



Integrating market-based approaches for WASH and Nutrition

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iDE

Bangladesh



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WASH
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Collaboration for Universal WASH

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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

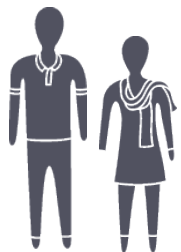


Farm Business Advisors



PROOFS

PROFITABLE OPPORTUNITIES FOR FOOD SECURITY



Sanitation Sales Agents



Private Latrine Producer



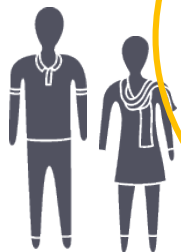
Nutrition Sale Agents

Farm Business Advisors



PROOFS

PROFITABLE OPPORTUNITIES FOR FOOD SECURITY



Sanitation Sales Agents



Private Latrine Producer



Nutrition Sale Agents



PROOFS WASH



Sanitation
Inputs
Company

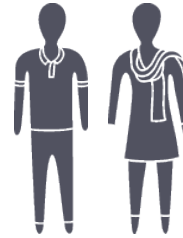


Sanitation
Inputs
Dealers



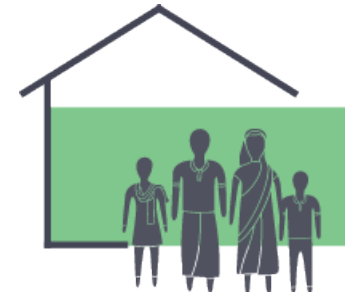
Private
Latrine
Producers

320



Sales
Agents

583



Households
purchasing
improved WASH
Technologies

80,000

Improved WASH technologies sold to institutions
and households

224,869

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

WASH
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PROOFS Nutrition



Private Company



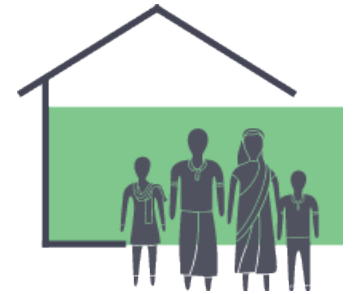
Nutrition Sales Agents

320



Nutrition Sessions and Mobile Movie Sessions

18,000



Households Eating Nutritious Meals

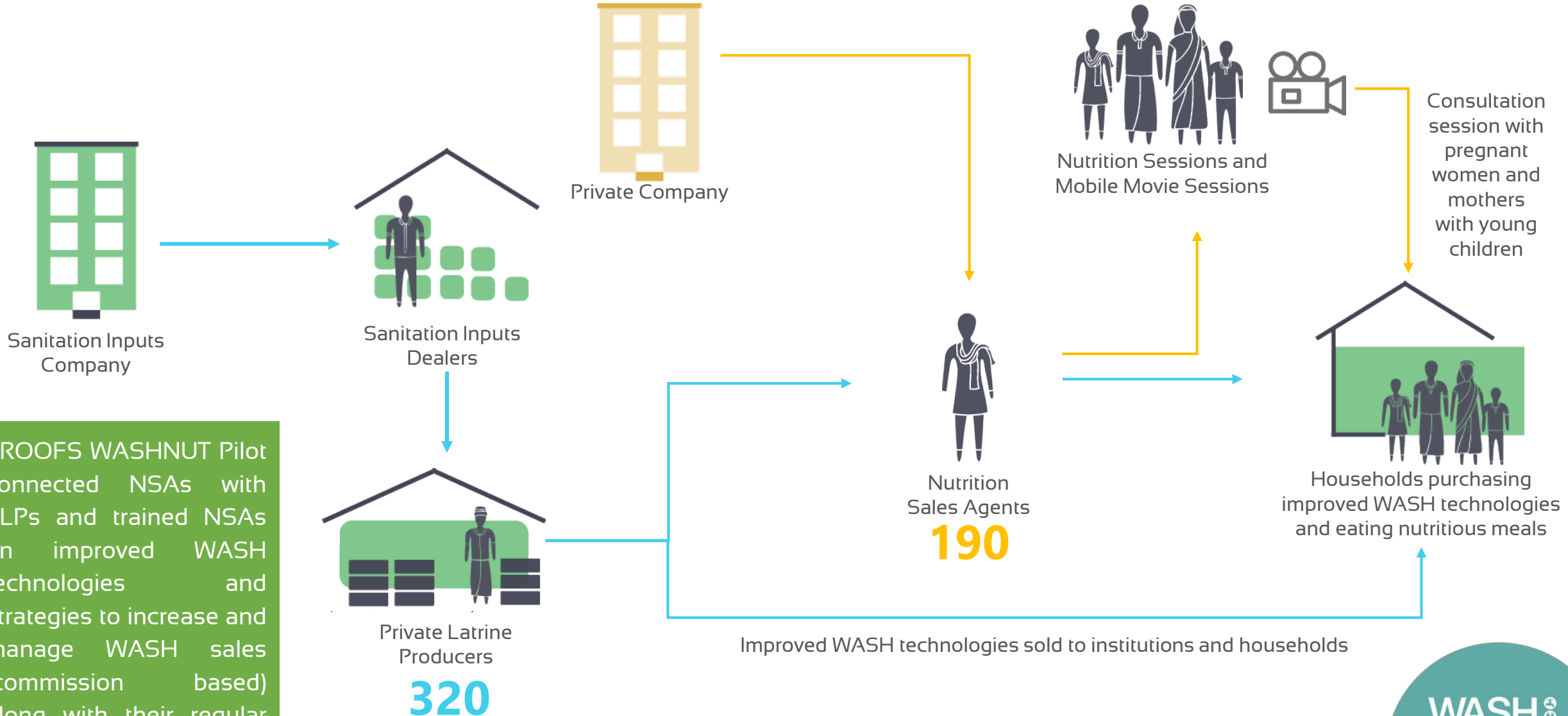
80,000

Consultation session with pregnant women and mothers with young children

163,000

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



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

320

190

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!

iDE would like to thank all of the project partners that helped with this research, as well as our peers at ICCO, BOP Innovation Center.

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