Developing the sanitation supply chain and promotion of the Sato Pan in Timor-Leste

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Introduction

• Timor-Leste’s rural market supply chains tend to be inefficient and face many challenges, including poor access and expensive transport.

• Previous approaches produced heavy concrete units that couldn’t overcome all barriers.

• WaterAid Timor-Leste started working with the private sector to build a supply chain and generate demand for desirable and durable plastic units.
Context

• The Lixl-iDE developed **Sato Pan** addresses challenges for the Timor-Leste rural market context.

• **Sato Pan** is a lightweight, inexpensive and water-efficient pour-flush toilet.

• WaterAid Timor-Leste has been working with the private sector to build a supply chain.

• WaterAid generates demand through: CLTS triggering, social media, sales events at local markets.

• A potential toilet upgrade product to assist HH’s to upgrade from pit latrines
Sales of Sato Pans

• Normal sales price in rural shops US$6, wholesale price in Dili US$4.50.

• In WaterAid’s supported program 552 SaTo Pans have been recorded as sold.

• Follow-up monitoring indicated that 83% of purchased SaTo Pans had been installed and in use.
Supply Chain

• Support to supply chain from factory in Bangladesh to shops or market stalls in rural Timor-leste.
• Familiarity with WaterAid programmes built confidence of shop owners in the product and supply.
• Shop owners that understood the benefits of sanitation and the product sold more.

Shop keeper with demonstration Sato Pan installed in slab.
Creating Demand

"Water is a big issue in our community. My ceramic pour flush toilet used too much water so I decided to replace it with a Sato Pan”

-Monica, Panderi, Liquiça, Timor-Leste.

Demonstration and promotional event at local rural market

Photo credit WaterAid/Jerry Galea
Targeting vulnerable households for upgrade vouchers

• Well-being ranking method used for targeting
• Initial target was poor communities that have achieved ODF status
• Households in target communities ranked in participatory approach
• Decision on award of voucher made independently of community leaders

Comparing the four aldeias with Village chiefs and delegates
Vulnerable Household Upgrade Vouchers

• Voucher recipients spend US$6 on sanitation products (inc. Sato Pan) receive US$10 in bonus materials to upgrade toilets.
• Participating shops briefed and oriented.
• Redemption period 2 weeks to 1 month
• 119 vouchers distributed and 90 vouchers redeemed.
Implications and where next?

• The results from year one will provide ‘proof of concept’ for the marketing of affordable sanitation products in Timor-Leste. Initial sales demonstrate demand exists for the SaTo Pan in rural communities.

• The $6 USD price point does not appear to have been a major barrier to purchase.

• WaterAid partners will continue to follow-up with customers to understand experiences, preferences, installation processes and use over time.

• WaterAid will step-back from supply chain to check sustainability and focus on promotion.

• WaterAid will link with government and NGO sanitation programmes in other municipalities to develop the network across Timor-Leste.
Obrigada

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