Integrating market-based approaches for WASH and Nutrition

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iDE
Bangladesh
What we’ll be discussing today

iDE’s approach and the PROOFS program

Piloting WASHNUT in PROOFS

Evidence from the field and principles for integration

Future inquiries
What We Do

iDE has been putting business to work for the poor for more than three decades, using market-based solutions to change the living conditions and livelihoods of millions of people around the globe.
Agriculture  WASH  Nutrition
Farm Business Advisors

Sanitation Sales Agents

Private Latrine Producer

PROOFS
PROFITABLE OPPORTUNITIES FOR FOOD SECURITY

Nutrition Sale Agents
PROOFS WASH

PROOFS trained 320 Private Latrine Producers on five improved WASH technologies and strategies to improve sales and manage businesses.

Improved WASH technologies sold to institutions

Sales Agents

Households purchasing improved WASH Technologies

PROOFS WASH

Sanitation Inputs Company

Sanitation Inputs Dealers

Private Latrine Producers

320

583

80,000

224,869
PROOFS trained 320 women to work as micro-entrepreneurs called Nutrition Sales Agents (NSAs). NSAs use behavioral change messaging to sell nutrition and hygiene products.
PROOFS WASHNUT Pilot connected NSAs with PLPs and trained NSAs on improved WASH technologies and strategies to increase and manage WASH sales (commission based) along with their regular awareness raising activities and nutritional.

- Households purchasing improved WASH technologies and eating nutritious meals
- Consultation session with pregnant women and mothers with young children

Sanitation Inputs Company → Private Company → Sanitation Inputs Dealers → Private Latrine Producers → Nutrition Sales Agents

Nutrition Sessions and Mobile Movie Sessions

Improved WASH technologies sold to institutions and households
WASHNUT Pilot Outcomes

• During the pilot (October 2016-March 2017), 52 NSAs were trained.
• The 52 NSAs held 1,900 sessions to increase WASH awareness
• NSAs sold USD 1,800 in WASH products over course of the pilot
• NSAs earned about USD 160 in commission (roughly 10%)
• Over the same period, these NSAs sold a total of USD 217,000 in nutrition and WASH products
• As of January 2018, 190 NSAs are trained, connected with PLPs, and selling improved WASH products.
Considerations for integrating WASH and Nutrition

Complexity breeds challenge

• Consumers often experience information overload when WASH and nutrition sales pitches were combined.

• Sales agents may also have difficulty incorporating WASH and nutrition messaging, especially with multiple WASH products.
Considerations for integrating WASH and Nutrition

Highlighting WASH-Nutrition linkages in sales pitches

• NSAs developed an integrated story for why nutrition and WASH are both important

• Start with importance of adequate nutrient intake

• Follow up with the importance of sanitation and hygiene for retaining nutrition benefits
Considerations for integrating WASH and Nutrition

Decision-makers matter

- The NSAs typically gave sales presentations to women-only groups
- Men are usually involved in decision-making for durable WASH items
- WASH sales required follow-up visits to close the deal
Considerations for integrating WASH and Nutrition

Seller-producer relationships may need fostering

- NSAs were paid commission directly by Private Latrine Producers (PLP)
- iDE actively facilitated the signing of commission deals
- In general, sellers may need more support managing commission-based relationships than wholesaler-based relationships
Further questions to explore

• How do different sales cycles and product lifecycles impact sales agent success?
• How can sales messaging be streamlined for maximum impact?
• Are there useful thresholds to consider for number and type of products?
• How do commission/margin levels affect sales agent behavior?
• Will sales agents be able to sell both product types at scale?
Thank you very much!

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