



# 20<sup>th</sup> AfWA International Congress and Exhibition 2020

## Breaking new grounds to accelerate access to water and sanitation for all in Africa

**INCLUSIVE DEMAND CREATION - HOW TO GET A HOUSEHOLD IN THE LOW INCOME AREAS TO WANT TO UPGRADE (AND PAY FOR) THEIR SANITATION FACILITY**

23<sup>rd</sup> – 24<sup>th</sup> February 2020, Kampala, Uganda

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# LUSAKA SANITATION PROGRAM

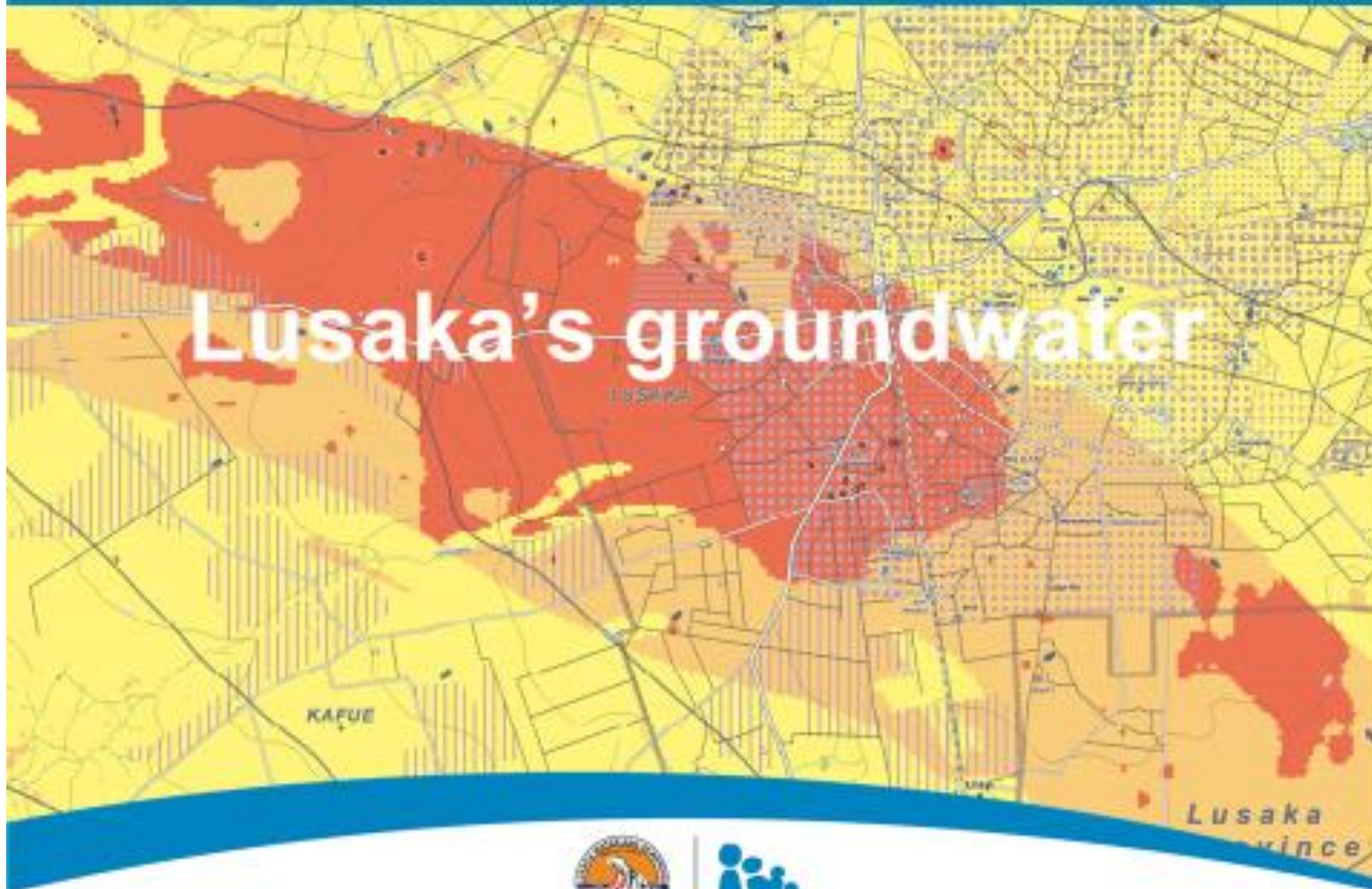


*to reach universal sanitation coverage and improved sanitation behavior **in Lusaka by 2030** by offering innovative, user-friendly and affordable sanitation products and services.*

- *improve sanitation for 500,000 lives*
- *protect the groundwater*
- *5 years (3 years in) to achieve this*



# GROUND WATER VULNERABILITY MAP





# THE BEHAVIOURS WE WANT TO CHANGE:



ONSITE SANITATION	FECAL SLUDGE MGT	SEWER
<p>Stop building toilets that contaminate groundwater</p> <p><b>Build a durable, improved onsite toilet</b></p>	<p>Stop leaving it too late to empty the pit and then burying the sludge</p> <p><b>Book an emptying service before pit/ septic tank is full</b></p>	<p>Stop avoiding the legal obligation to connect to sewer</p> <p><b>Connect to sewer line if within 60.9m</b></p>

# THE CHALLENGE



*But I will first  
build more  
rooms to rent,  
before fixing the  
existing toilet*

*But I need  
the money  
for school  
fees*

*I won't tell  
you but I  
actually  
want the  
money for  
alcohol*

*But I will pay  
for GoTV  
before I fix  
the leak in the  
roof*

**ndalama  
kulibe!**

*It is normal  
to only spend  
k1000 on a  
toilet*

*But then we  
have to  
rebuild  
the toilet  
every year*

*You are a  
donor-funded  
PROJECT, so  
how will you  
"help" us?*

# WHO ARE THE DECISION MAKERS, AND WHAT DO THEY CARE ABOUT?



## The Homeowner



*I want to improve my family's situation, want a durable solution, and plan to eventually rent out some rooms*

## The Resident Landlord



*I immediately see what my tenants need, but I also want to elevate my own family's situation first*

## The Absentee Landlord

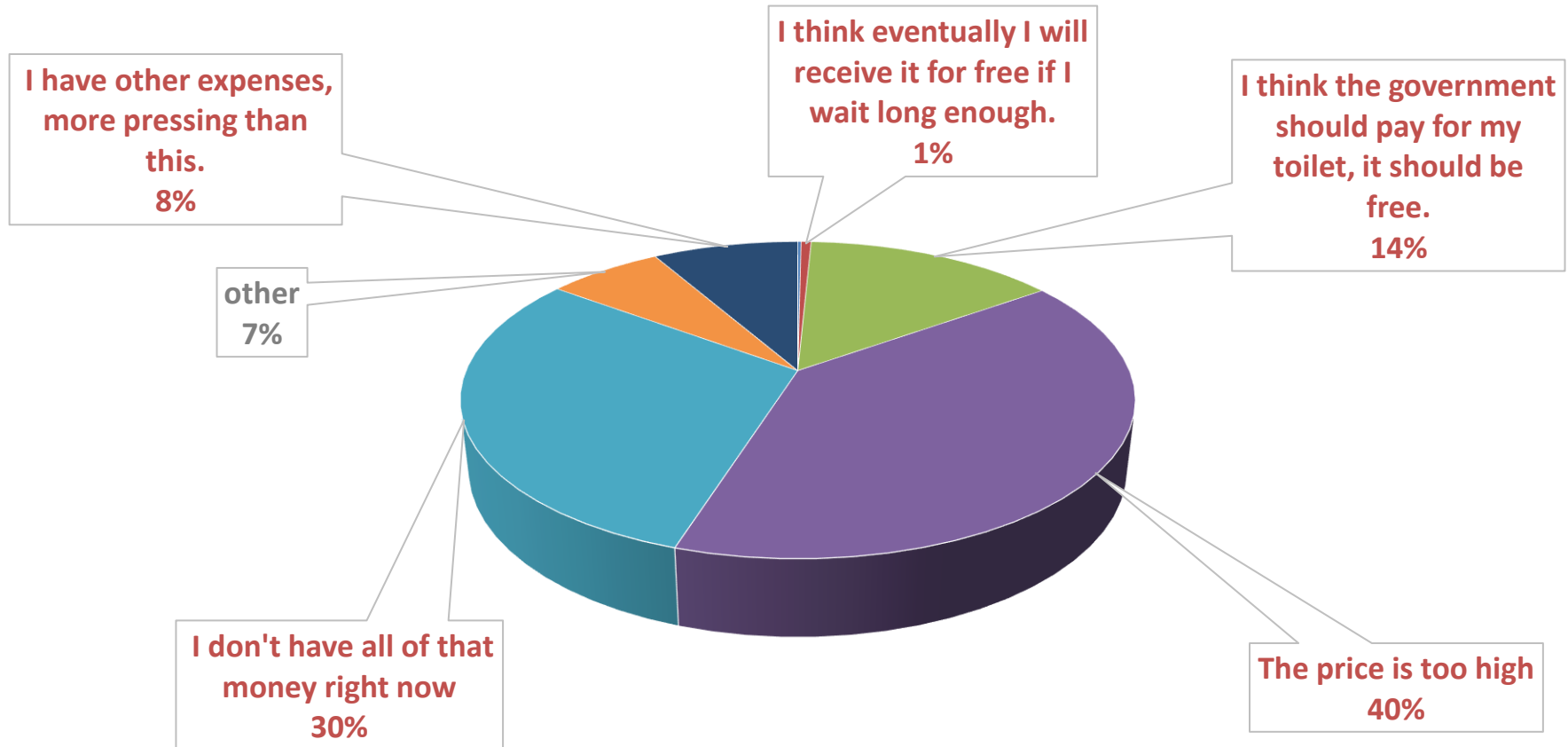


*Out of sight, out of mind, and I don't trust my tenants anyway because they don't take good care of the property*

# 1. PUSH BEYOND THE FIRST BARRIER OF PRICING/AFFORDABILITY.



## ▪ “No, don’t have money right now”



# 1. PUSH BEYOND THE FIRST BARRIER OF PRICING/AFFORDABILITY.



- But dig deeper... there is a “YES”

IF DISCOUNT

IF MESSAGE IS FRAMED

INCREASE RENT

**67% YES**

“if there is a discount”

(more interest if they can also pay in installments)

**91% YES**

“if it is my legal obligation”

(stronger reactions if they know someone affected by Cholera)

**16-23%**

“increase in rent acceptable”

(agreement amongst landlords & tenants, if toilet is improved)



## 2. Design products & services that people want.



- What people really want...



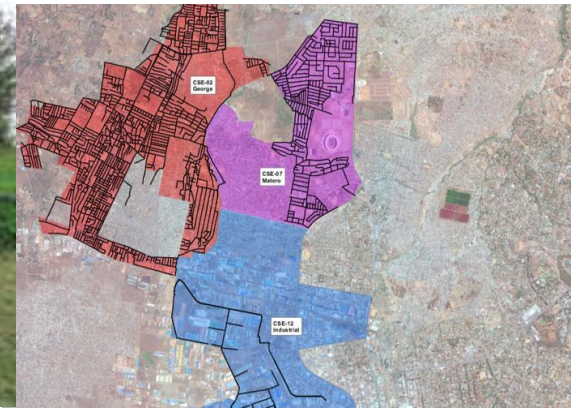
### ONSITE TOILET

a quality toilet that lasts a long time, and will be proud to offer it when guests visit



### EMPTYING

a pit completely emptied, and the dirt taken away so my land doesn't get used up



### SEWER

a flushing toilet that always works, and doesn't get blocked

# 3.TAP INTO EMOTIONAL MOTIVATORS.



## ▪ Emotion leads to action

### PRIDE

look at what I have!



### FEAR

need to prevent return of cholera!



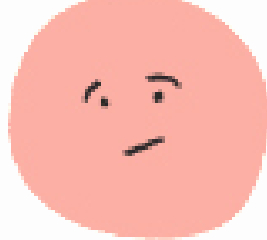
### ENVY

want what my neighbour has



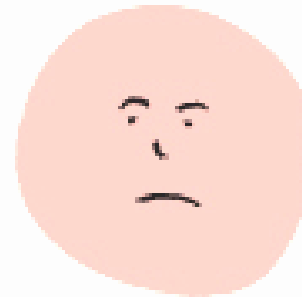
### LOSS AVERSION

promo, don't want to miss out!



### SCARCITY

limited stock, need to hurry and get one



## 4. INVOLVE THE NETWORKS THAT ALREADY EXIST.



### ▪ Word of mouth, from...

#### NEIGHBOURS

Where I hear latest gossip/ envy their upgrades

#### FAMILY

Where I am inspired by my relatives' progress, makes me realize I can too

#### SCHOOL

Where my children teach me what they learned



#### WATER KIOSK

Where I buy my water and talk to other women

#### FAITH-BASED ORG

Where I trust what the minister says

#### WDC

Where I go to discuss community concerns

#### CLINIC

Where I learn about health





# IN SUMMARY



How do you get a household in the compounds to **WANT to upgrade** (and pay for) their sanitation facility?

1. Understand willingness to pay
2. Design for aspiration
3. Harness emotion
4. Use networks
5. Test







# CONCLUSION



**2 years.**

**5500 household toilets**

(800 paid so far since October,18).

**8,200 emptying bookings.**

**11,000 sewer connections.**

**Follow our journey.**



# THANKYOU

