

# Performance and Acceptance of SATO pan in Ethiopia

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## Background

Latrine construction options available to rural households in Ethiopia are limited and dominated by bulky concrete slabs. USAID Transform WASH seeks to increase the range of sanitation products available on the local market. In collaboration with Lixil Corporation and local businesses, Transform WASH introduced SATO latrine products to the market in the Southern Nations, Nationalities, and Peoples Region (SNNP). A study was undertaken in Shashogo district to investigate the local acceptance and distribution of the product.

## Questions

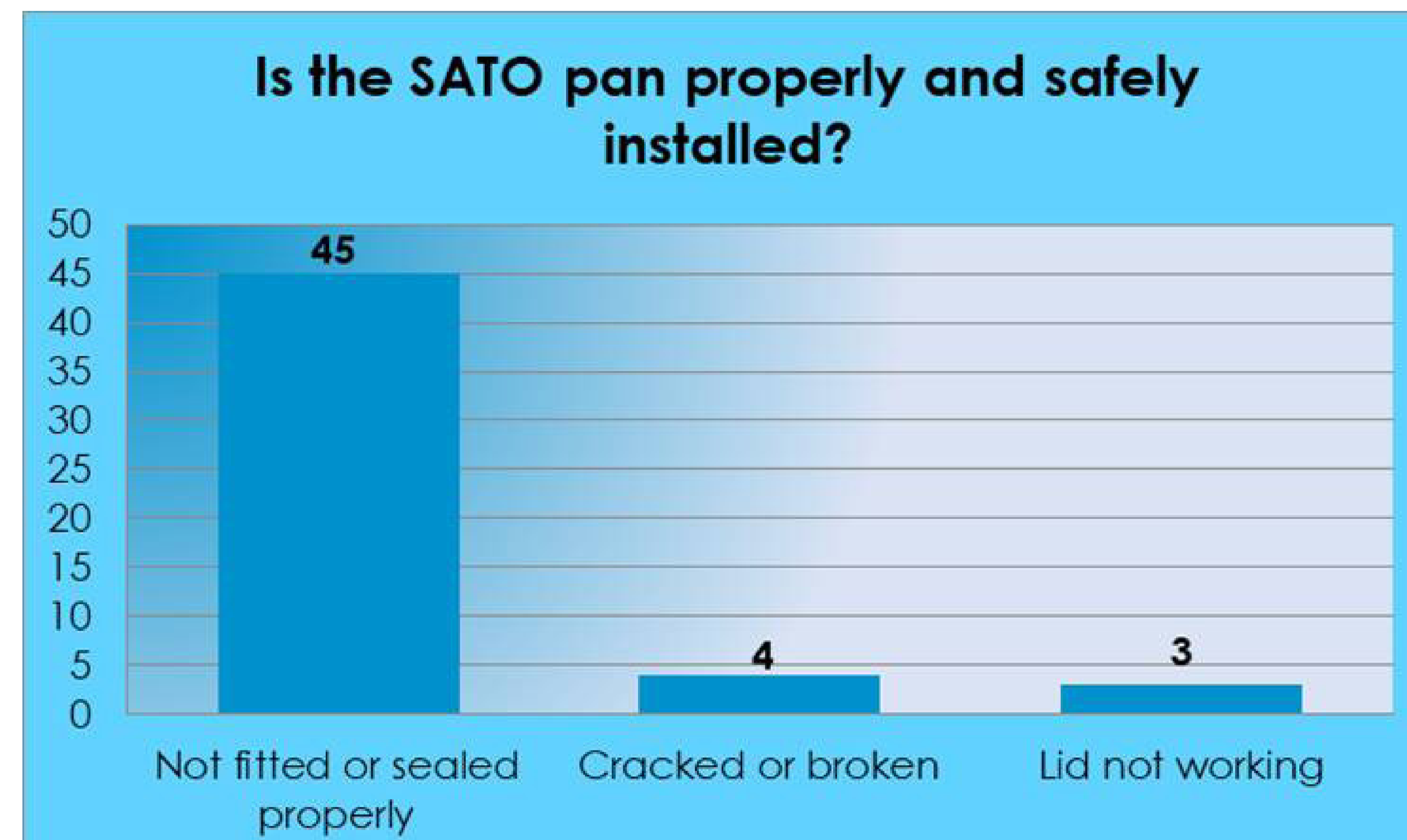
1. What are consumer perceptions and opinions about the use of the SATO pan?
2. Is the SATO pan properly and safely installed and well maintained?
3. What type of sales approach is adopted and what is the role of key stakeholders in the process?
4. What are the key learnings for improvement of market development initiatives?



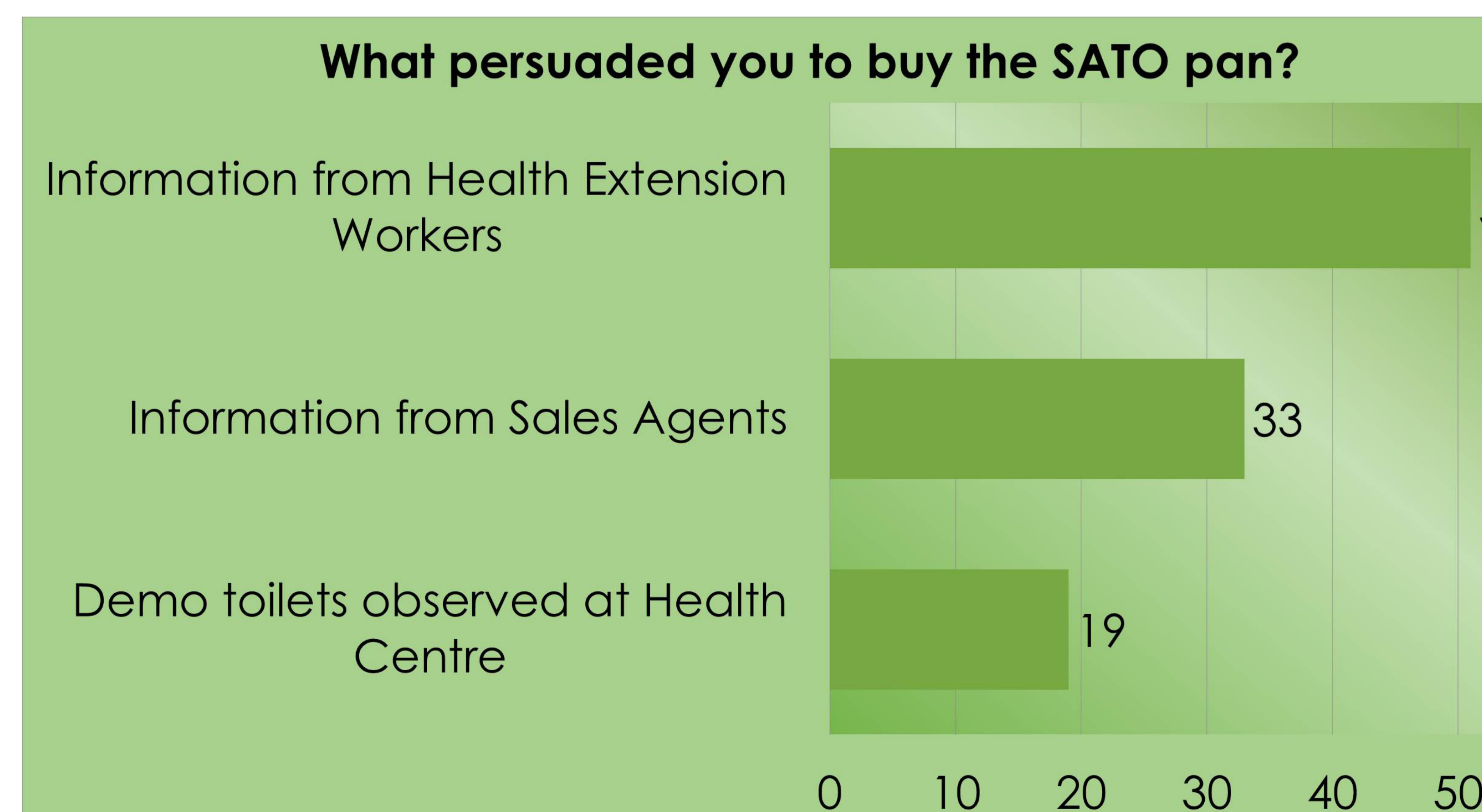
## Results

All households were satisfied or very satisfied with the SATO pan. They cited: reduced smell, fewer flies, modern look, and fair price. With a retail price of ETB 150 (\$5.30), consumers said the price was inexpensive (61%) or affordable (27%).

54% of SATOs purchased and self-installed had flaws in the fitting and sealing, such as small holes and cracks when embedded in mud surfaces.



Health Extension Workers (HEWs) were found to play a leading role in promoting the product, linking potential buyers with the retailers and sales agents selling the SATO pan.



## Conclusions

- The reception of the SATO pan was overwhelmingly positive among early adopters in Shashogo.
- SATO pan can be installed easily on different floor materials. Most households preferred to install it by themselves, but in doing so there were many flaws, which prevented end users from realizing the full benefits of the product.
- Flaws observed on installation have stimulated the project team to product new innovations with local businesses, such as cement skirting and pre-cast mini-slabs.
- The business model was designed to align health extension workers and sales agents. Connecting these actors has facilitated access to the new product.
- Behavior change communications and awareness raising were limited in Shashogo but are being strengthened in other locations concurrently with supply-side business development.