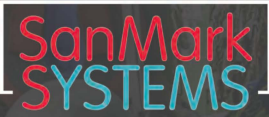




SanMark
SYSTEMS

Fact Sheet

Nov 2016 - Dec 2017



SanMarkS: Sanitation Marketing Systems in Bangladesh, is a four year sanitation access project funded by SDC and UNICEF and implemented by iDE, which is seeking to strengthen market systems around sanitation access to the poor and disadvantaged. The program works on the national, regional and local levels with three main outcome levels: households, the private sector and public institutions. iDE is leveraging design thinking in the building of sustainable, scalable and socially acceptable products and services that are commercialized in the six project districts. The project is framed using *Market Systems Thinking, Human Centred Design, Sanitation Marketing and Private Sector Partnership.*




- Gender and Governance
- Minority Inclusion
- Hard To Reach
- Accessibility
- Resilience

6	34	314
Districts	Upazilas	Unions
Barisal, Bogra, Khulna, Rajshahi, Rangpur, and Sunamganj	Supported	Supported

Outcome 1: Demand

76,641 households in rural communities in **6 districts** received effective behaviour change communication, and access to improved sanitation products and services



Latrines Sold

Achieved (Dec 2017)	Target (2019)
56,794	100,000

Outcome 2: Supply

345 latrine producers and other local actors provide improved sanitation services to poor and disadvantaged households, supported by **1 national-level** service delivery/business model and two commercialized, improved products



LPs Coached

Achieved (Dec 2017)	Target (2019)
341	500

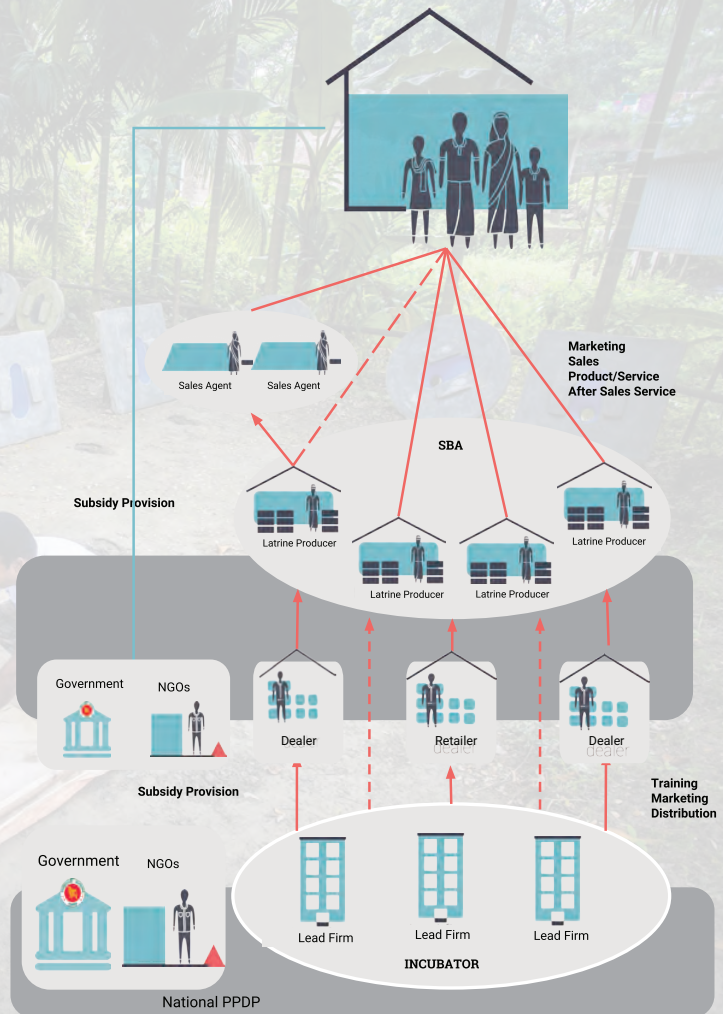
Outcome 3: Support

PPDP initiative contributed to **22 %** of total latrine sales. Public, civil society and WASH actors promoted, procured and subsidised improved latrines for the poor and disadvantaged.




PPDP Working Group Established

Achieved (Dec 2017)	Target (2019)
6	5



OUTCOME 1

Demand

	Women user	74,116	91%	Latrines are functional
	Disadvantaged HHs	12,165	87%	Latrines are maintained
	Poor HHs	23,853	43%	Latrines have soap
	Marginalized HHs	28,964		

OUTCOME 2

Supply

	2	Lead Firm Incubated (RFL & Gazi)	1,001	Total Value Chain Actors Trained (Mason, Sales agent, Sales representative of LF)
	30	Local Sanitation Business Association (SBAs) formed	5	Products (commercialized or prototyped)
	307	Female Value Chain Actors Trained (Mason, Sales agent)		

OUTCOME 3

Support

	PPDPs established (regional and national)	7
	Regional SanMark Guidelines Drafted)	6
	National SanMark Guideline Formation Workshop	3
	Smart subsidies (USD Value)	\$148,031



2017 Achievements

- Draft Sanitation Marketing Guideline
- Successful focus on marginalized Groups
- Formation of Sanitation Business Associations
- Innovative product design and prototyping
- Established national and regional Public Private Development Platforms (PPDPs)
- All log-frame targets achieved for 2017



This year's award was presented at the Concordia Summit in New York City to Sanitation Marketing Systems in Bangladesh (SanMarks) on 19 September, 2017. The P3 Impact Award recognizes public-private partnerships that help to improve communities.



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