20th 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

23rd – 24th 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
**THE BEHAVIOURS WE WANT TO CHANGE:**

<table>
<thead>
<tr>
<th>ONSITE SANITATION</th>
<th>FECAL SLUDGE MGT</th>
<th>SEWER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stop building toilets that contaminate groundwater</td>
<td>Stop leaving it too late to empty the pit and then burying the sludge</td>
<td>Stop avoiding the legal obligation to connect to sewer</td>
</tr>
<tr>
<td>Build a durable, improved onsite toilet</td>
<td>Book an emptying service before pit/septic tank is full</td>
<td>Connect to sewer line if within 60.9m</td>
</tr>
</tbody>
</table>
But I will pay for GoTV before I fix the leak in the roof.

But I need the money for school fees.

[I won't tell you but I actually want the money for alcohol.]

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

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?

But ndalama kulibe!
### WHO ARE THE DECISION MAKERS, AND WHAT DO THEY CARE ABOUT?

<table>
<thead>
<tr>
<th>The Homeowner</th>
<th>The Resident Landlord</th>
<th>The Absentee Landlord</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want to improve my family’s situation, want a durable solution, and plan to eventually rent out some rooms.</td>
<td>I immediately see what my tenants need, but I also want to elevate my own family’s situation first.</td>
<td>Out of sight, out of mind, and I don’t trust my tenants anyway because they don’t take good care of the property.</td>
</tr>
</tbody>
</table>
1. PUSH BEYOND THE FIRST BARRIER OF PRICING/AFFORDABILITY.

- “No, don’t have money right now”

- The price is too high: 40%
- I don't have all of that money right now: 30%
- I have other expenses, more pressing than this: 8%
- Other: 7%
- I think the government should pay for my toilet, it should be free: 14%
- I think eventually I will receive it for free if I wait long enough: 1%
1. PUSH BEYOND THE FIRST BARRIER OF PRICING/AFFORDABILITY.

- But dig deeper... there is a “YES”

<table>
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<tr>
<th>IF DISCOUNT</th>
<th>IF MESSAGE IS FRAMED</th>
<th>INCREASE RENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>67% YES</td>
<td>91% YES</td>
<td>16-23%</td>
</tr>
<tr>
<td>“if there is a discount”</td>
<td>“if it is my legal obligation”</td>
<td>“increase in rent acceptable”</td>
</tr>
</tbody>
</table>

(67% more interest if they can also pay in installments)

(91% stronger reactions if they know someone affected by Cholera)

(16-23% 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
5. LEARN AS YOU GO. DON’T GUESS. TEST.
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