



## Sanitation Marketing Systems (SanMarkS)

<b>Swiss Portfolio Outcome:</b>	Sustainable and more inclusive economic development
<b>Implementation Period:</b>	20.12.2019 – 30.11.2024
<b>Implementing Partner:</b>	International Development Enterprise (iDE)-Bangladesh
<b>Swiss Contribution:</b>	CHF 6 million
<b>Modality:</b>	Co-financing with UNICEF

### General description

SanMarkS is based on the market systems development approach to reach 4.5 million people (60% poor, out of whom 40% disadvantaged) particularly women, children and youth in 35 project districts with increased and more equitable distribution of quality, well maintained, clean sanitation facilities and services. The project facilitates availability of affordable and improved sanitation products and services including promotion of hygienic practices for the rural community and thus resulting in better health conditions and wellbeing of the households.

### Objectives

SanMarkS aims to benefit at least 1 million rural households (4.5 million people) from increased and improved utilization of quality sanitation facilities and services in 35 districts. This programme will benefit rural household from better health conditions and wellbeing by enabling private service providers (local latrine producer, commercial marketer) to offer various service offers in an affordable manner for rural users. Public and civil society actors from the Water, Sanitation, and Hygiene (WASH) sectors will promote, procure and subsidise improved sanitation services for the poor and disadvantaged. Also the public agencies and civil society actors will contribute in the revised Sector Development Plans (SDP) for inclusion by adopting a pro-poor market-based sanitation strategy in line with SDG 6.2.

### Lines of Action / Components

- Capacity building training of the local latrine component producers (LP).
- Support the establishment and functioning of Sanitation Business Associations of LPs.
- Increase LPs and household consumer access to microfinancing on sanitation: expand loan portfolio of microfinancing institutions (MFIs) to include sanitation loans
- Demand for new sanitation products through community and local level events will be reinforced. Private sectors like LPs, national companies and their sales agents, MFIs will be mobilized for targeted marketing to the poorest and disadvantaged households.
- Improve latrine subsidies for the ultra-poor through the local Government sanitation scheme.

### Intended Impact in terms of Systemic Change

By facilitating collaboration between national level manufacturers of latrine parts, local level entrepreneurs, and the Local Government Division (LGD), SanMarkS fosters the integration of the private sector as a key stakeholder into existing public and civil society platforms in the sanitation sector. SanMarkS build capacity of local latrine component producers and linked them with the national private sector supply chains as the last mile agent of distribution to serve the community market who are mostly poor and disadvantaged.

### Intervention Targets

- By 2024, at least 1.2 million improved toilet facilities are sold, benefitting at least 1 million rural households by the 3,000 trained latrine producers in 35 districts and in partnership with 3 lead firms.
- At least 5 Access to finance service providers will provide sanitation loans and financial services to the LPs, small business associations and households.
- Government will approve and implement a revised WASH policy reflecting a pro-poor market-based sanitation strategy for inclusion in the revised Sector Development Plans (SDP).