



**MAKE A
SPLASH!**

LIXIL
IN PARTNERSHIP WITH
unicef

Sanitation and Hygiene for All

'Make a Splash!'
Partnership Progress
Report Overview
2022–2023

Executive summary

In 2018, UNICEF and LIXIL embarked on a first-of-its-kind partnership called 'Make a Splash!'. The MaS! partnership was built upon the comparative strengths of each entity to overcome barriers to sanitation to accelerate the achievement of SDG 6.2 by providing 2.9 million people across Ethiopia, Kenya and Tanzania with sanitation and hygiene services. Building on the success of the partnership, we expanded our scope to reach children and families in 6 countries to include India, Indonesia and Nigeria, enabling access to sanitation hygiene for 5.6 million people in 2022.

During 2022, we worked more at-scale by strengthening market systems, reaching a total of 2.9 million people with access to at least basic sanitation, including approximately 734,900

people directly, through sales of approximately 60,000 SATO Pans and many other toilet products, and 2.2 million people indirectly, through UNICEF's systems strengthening work.

Approximately 2.7 million people gained access to basic hand hygiene, already surpassing the global target of 1.3 million people. This included approximately 820,000 people in Tanzania who gained access to at least basic handwashing facilities in Iringa, Mbeya, Njombe, Songwe and Zanzibar. MaS! has also improved sanitation and hygiene in schools. In 2022, the partnership piloted the School Toilet Enhancement Programme (STEP) in 10 schools in Mwingi North, Kenya, benefiting 3,718 students. This programme aims to demonstrate the benefits of SATO toilets to the wider community whilst directly benefiting the school children.



Duncan is happy to use a clean toilet at school. (Ligose Primary School in Siaya, Kenya 2019)

1 1.9 million of these were reached with safely managed sanitation. Safely managed sanitation facilities are defined as improved sanitation facilities that are not shared with other households and where excreta are safely disposed of in situ or transported and treated off site.



© UNICEF/UNI401581/India Country Office

The community in Niladungri village, Sambalpur, Odisha is engaged in on-going retrofitting work in presence of members from UNICEF and LIXIL SATO team.

Some of this increased access to sanitation and hygiene facilities was a direct result of approximately 128,000 new SATO products. Approximately 60,000 SATO Taps were distributed, whilst 6,000 SATO Stools, 1,000 Orissa Pans and 61,000 SATO Pans, including 26,000 in Ethiopia, 17,000 in Kenya and 14,000 in Tanzania were sold.

Across the six countries, approximately 324,000 stakeholders received training on market-based sanitation and safely managed sanitation. For example, approximately 250,000 members of women's self-help groups in India received training on WASH financing, including accessing micro-finance to upgrade household sanitation and hygiene facilities.

Across the six countries, US\$2.4 million of consumer lending was facilitated through a range of mechanisms and partners, to support customers purchase sanitation and hygiene products. Additionally, approximately US\$417,000 of government funding was directly allocated to sanitation and hygiene improvements, including US\$341,000 in India.

UNICEF and LIXIL achieved these significant results by working together to overcome market shortcomings in each context. While country-specific challenges exist, a number affected

multiple countries. The first common challenge relates to fragmented supply chains that are unable to deliver sufficient supplies of sanitation products, from towns to vulnerable people who live at the 'last mile'. Mitigation strategies vary according to context. In Kenya, the MaS! partnership is training artisans and linking them to the distribution network and communities through community health volunteers. In Nigeria, where shortages of SATO products hindered sales to toilet business owners and households, the partnership worked to establish new supply channels. SATO Taps, which were initially procured off-shore and donated by LIXIL for field testing, will now be produced and distributed in-country. In Tanzania, where there were difficulties supplying products to remote, hard-to-reach communities, the partnership adopted the hub-and-spoke supply chain model that ensures that products reach the last mile.

Suppressed demand for sanitation products has also been an issue in many countries, due largely to the unknown time, effort and total cost implications and the uncertain incomes of poor households who want to improve their sanitation facilities. In Kenya, the MaS! partnership continues to overcome household cash flow issues by developing innovative financing models and advocate for tax waivers for raw materials

used to manufacture sanitation products. In several countries, the partnership is working with authorities and financial institutions to establish micro-finance systems, especially through women's self-help groups, to help make the required supplies affordable to poor households.

On a more technical level, the lack of adequate septic tanks and proper desludging services is a significant problem in a few countries. In Nigeria, the partnership is helping to write and validate Bauchi's Faecal Sludge Management Guidelines.

A number of important lessons continue to emerge from the partnership, including:

- **One-stop shops:** Sanitation one-stop shops can accelerate the uptake of improved sanitation options in hard-to-reach areas by coordinating among businesses on toilet designs and materials, helping customers make complex construction purchase decisions.
- **Access to finance:** Utilizing micro-finance, households can build and improve their own latrines to move up the sanitation ladder.
- **Smart subsidies:** The poorest of the poor require smart subsidies because they are not able to construct improved sanitation facilities on their own due to their extreme poverty and/or precarious environmental factors.
- **Community leadership:** The support and buy-in of traditional and religious leaders is critical for accelerating sanitation uptake at the community level.

Looking forward to 2023, the partnership will continue to strengthen markets for safely managed sanitation, leveraging the strengths of both organisations and increasing cross-country learning opportunities. Important priorities in each country will continue to advance the partnership. To improve supply and equity, Kenya will be training artisans on innovative, climate-resilient, gender- and disability-friendly sanitation systems, including SATO offset solutions. In Ethiopia, the MaS! partnership intends to establish and strengthen partnerships with banks and self-help groups to roll out micro-finance solutions for durable latrines whilst engaging with the Development Bank of Ethiopia to include WASH lending as one of the priority lending schemes. To legitimize and protect sanitation workers in India, the partnership will help develop state-level strategies for training, certifying and professionalizing WASH sector service providers, such as masons, on safely managed sanitation. Finally, to address the desludging problem, Indonesia will explore potential alternative technical options for on-site safely managed sanitation systems.



UNICEF and LIXIL achieved these significant results by working together to overcome market shortcomings in each context.

'Make a Splash!' UNICEF and LIXIL partnership global highlights



The impact of the MaS! partnership in 2022 across the six focus countries was as follows:



Sanitation

2.9 million

people gained access to at least basic sanitation, of which **735,000** people directly, through sales of **60,000** SATO Pans and many other toilet products, and **2.2 million** indirectly, such as building the capacity of community health volunteers or stimulating microfinance for low-income individuals. In total, over **68,000** SATO toilet pans were sold through partnership activities.



Capacity

324,000

stakeholders received training on market-based and safely managed sanitation.



Hand hygiene

2.7 million

people gained access to basic hand hygiene, of which at least **300,000** were using SATO Taps.



Finance

\$2.4 m

of consumer lending was facilitated to support customers purchase sanitation and hygiene products.



Data

10

data and information systems strengthened for the sanitation and hygiene sector, including for safely managed sanitation.



Policies

14

national and local government policy instruments (i.e. guidelines, action plans, etc.) were supported by the partnership to strengthen delivery of sanitation and hygiene services.



© UNICEF/UN0775666/Apochi Owoicho



Make a Splash! partnership

KENYA: IMPACT BY THE NUMBERS



Sanitation

171,054

people gained access to safely managed sanitation, of which 114,908 directly using SATO sanitation solutions and 56,146 indirectly, through the training of local artisans and community health volunteers, and financial inclusion and marketing activities.



Hand hygiene

150,000

people gained access to basic hand hygiene.



SATO sales*

21,040

SATO products were purchased, including 16,868 Pans and 4,172 Stools.



Policies

1 local government policy instrument was approved.



Capacity

2,000

stakeholders received training to support monitoring, implementation or design of SMS systems.

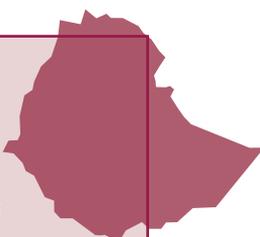


Finance

\$32,141

of government budget allocated to sanitation and hygiene improvement.

* Reported sales are limited to those attributable to MaS! partnership locations and do not reflect total sales within SATO markets.



Make a Splash! partnership

ETHIOPIA: IMPACT BY THE NUMBERS



Sanitation

227,640

people gained access to safely managed sanitation through SATO products (97,900 through a new subsidy and 129,740 through market-based sanitation).



Hand hygiene

750

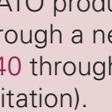
people gained access to basic hand hygiene.



SATO sales

25,948

SATO Pans were sold.



Policies

4 national and local government policy instruments were supported by UNICEF.



Finance

1 financing mechanism was made available to consumers through this partnership.



© UNICEF/UN0803915/Pouget

Make a Splash! partnership

INDIA: IMPACT BY THE NUMBERS



Sanitation

1,117,143

people gained access to at least basic sanitation indirectly through strategic interventions with Bihar and Odisha governments, including 837,857 who gained access to safely managed sanitation.



Hand hygiene

1,429,590

people gained access to basic hand hygiene.



Micro-loans

US\$1.95m

lent to 74,753 customers.



Policies

5 state government policy instruments were supported by UNICEF.

Government funding leveraged

\$341,460

from state governments for capacity building and incentives for local groups.

Make a Splash! partnership

NIGERIA: IMPACT BY THE NUMBERS



Sanitation

336,142

people gained access to safely managed sanitation directly through the sale of 4,226 SATO sanitation solutions and 20,211 other available products. 671 communities were certified open defecation free.



Hand hygiene

299,643

people gained access to basic hand hygiene.



SATO sales

4,226

SATO products were purchased, including 28 Taps, 4,015 Pans and 183 Stools.



Capacity

87

stakeholders received training to support monitoring, design or implementation of sanitation systems, including the professionalisation of pit emptiers.



Finance

\$21,739

state government budget was allocated to sanitation improvement. 1,689 consumers accessing sanitation financing mechanisms were supported.



© UNICEF/UN0775620/Apochi Owoicho



Make a Splash! partnership
INDONESIA: IMPACT BY THE NUMBERS



Finance

8 consumer driven sanitation and hygiene products were made accessible by this partnership.



© UNICEF/UN0640449/Wilander



Policy

3 national and local policy instruments were supported by UNICEF.



Data

3 data and information systems were strengthened.



Capacity

9 stakeholders received training to support monitoring, implementation or design of SMS systems.



© UNICEF/UN0640450/Wilander



Make a Splash! partnership
TANZANIA: IMPACT BY THE NUMBERS



Sanitation

1,042,069

people gained access to at least basic sanitation, of which 56,779 directly using SATO sanitation solutions and 985,290 indirectly through capacity strengthening support, financial inclusion and demand creation activities.



© UNICEF/UN0753216



Hand hygiene

822,441

people gained access to basic hand hygiene partly through the donation of 30,000 SATO Taps.



Schools

24

schools and 14,480 students benefited from the rehabilitation or upgrade of WASH facilities.



SATO sales

17,000

SATO products were purchased.



Finance

159

consumers were supported to access sanitation financing mechanisms and \$3,422 was disbursed.



United Nations Children's Fund
3 United Nations Plaza
New York, NY 10017, USA

www.unicef.org
www.unicef.org/partnerships/lixil

© United Nations Children's Fund (UNICEF)
July 2023