



CASE STUDY



Sanitation Marketing

Community Based Sanitation Enterprises delivering WASH outcomes in Papua New Guinea

Live & Learn improved sanitation in three informal peri-urban and rural settlements surrounding Kavieng, New Ireland, through the establishment of Community Based Sanitation Enterprises to sell affordable sanitation products.

Past attempts to improve sanitation in the South Pacific using external handouts and subsidies have not always been successful and positive gains made are usually not sustained. Acknowledging these weaknesses, Live & Learn made a bold decision to pilot sanitation marketing. Market-based mechanisms can increase local ownership and rapidly and efficiently scale-up the reach of sanitation activities. Sanitation marketing and CBSEs have been successful in other regions of the world; however, this is a new approach for Fiji and the South Pacific.

The development of the Community Based Sanitation Enterprise was supported by the Australian government through the Civil Society WASH Fund.

Introducing the Kavieng Community Based Sanitation Enterprises

Live & Learn worked closely with Local Government to identify target communities most in need of improved sanitation in Kavieng and surrounding areas. CBSEs were formed in Kulangit and Kaselock, and a third CBSE was established in Kavieng through a relationship with the Kavieng Correctional Institute Services (CIS).

Recognising the need to build the CBSE capacity to operate a sanitation business, Live & Learn progressively delivered training in areas including promotion, sales, maintenance, GSI, OHS and governance.

At the end of the four-year pilot, the Kulangit CBSE continues to operate and is managed by two dedicated women. The CBSE focuses its energy on

selling toilet paper and soap within the community at market stalls.

Kaselok and the CIS CBSEs continue to operate with marketing and sales activities for both toilets and soap. All three CBSEs now trade under the TopWan (New Ireland) brand which was developed by Live & Learn Vanuatu in collaboration with the two CBSEs.



Community Based Sanitation Enterprises

What is a Community Based Sanitation Enterprise?

A Community Based Sanitation Enterprise (CBSE) is a small business that uses sanitation marketing and human behaviour change concepts to create demand for improved sanitation and hygiene within their target community.

The enterprise then fills this demand for improved sanitation by selling WASH products and services (toilets, handwashing basins, soap, etc.). The enterprise may design and construct these products themselves, or they may resell existing products. The business structure for the enterprise may be a community owned enterprise/cooperative, or a small private business. The enterprise may run as a not-for-profit or for-profit business.

CBSEs deliver benefits to the community

Increased awareness about sanitation

CBSE activities have increased community awareness and made it easier for community members to discuss the taboo topic of sanitation and menstrual hygiene.

“According to tradition and culture, it is not allowed to discuss defecation openly. It was forbidden. However, since the establishment of Live & Learn [CBSE] and its programs on hygiene and sanitation, it is now seen that people here [Kaselok] are starting to come out openly and discuss,” said one Kaselok community member.

Guided by a hygiene promotion and marketing plan, the CBSE encouraged toilet sales via

a promotional billboard, radio advertising, competitions and global days of celebration such as World Toilet Day, World Woman’s Day and local cultural days. The construction of two sanitation parks to display sanitation products for community members to inspect has also helped make the CBSEs visible and aided the promotion of their products.

Improved hygiene and sanitation in communities

The CBSE sold over 200 toilets and 3,000 bars of soap and constructed and sold a range of products including flush toilets with septic systems, Ventilated Improved Pit (VIP) toilets, slabs and risers, hand washing basins and shower blocks.

Product innovation

TopWan has demonstrated creative and innovative solutions to reduce the cost of toilets.

The CBSEs have developed VIP toilet components that use local natural materials, including hand carved timber risers and handwashing basins, and superstructures (toilet houses) made from bamboo.

Live & Learn also supported the establishment of two CBSEs near Kimbe, West New Britain, where the team built and piloted the first low cost biogas and septic toilet system in the province.



The Kaselok CBSE, with assistance from the Village Planning Committee, has sold six discounted VIP toilets to poor families and vulnerable groups. The donation of a coconut oil press has also facilitated the production and sale of soap by ten local Kaselock women involved in the CBSE.

CBSE activities in Kulangit contributed to a significant reduction in the number of households practicing open defecation, from 58% in 2016

Benefits to women

Gender and Social Inclusion (GSI) has been mainstreamed into all aspects of the project and CBSE toilet designs consider the special needs of women, the elderly and people with disabilities.

Approximately half of all CBSE staff involved in the TopWan enterprises are women, including the Kulangit TopWan CBSE manager and assistant manager.

to 1% in 2018, due to increasing numbers of households with basic and improved toilets.

Community members practising hand washing have noted better health outcomes and increased savings due to reduced medical expenses and less time off work, and have lobbied for improved sanitation in rented houses. The safety and dignity of girls and women have been additional benefits.

Kulangit women also noted the benefits to women and the vulnerable from having new toilets built close to home, reporting that it was “safer for women and girls to use, especially in the night” and “accessible by younger kids and elderlies”.



A pathway back to community for prison inmates

As part of a prisoner rehabilitation program, Live & Learn provided technical training to Kavieng Correctional Institute Services (CIS) prison staff and male inmates on how to construct Ventilated Improved Pit (VIP) toilet slabs and seat risers. The men have constructed over 100 slabs and risers that are sold to community members and schools under the TopWan brand. The men also construct and sell hand washing basins and laundry tubs which are also sold at TopWan outlets in Kavieng and at road-side stalls in Kulangit, Sivasat, Parwat and Kaselok.

Female prisoners were trained in how to make soap using locally pressed coconut oil, which they market and sell to schools and community members through road-side markets. Different coconut oil products are also produced and sold by the women.

Inmates involved in TopWan developed a special drama performance on hygiene and sanitation that highlights the importance of daily hand washing and toilets. The men and women took great pride and enjoyment in performing the drama together in communities.

Some profits from the sale of slabs, risers and soap have been reinvested in the purchase of a new sound system to support TopWan’s future drama performances.



Future profits will be invested into a separate covered area to support future construction work.

Being involved in the TopWan enterprise gives inmates a sense of purpose and pride, and the skills learnt in prison can be utilised when they are released back into the community. Two female TopWan inmates who were released from prison now continue to make and sell soap at markets and road-side stalls.

Celebrating culture

Live & Learn and the CBSEs were very effective in mobilising community support for the enterprises through their celebration of culture, and community members showed up in their hundreds at CBSE events.

It was not uncommon to see banners, waving flags, painted faces and people adorned in traditional dress made from local natural

materials. Singing, traditional dancing and drama were combined with sanitation product displays and practical demonstrations.

Children brought along parents, and government members were always on hand to cut ribbons, make speeches and show their support for the CBSEs.



Opening of new ablution block at Maoim Primary School on World Toilet Day 2017



Over 700 people turned out for World Toilet Day 2017

Sanitation Marketing and the CBSM – What next?

A New Ireland Provincial WASH Policy provides a supportive foundation for the CBSEs and it has encouraged support from both local and provincial governments. Huilong Enterprises, a local private sector hardware store, donated materials to the CBSE to support the construction of a sanitation park at Maoim Primary School and the same hardware store is one of three that retail CBSE slabs and risers.

Quarterly meetings with key stakeholders resulted in regular funding contributions, involvement in events, and other support, including a partnership with New Ireland Saving that facilitated 50,000 Kina of Government

support for the construction of public and private toilets.

The PNG Health Authority has begun consultation with Live & Learn to develop an MOU that will allow the Health Authority to support the replication of the CBSE model in other provinces using Community Health Centres as central supportive hubs. There are also tentative plans for Live & Learn to manage the TopWan New Ireland brand.



FOR MORE INFORMATION:

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