



# Restitution of the prototype testing mission in Lokombo



RANO WASH / Photos: Dahery Razaka



BushProof



## Introduction and objective of the project

**Rural Access to New Opportunities for Water, Sanitation, and Hygiene (RANO WASH):** USAID-funded project (\$30 million for 5 years) to promote the WASH sector in rural Madagascar

**International Development Enterprises (iDE):** founded by Paul Polak in 1982 works in business development in developing countries to help end poverty

**Common objective for Madagascar:** To understand and analyze the market for WASH products and services and to identify possible solutions to the challenges of supply, demand and profitability of businesses working in these sectors.



# MBS and HCD

- **MBS or Market Based Sanitation:**

Approach to improving access to sanitation by considering sanitation as a market for goods and services for which the customer makes a monetary contribution

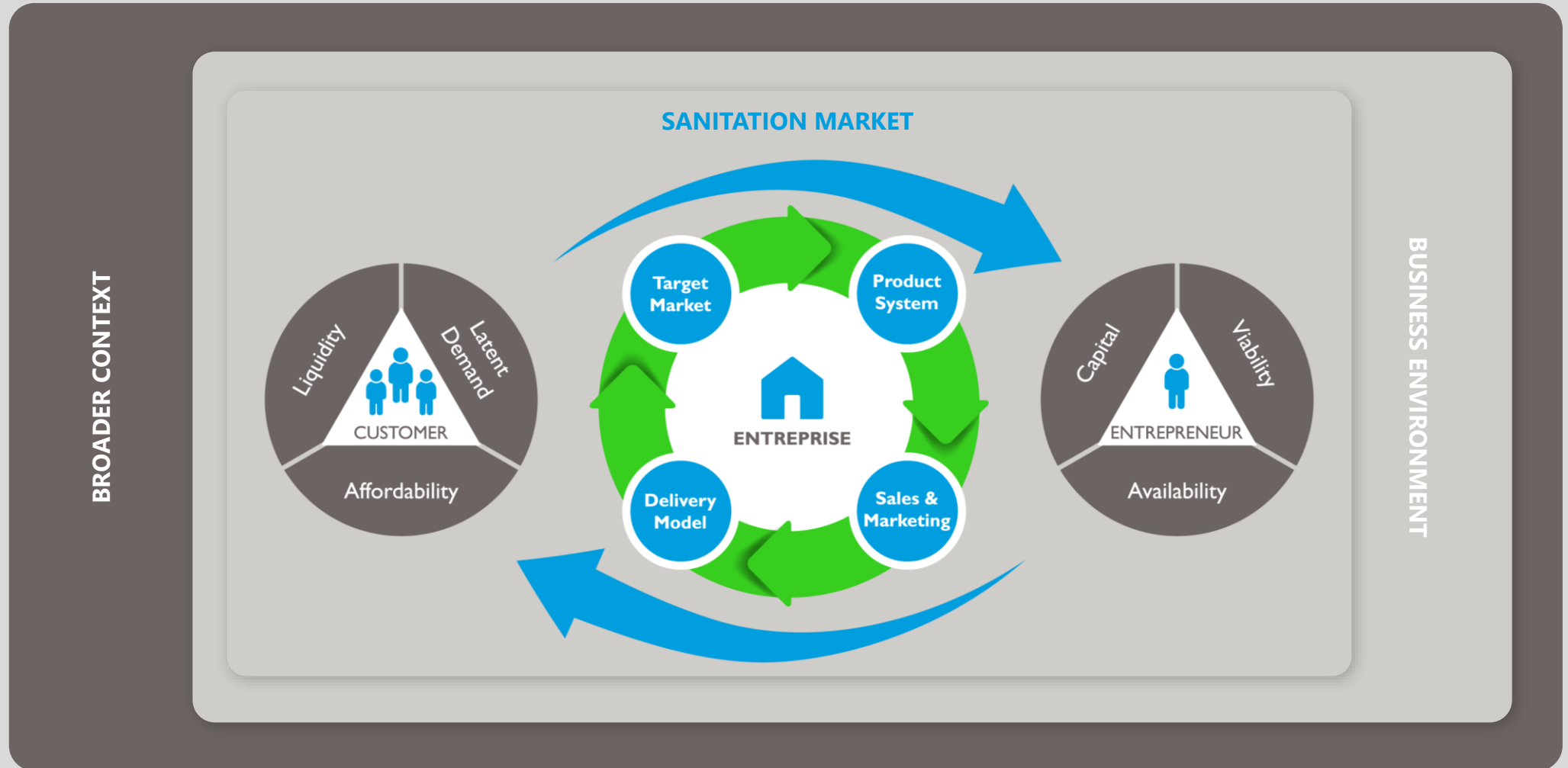
- **HCD or Human Centered Design:**

Use of design thinking (empathy, definition, ideation, prototyping, testing) taking the human as the main target.

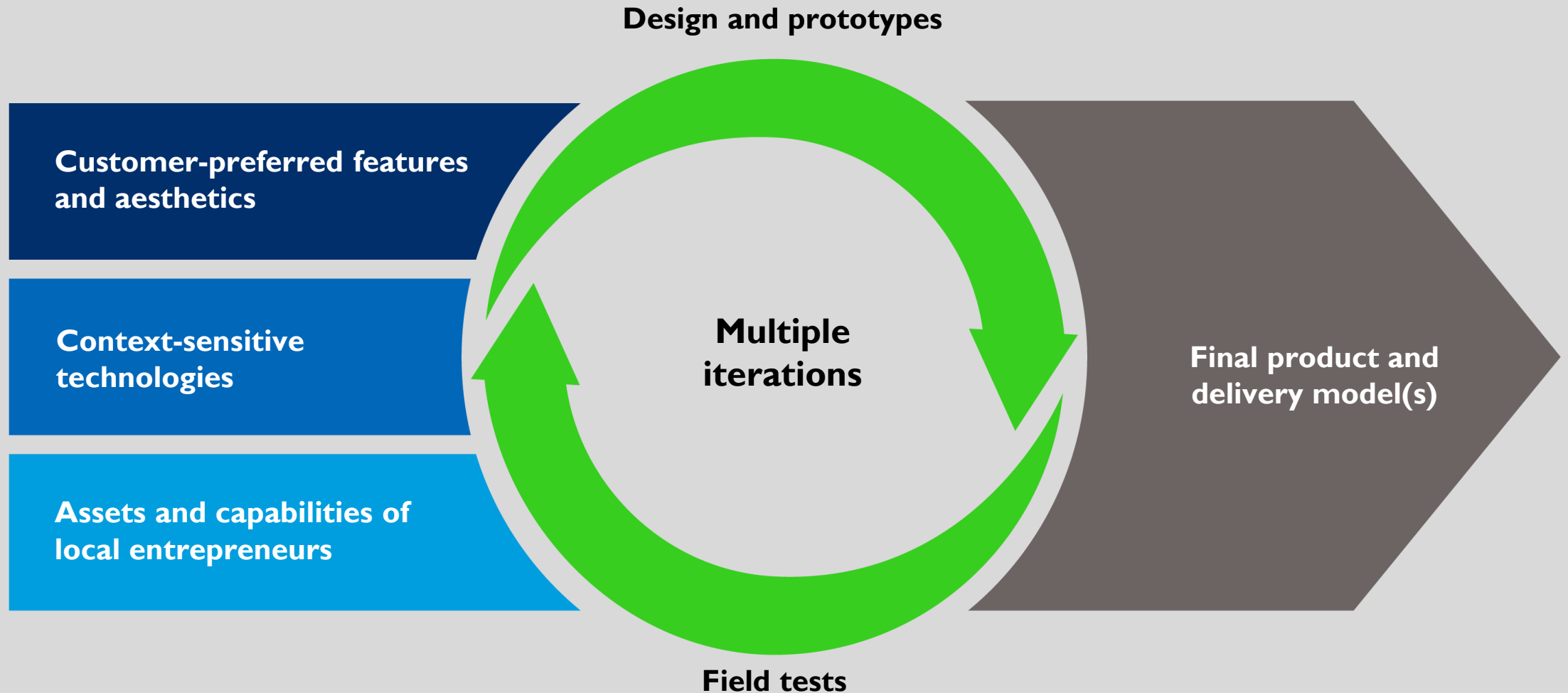
HCD is a problem-solving approach/process that focuses on the end-user's needs, motivations, socio-cultural, economic aspects, and barriers to developing the solutions that best suit them.



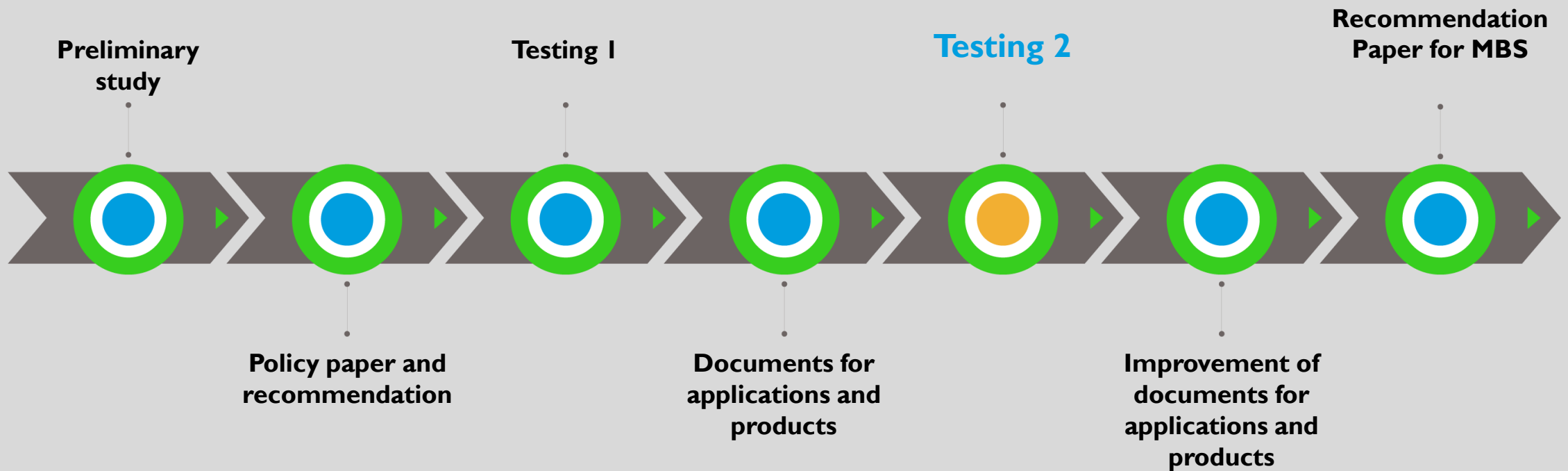
# Reminder of the framework of the MBS approach



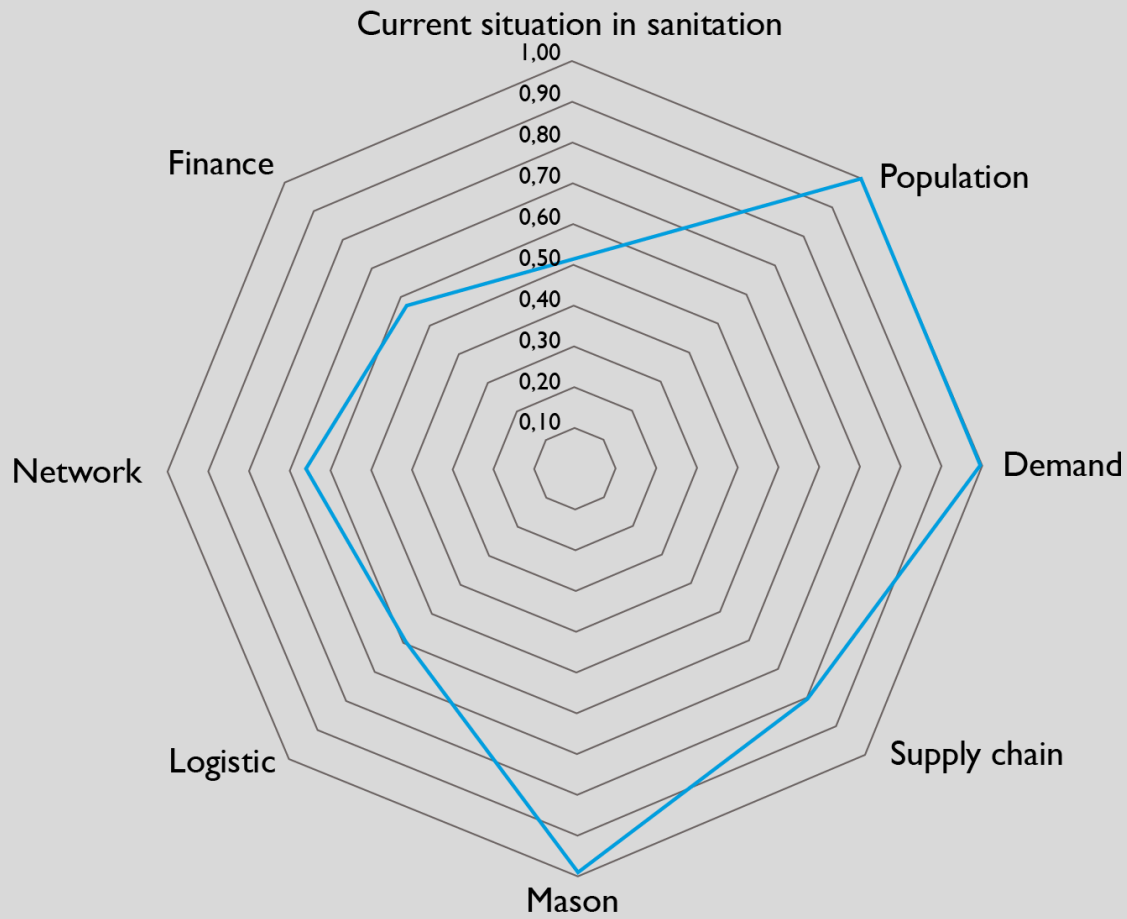
Appropriate product systems, which are acceptable to both customers and contractors, are the result of iterative product development processes.



# Overall progress of the current phase of the MBS project



# Field test: Lokomby's choice



## Population

- Dynamics
- Aspirational travelers
- Active municipality

## Request

- Eager to have the product
- Prioritizes sanitation
- Not decided on the financial aspect of the product

## Masons

- Passionate
- Experienced
- Entrepreneurial spirit

## Logistics

- Not far from Manakara (39 km)
- Transport of building materials possible
- Covered by the 3 telephone networks

# What does the field test involve?

**Build the prototypes and establish the application documents identified during the pre-test**



```
graph TD; A[Build the prototypes and establish the application documents identified during the pre-test] --> B[Exhibition session over 3 days]; B --> C[Gather feedback from the public on products and application materials (strengths and weaknesses)]; C --> D[Gather feedback from masons on the products and application documents (difficulties, needs, support,...)]; D --> E[Identify the best marketing and promotion system for the product];
```

**Exhibition session over 3 days**

**Gather feedback from the public on products and application materials (strengths and weaknesses)**

**Gather feedback from masons on the products and application documents (difficulties, needs, support,...)**

**Identify the best marketing and promotion system for the product**



# Stakeholders

```
graph TD; A[Stakeholders] --- B[Aspirational travelers (AP) (targeted users)]; A --- C[Masons (local contractors)];
```

Aspirational  
travelers (AP)  
(targeted users)

Masons (local  
contractors)



## Aspirational travelers and masons

- AP: Social category that fascinates and inspires the other categories. They are distinguished by their ability to travel outside the community (for work or leisure) and by a fairly high standard of living;
- Masons: Passionate masons living in the commune, capable of handling the sanitation market.

# Demand Activation and product development

- **Demand activation:** All the supports and elements based on the expectations of the end-users and masons and whose utility is to activate the demand, i.e. to push the customers to **order** the product
- **Product development:** Real-world prototypes resulting from analyses done through aspirational travelers (APs). Products that APs want to buy, and based on the possibility of choice according to preferences



# To activate the request

Pitch deck: offering choices and options with attractive designs and messages

Logo Kabone Mandamina

New local masons name

Uniform ML

Business card

Data sheet

Catalogs

Exhibition session (Flyers, poster,...)





# Communication tools



**Kabone Mandamina**

**Fampirantiana Kabone Manaram-Pivoarana**  
Ny 29-30 Jona sy 01 Jolay 2022  
ao amin'ny tsenan'i Lokomby

Hiarahantsika amin'ireo mpanao trano matihanina sy ny mpanentana za-draharaha! Hisy kilalao maro izay hahazoana loka, toy ny :

- **Fijaninana TONONKALO** momba ny kabone sy ny fahadiovana
- **Fijaninana HJRA FANGVA** ho an'ireo fikambanana
- **Fanontaniana HAHAZOANA LOKA** ho an'ny ankizy sy ny lehibe sy ny maro hafa koal

Ny fisoratana anarana dia ny 29 Jona ho avy izao, koa tongava maro !  
**Tsy misy vidim-pidirana !**




**SOAMAARO MARIE Pierette**  
Mpandraharaha Kabone Mandamina

034 31 971 15  
Manapatrana Ikongo



**Maharitrny sady azo lovain-jafy**





**Maharitrny sady azo lovain-jafy**




Ny kabonena no lasa bara indrindra eto an-tanana  
Lasa toerana mahafinaritra ny toeram-pivoahana  
Afaka tanteraka ny loto sy ny balitra  
Manara pivoarana sady maharitra any azo lovain-jafy

Laharana : 034 40 637 67




**TRANO PARPAING EFA-JORO**



Ny habeny : Sakany 1 metatra ; Halavany 1 metatra ; Hahavony 2 metatra  
Ireo singa ilaina :

- Parpaing : 130 isa
- Simenitra : 3 lasaka sy sasany
- Fasika : 27 sio lehibe (20L)
- Vatokeley : 1 sio lehibe (20L)
- Taroby
- Vy (fer 10) : 4 metatra
- Vy (fer 6) : 4 metatra sy sasany
- Fantsika (50 mm) : ampahefan'ny kilao
- Fantsika (100 mm) : ampahefan'ny kilao
- Fantsika fanitso : atsasaky ny fahefan'ny kilao
- Hazo fisaka amin'ny sisin'ny tafo : 6 metatra sy tapany
- Hazo fisaka : 2 metatra
- Hazo efa-joro (8x8sm) : 5 metatra
- Hazo efa-joro (4x4sm) : 1 metatra sy sasany
- Fanitso (0,90x2m) : 2 isa
- Loko : 1 kilao sy sasany
- Sokay : 1 lasaka
- Varavarana miaraka amin'ny hidiny, savily, karetsaka ary tolana
- Fantson'ny fampidirana-drivotra

Faharetan'ny asa : 4 andro  
Vidiny raha miantoka entana ianao : **200 000Ar**  
Vidiny raha mandray vita ianao :





# To develop the product

Different types of superstructures

Different types of roofing slabs

Different types of defecation slabs

Different types of pits



## Products made during the field test

- ▶ Circular or square superstructures / aluminium or cinder block
- ▶ Covering slabs (tiles, cement, etc.)
- ▶ Defecation slabs (Satopan, sanplat, porcelain...)
- ▶ Circular or square pits / raised or buried

# Prototypes made



RANO WASH / Photos : Dahery Razaka

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## Expected results of the field test

- Adaptation of the masons to the construction of the products
- Technical proposal of the masons about the products
- Adaptation of masons on the use of communication tools
- Participation of masons as a product promoter in the exhibition session
- Interest of the population for the product (visual, price, delivery time,...)
- Interest in the communication tools (pitch deck, catalogs, technical sheets,...)
- Receive some orders or promise to sell

## Results observed during the test

- Large influx of people
- Strong public interest in products
- 35 orders (+ promise to buy)
- Strong public interest in communication materials
- Ability of masons to promote products
- Masons' ability to use communication materials
- Suggested recommendations from masons



# Some pictures





## Difficulties encountered during the test

- Make the masons understand that this is only a testing phase (without false promises)
- To make the population and the masons understand the non-interference of RANOWASH or any other organization in the project
- Management of the schedule between the training of the masons (not foreseen for testing 2) and the execution time



## Recommendations proposed by the Mpandraharaha Kabone Mandamina

- Need for support on tools: Cinder block mold, DSP mold, nozzle mold, ...
- Create a link between them and the hardware stores in Manakara
- Sales agents
- Training in entrepreneurship/business management
- Technical training in masonry
- Training on new latrine technologies (Sato pan, eco san, ...)

## Next steps

- Recommendations from iDE after analysis of the field test results
- Support to local masons to fulfill the 35 orders: entrepreneurship support package
- Launch of phase 2 with the other partners: real pilot in Lokomby and the masons with whom we did the test, considering the other elements of MBS: financing mechanisms, enabling environment, supply chain...
- Adjustment after iteration, learning and scalability