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Title	A marketing approach towards meeting millenium development targets
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A marketing approach towards meeting millenium development targets

In South Africa, the sanitation specialist works within the context of:

- 1) An aspirational but unachievable and unsustainable demand for water-borne sewage.; and*
- 2) Government promises of immediate and free delivery of toilets, which are unrealistic given the size of the backlog and the amount of money currently devoted to sanitation*

It is in this climate that the sanitation specialist has to market or 'sell' sustainable, but what are perceived as inferior solutions and to get people to invest in their own sanitation.

From the experience gained within the South African National Sanitation Programme and voluntary work with small builders and in communities, which have become victims of failed government programmes, the author would argue that a far more market orientated approach is required if both the South African and Millennium Development Targets for sanitation are to be met.

The sanitation specialist must then have the right product, in the right place, at the right price. The consumer must also know about the product and, therefore the product must be promoted in the correct manner so that it meets peoples' needs and aspirations.

In order to provide an over-all context, differences and similarities between marketing in a profit and non-profit situation are briefly discussed. The most important distinction exists in that in the non-profit context, there is no vested interest in a particular product. Rather, a desirable outcome is promoted, with the choice of product being that which serves this outcome best. However, whether the desired outcome is of a social nature or for profit, marketing principles apply in order to make an impact towards change, and ultimately towards meeting profit or delivery targets in a sustainable way.

More particularly, marketing is defined as the effective management by an organisation of exchange relations with various markets and publics. The three elements of this definition namely 'exchange relationships', 'markets' and 'effective management' are analysed as applicable to the promotion and implementation of sustainable sanitation solutions. The impact of each of these elements on meeting delivery targets is emphasised.

The nature of the exchange relationship between the sanitation specialist and the sanitation-consumer has an important impact on the speed at which delivery targets are met. In South Africa, this exchange relationship is, ideally, non-prescriptive.

This approach is evaluated in relation to more prescriptive approaches. Issues of ownership of the process, acceptance of solutions by the sanitation-consumer as well as time frames and resource allocation are evaluated with particular reference to meeting delivery targets.

Important aspects of the effective management by the sanitation specialist of this democratic exchange relationship are analysed within the framework of the four corner stones of place, product, price and promotion. It is shown how proper management of these four elements promotes delivery and meeting targets.

The markets and market segments within which the sanitation specialist works are complex and varied. Through experience in implementation, two broad and distinctive market segments are identified, namely the pre-contemplative market segment, and the contemplative market segment. It is important for the sanitation specialist, right at the outset, to identify into which of the two groups a market segment falls. The reason for this, as will be shown more fully in the paper, is that marketing to the pre-contemplative and contemplative market segments respectively requires very different approaches. Also it will be shown how the pre-contemplative market segment stalls the delivery process and significantly contributes to the failure in meeting delivery targets.

The pre-contemplative market segment refers to that group that does not see the need to even consider improved sanitation or new sanitation solutions. Amongst this group there is no demand or even a negative demand (some resistance) to the sustainable solutions on offer, despite the existence of a problem. The reasons for this are three fold. First, Government may have made promises around the provision of services, which are believed by the consumer. This creates unwillingness on the part of the consumer to invest their own money. In reality, Government promises may be unsustainable, unaffordable, and are usually unreachable in any short term time frame. This, in the South African context constitutes a primary reason for a community to remain in the pre-contemplative stage and is a significant stumbling block in meeting delivery targets. This aspect will be explored in some detail. Secondly, traditional sanitation solutions as perceived and entrenched culture stand in the way of change and improvements. The third reason for being in the pre-contemplative stage is lack of knowledge and information. These are discussed with reference to urban and rural experiences.

The second group, the contemplative market segment, are receptive to accepting improved or even unfamiliar sanitation solutions. The pre-contemplative market segment, through effective marketing, may progress to this stage. To be in the contemplative stage, two requirements must be met namely 'importance' and 'confidence'. Individuals must be convinced of the importance/necessity to change sanitation facilities and/or practices. Also, individuals must have confidence in the process in order for them to participate.

It is to the contemplative market segment, being willing to go ahead with improved sanitation, that the sanitation specialist has to 'sell' or market affordable and sustainable solutions.

Experiences marketing to the contemplative market segment, in particular ecosan (urine diversion) are analysed. There is a demand for the outcomes which can be achieved by using urine diversion. However, as a product, there is no demand for it as it is unknown. It is the task of the sanitation specialist to develop effective communication consisting of a rational message, a moral message and possibly most importantly, an emotional message to 'advertise' UD. The two methods found to be most successful namely 'the infomercial workshop' and 'word-of-mouth' will be discussed.