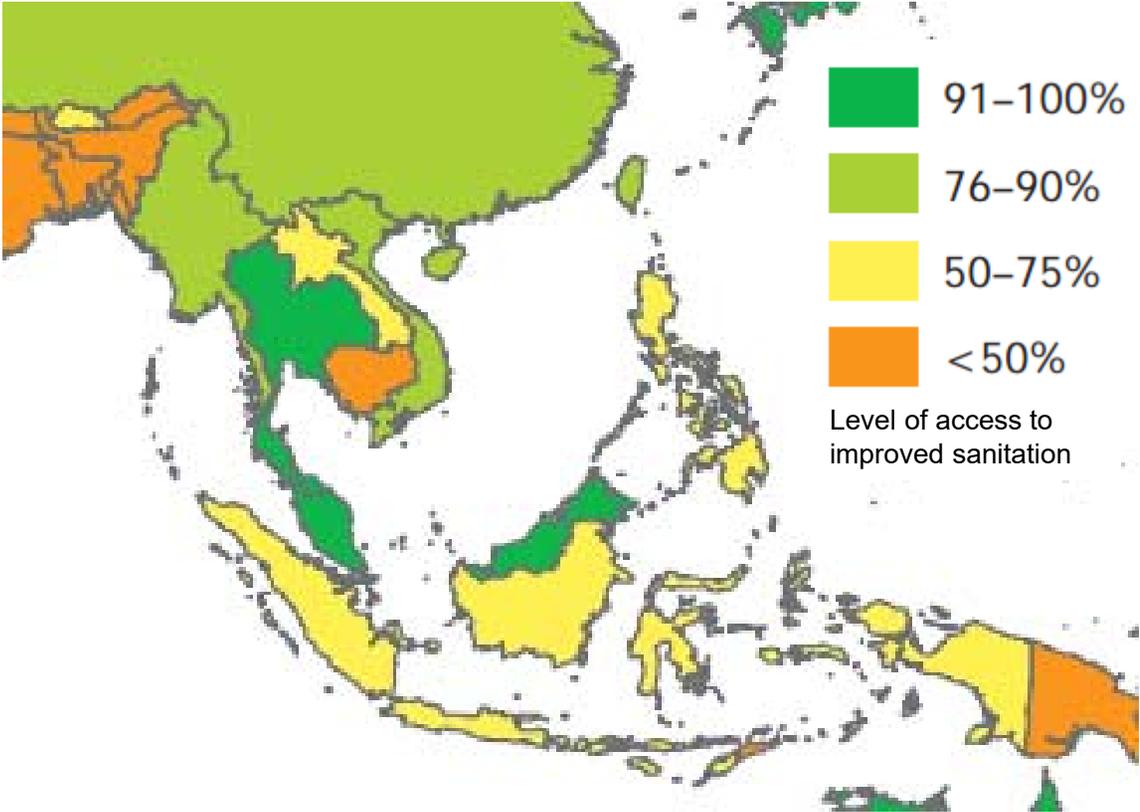
## Market-based sanitation approaches in South-East Asia: Why and how

Keynote, 12 July 2016





# What the sanitation issue in the region?

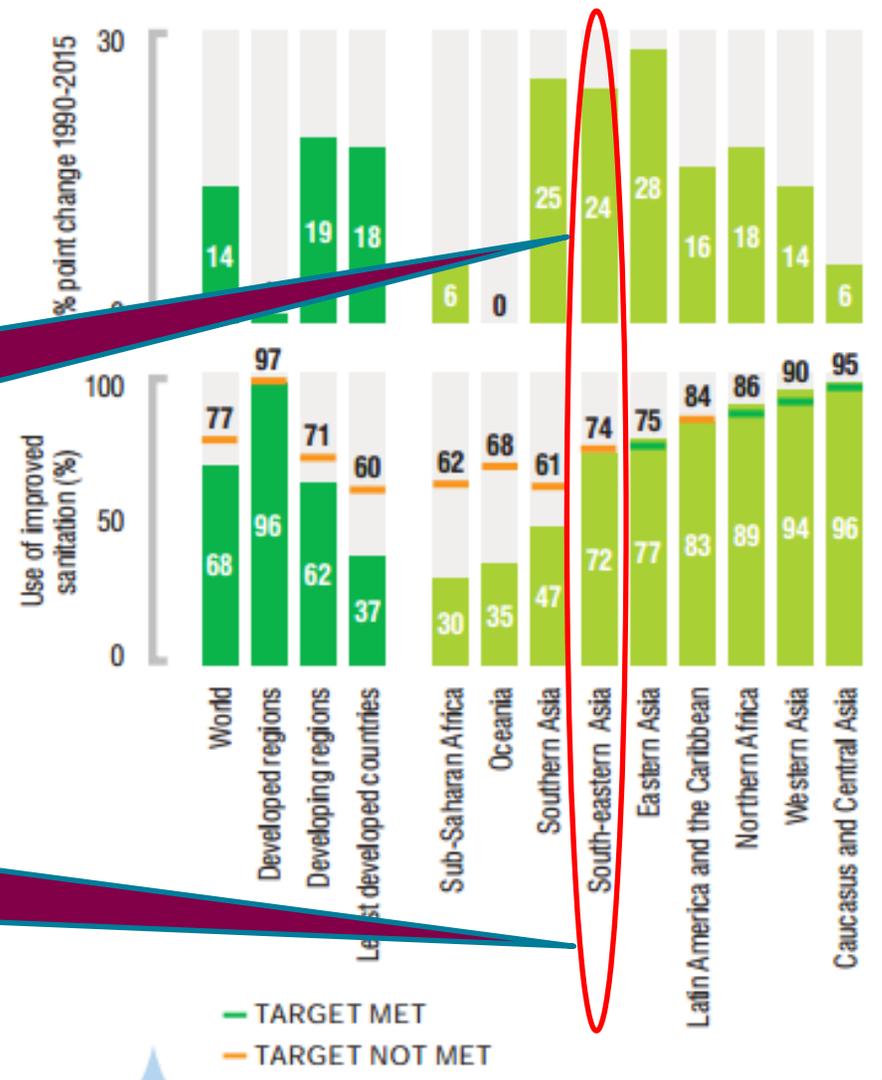


Source: JMP 2015

There has been definite progress...

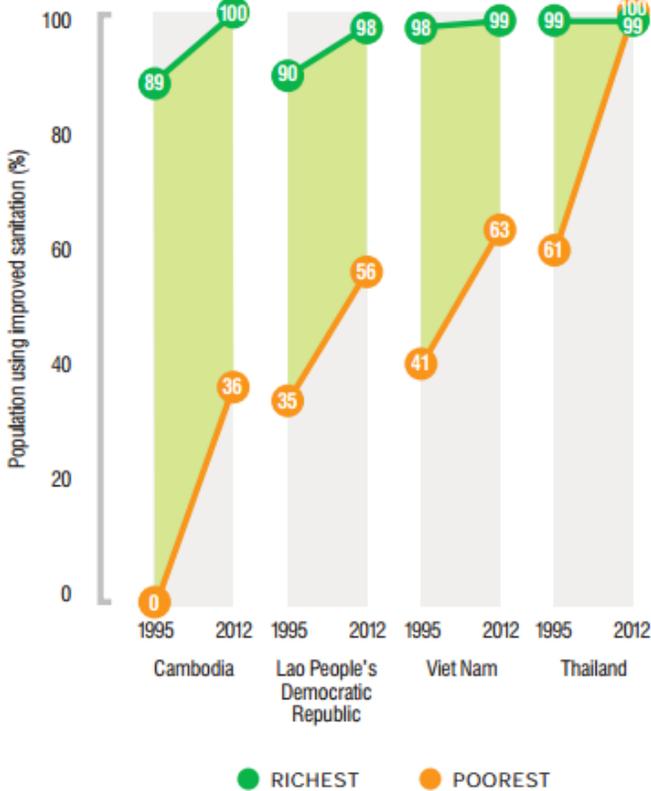
There was a 24% increase in sanitation coverage in South-East Asia

The sanitation MDG target for South-East Asia was ALMOST met



Source: JMP 2015

# But inequalities remain...



Source: JMP 2015

# So **why** are we talking about the role of private sector and market-based approaches to sanitation?

To increase local supply and availability of latrines

To meet consumer aspirations and needs

*“better quality latrines with more durable materials were associated with households remaining ODF”*  
(Tyndale-Biscoe et al, 2013)

To ensure durability of latrines



*Common motivational drivers include comfort, privacy, convenience, safety, pride and many more* (Jenkins and Pedi, 2013)

## And what is the typical starting point to develop rural sanitation markets? Generally not easy!

-  Limited private sector activity
  -  Limited expressed demand from consumers
  -  Public sector generally not focused on 'supply-side' of sanitation
  -  Public sector capacity low, absence of quality standards and related monitoring
-

However there is much that can be done, and many actors that can play roles...



*Sanitation enterprise  
Dien Bien  
Vietnam*



*Sanitation entrepreneur and  
sanitation association leader  
APPSANI, Java, Indonesia*



*Sanitation  
entrepreneur, Flores,  
NTT, Indonesia*



*Concrete block  
maker,  
Kefamenanu,  
Indonesia*



*Transport  
provider,  
Kupang,  
Indonesia*



*Hardware  
shops, in  
Indonesia and  
elsewhere*

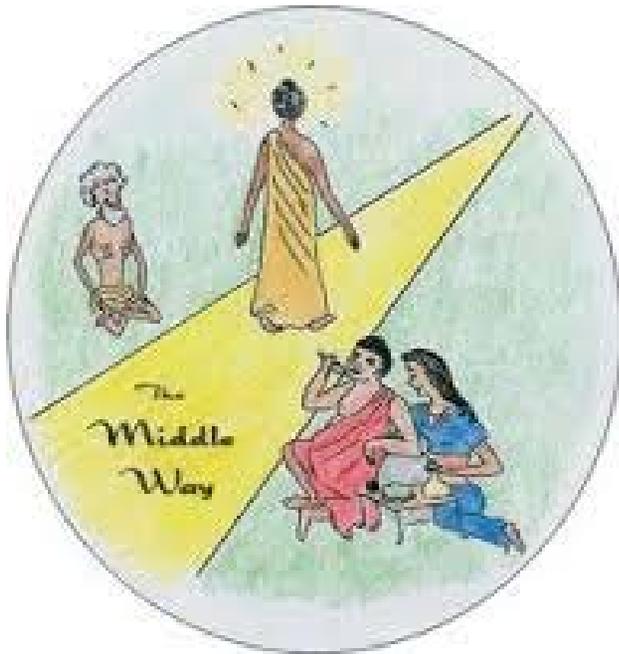
So what can we do? Here are three core messages:

1. We need to take a middle path

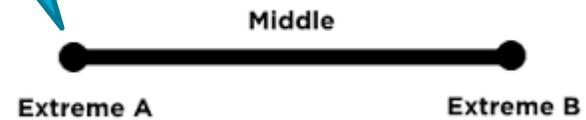
2. To develop sanitation markets we need increased cooperation between public, private and community or non-government sectors

3. Special attention is needed to reach the poor and disadvantaged

# 1. We need to take a middle path

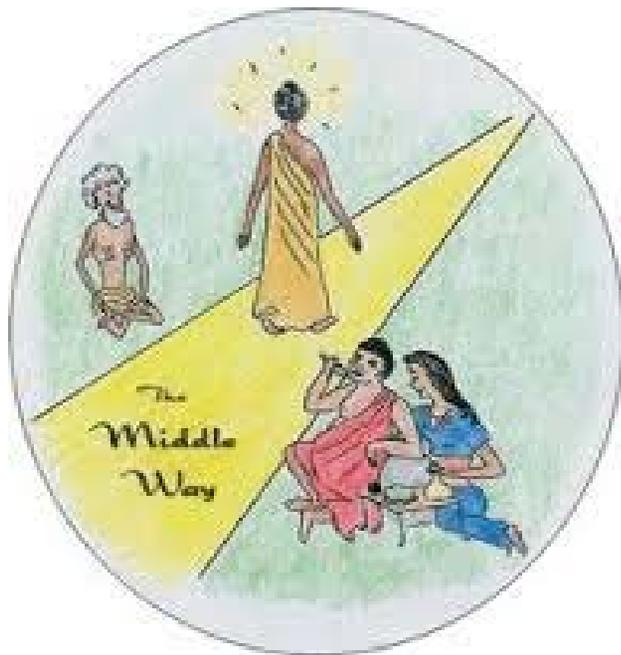


Subsidies are the answer!

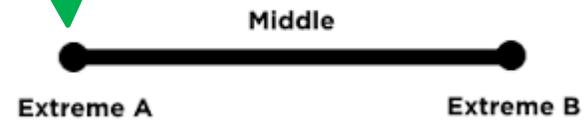


Subsidies are the forbidden!

# 1. We need to take a middle path

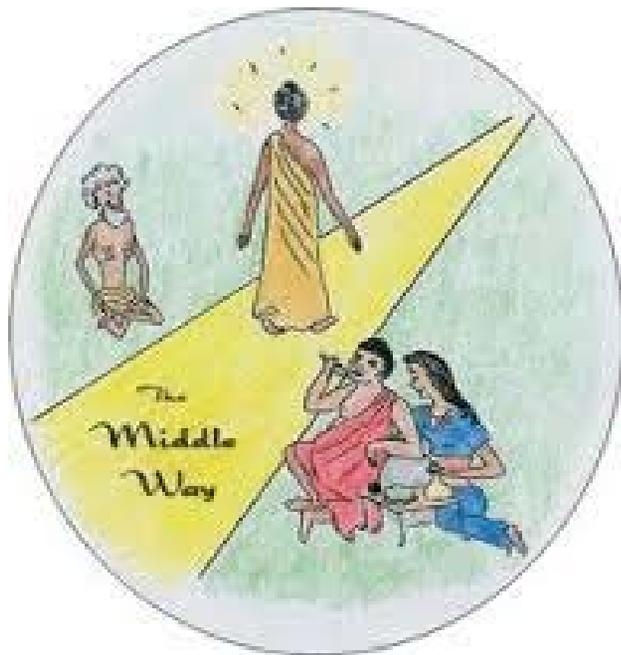


Sanitation problems and solutions are technical



Sanitation problems and solutions are behavioural

# 1. We need to take a middle path

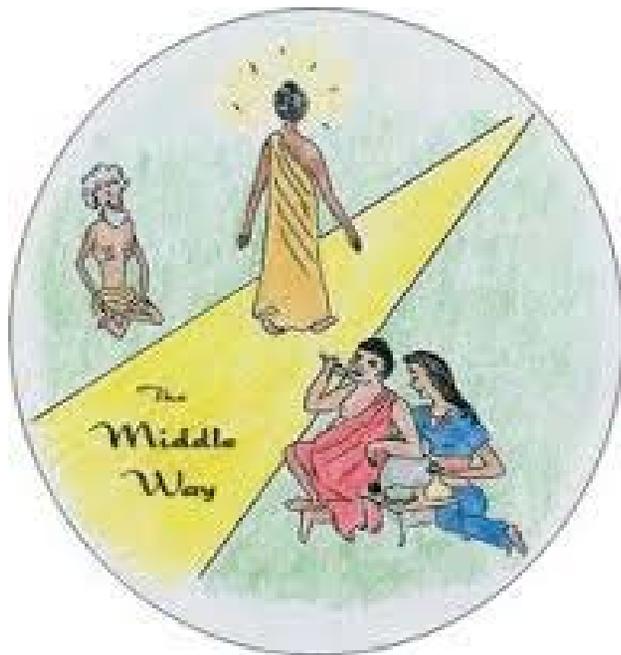


The public sector should be responsible to provide access



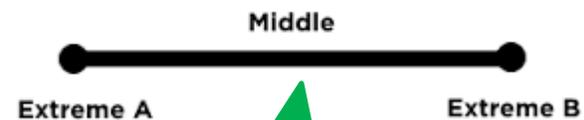
The private sector will solve our sanitation problems

# 1. We need to take a middle path



The public sector  
AND private sector  
both have roles

Targeted  
subsidies are  
possible and  
needed

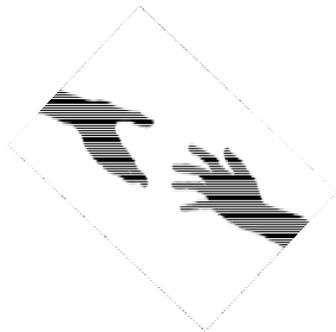


Sanitation problems and  
solutions are BOTH  
technical and behavioural

2. To develop sanitation markets we need increased cooperation between public sector, private sector and community/non-government sectors



# How can public sector support development of sanitation markets?



A helping hand...

- Linking demand and supply
- Supporting training
- Providing market assessment



Monitor and oversee...(sticks and carrots!)

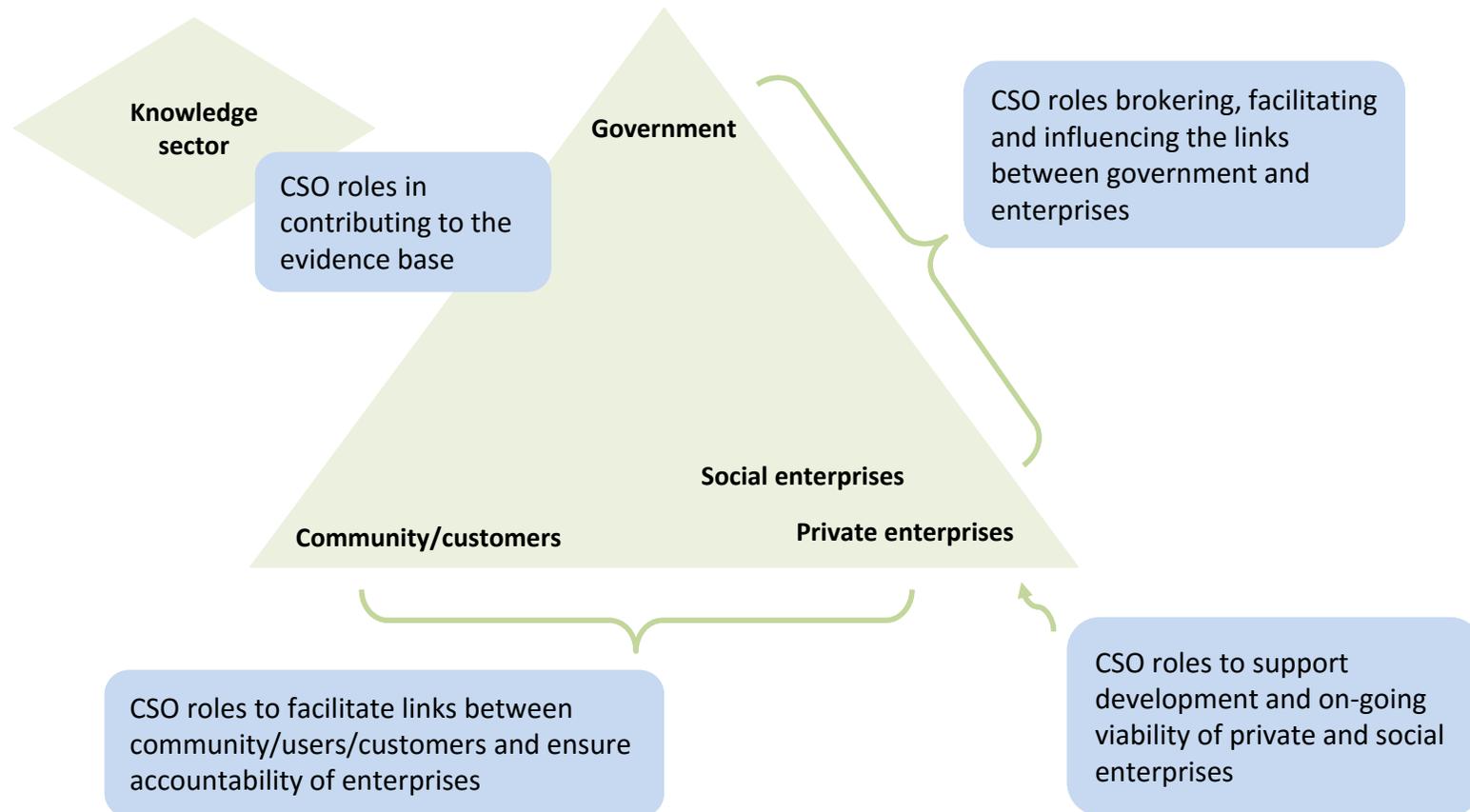
- Accredite products
- Regulate quality
- Ensure consumer protection



Ensure equality of access and benefits

- Identify who needs support
- Provide targeted subsidies

# How can Civil Society Organisations (CSOs) support cooperation across all actors?



### 3. Special attention is needed to reach the poor and disadvantaged



Only some countries in South-East Asia recognise the sanitation as a human right, and gaps remain in establishing equity measures to reach disadvantaged populations (WHO/UN Water, 2014)

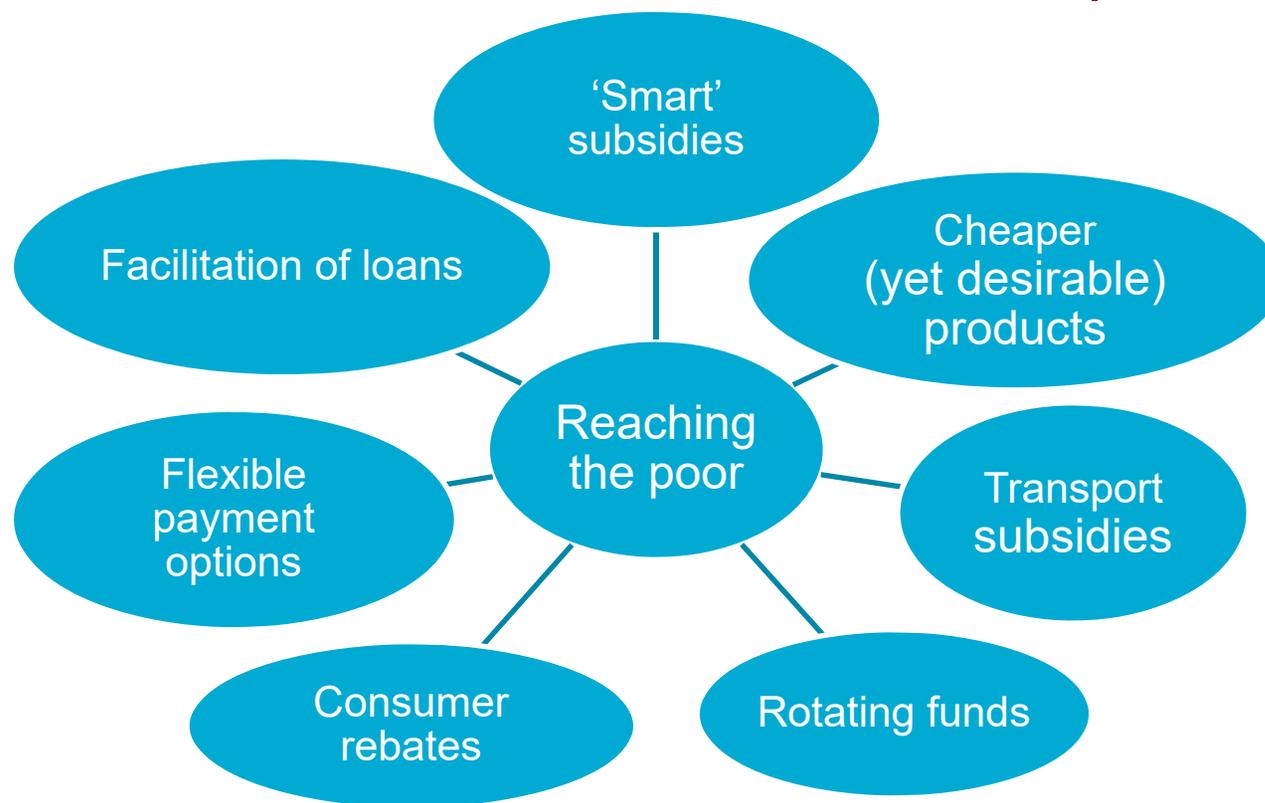


Systematic review of the literature demonstrates little evidence that private sector approaches have benefitted the poor (Gero et al., 2014)



Value-chain study in Indonesia and Vietnam shows major cost increases in remote locations – up to 250% higher costs for sanitation materials (Willetts et al., 2016)

Many solutions are under current trials and pilots...



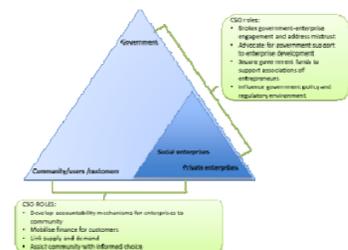
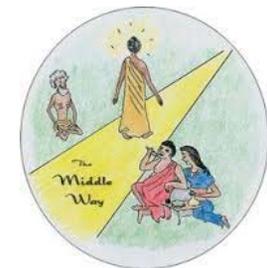
... and further evidence is needed to clarify the most effective and cost-effective approaches

# Key messages for addressing sanitation through private sector and market-based approaches

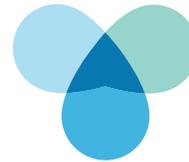
1. We need to take a middle path – **how is your work contributing to this path?**

2. To develop sanitation markets we need increased cooperation between public, private and community or non-government sectors – **are you maximising how you are playing roles to do this?**

3. Special attention is needed to reach the poor and disadvantaged – **how are your contributing to action and evidence on the best approaches?**



THANK YOU



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