

# WASH ALLIANCE LEARNING EVENT #3

## WASH AND BEHAVIORAL CHANGE



WASH ALLIANCE  
International 

To accelerate in WASH we need more people that want to use WASH services or products. What is the role of behaviour change in this acceleration? Three speakers shared their insights in each a specific part of behaviour change expertise. The central questions they posed were driving the discussions that followed. Below, we will share with you what we have learned during this third learning event, and what we still have to learn in the near future.

## BEHAVIOURAL CHANGE AS THE KEY FOR WASH PROGRAMMING



WAI Learning Sessions are set up to share experiences and learn from each other, but also to explore new insights. This learning session is the second out of a range of 4 Learning Sessions. [Visit our website](#) for more information.

**JULIA SCHOLTEN - AMREF (WASH ALLIANCE PARTNER)**  
**1. URBAN COMMUNITY LED TOTAL SANITATION IN KENYA**

Julia from Amref explained their approach regarding UCLTS in Kenya. Since 2016, Amref has been working, in close collaboration with a number of key stakeholders, to improve urban sanitation in a number of settlements of Nakuru city. Despite remaining challenges, the results become visible and more and more settlements reach the Open Defecation Free (ODF) status. By continuing this project, Amref aims to have by December 2018: 25 settlements ODF and approximately 406,945 people with access to sanitation and hygiene services. Through this project, Amref and Practical Action developed and are currently advocating of adopting a UCLTS guideline for sanitation promotion in poor urban settings. Nakuru County has already owned it and is using this UCLTS approach.



*Nakuru County already owned the UCLTS guideline  
for sanitation promotion in poor urban areas*



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A question that remains for the future is:

**HOW DO WE TRANSLATE COST RECOVERY FROM REUSE TO  
BENEFIT THE ENTIRE SANITATION SERVICE CHAIN?**

## PIETER VAN DER MANDEN - RAINBOW COLLECTION

### 2, ASPIRATIONAL MARKETING – FROM FEARS TO DREAMS

Aspirational marketing entails simple techniques that can help us with our work. It can help users really want WASH solutions instead of us thinking they want it. First of all it is important that we try to keep the term marketing very simple here. If we go back to the basics of marketing it is making someone shift from current to desired, whether this is related to behaviour, a new product or a service. Aspirational marketing therefore aims to make someone change behaviour through using his or her own aspirations.

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*Aspirational marketing can cause a breakthrough  
for the adaption of WASH related messages or products*

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Our aspirations are very valuable for marketers since they drive our unconscious brain, that's responsible for most things we do, decide or buy. So why do we still use communications that focuses on the rational part? It is because most communications experts are convinced that knowledge affects your attitude and therefore indirectly changes your behaviour. That is partially true, but the hard causality between attitude and behaviour change remains unverified.

#### How to practise aspirational marketing

If someone's aspirations are the driver of the unconscious brain, then try to position the product or changed behaviour as a vehicle to reach these aspirations.

As a marketer you want your audience to change behaviour:

- Current behaviour --> desired behaviour

Your audience wants to get closer to their dream, so position your desired solution as a vehicle that brings them closer to that dream:

- Current life --> Desired behaviour --> Aspirational life

We still focus too much on fear and rationality, whilst existing studies show that this does not give the best results. Moreover, there are examples of aspirational marketing that are successful. Look at the No Toilet, No bride campaign, The SuperJane and SuperDan approach in the Football for Water program or Coca Cola's happiness branding. Coca Cola is a master in bringing this campaign to life in a way that people actually believe they buy happiness. Obviously, the real purchase isn't that meaningful. We, as ambassadors of behaviour change in WASH, can actually provide something meaningful to our audience that really brings them closer to their true aspirations. We just have to make them really want it!

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## JOHN MEULEMANS - 3SIXTYFIVE

### 3. BEST PRACTICES OF INFLUENTIAL MARKETING IN A CHARITY CONTEXT

John from 3sixtyfive subsequently urged the use of influencers to reach your goals. People don't trust big companies anymore, so when you can convey your message through trusted people, the message will stick better. This is called influencer marketing. Influencer marketing has risen enormously in Europe. With limited budgets you can let the people that matter to your target audience spread the right message to this target audience.

During the session there was a good discussion on how to implement this and if the online ecosystem for influencer marketing is already mature enough in developing countries.



*Influencer marketing has risen enormously in Europe*



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A remaining question for the future:

**DURING THE SESSION WE ALL AGREED THAT ASPIRATIONAL AND INFLUENCER MARKETING IS RATHER NEW AND UNDERDEVELOPED. SO, HOW CAN WE INTEGRATE THIS BETTER IN THE THEORIES OF CHANGE OF EACH PROJECT AND ORGANISATION?**