

PATH

Inclusive markets – Beyond the Private Sector

Safe Water Project Dissemination Meeting

New Delhi, India

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January 19, 2012



Photo credit: PATH Glenn Austin

The public-private spectrum

Where is the sweet spot for achieving *impact*, *scale*, and *sustainability*?



Strength

User access based on need

Weaknesses

Less innovation,
responsiveness, efficiency

Strengths

Innovation, responsiveness,
efficiency, sustainability

Weaknesses

User access based on demand
and ability to pay

Remaining challenges



Reaching the most vulnerable

- Lowest quintiles require more financial assistance.

Coordination

- Lack of targeting and coordination between subsidy programs and private-sector approaches undermines effectiveness.

- Public health
- Water
- Sanitation
- Investment
- Behavior change



Malawi antenatal hygiene kit program

Gap:

- Low use of socially marketed chlorine solution (WaterGuard), especially among rural poor.

Partners' strategy:

- Target pregnant women.
- Explain the importance of safe water storage.
- Demonstrate household-based water treatment options.
- Provide three free samples of WaterGuard and a safe-storage container.



Malawi antenatal hygiene kit program results



Key results: Long term changes in treatment behavior.

Confirmed use of chlorine treatment

2007 Baseline: 1%

2008 Follow-up: 62%

2010 Follow-up: 28%

n= 198

Partners



USAID
FROM THE AMERICAN PEOPLE



PSI/MALAWI

Next steps: Public Private Roles

Private Sector	Next Steps	Public Sector
Consumer product development: platform technology	Need: operational efficiency across supply chain	Product performance standards regulation and direct provision
Consumer financing: MFIs	Need: Revolving loan guarantees plus smart subsidies	Identification of vulnerable HHs
Brand marketing	Need: promote adoption and sustained use among poorer HHs as demonstrated in Malawi with ANC Hygiene Kits	Category promotion: education and interpersonal communication
Scale with own resources to accrue profit and/or CSR benefits	Need: policy and investment that leverages complementary roles and supports greater equity and accountability	Scale with own or donor resources IF policy is aligned

Thank You!

