

Ecosan Capacity Development Workshop



Social Marketing

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Contents

1. Why Social marketing?
2. Action needed
3. What is Social Marketing?
4. Important Marketing Concepts
5. 4 'P's of Marketing
6. Additional 4 'P's in Social Marketing
7. Tools for Promotion
8. Communication
9. Implementation
10. Benefits
11. Key concepts
12. Entry points

Why Social Marketing ?



United Nations Millennium Development Goals (MDGs): Overview



= MDGs



The Millennium Declaration includes the following eight goals:

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other diseases
- 7. Ensure environmental sustainability → sub-goal: water & sanitation**
8. Develop a global partnership for development



Source: UN Millennium Development Goals: <http://www.un.org/millenniumgoals/>

Daily increase in population to be served to meet the MDG target on water supply and sanitation in 2015

Country	Projected Population (10 ³)	MDG Attained Coverage (%)		Daily Increase Needed In People To Meet The MDG Targets	
		Water Supply	Sanitation	Water Supply	Sanitation
Afghanistan	41,401	no data	no data	-	-
Bangladesh	168,158	86	62	8,000	7,000
Bhutan	2,684	no data	no data	-	-
India	1,260,366	84	56	33,000	82,000
Iran	79,917	96	92	3,000	3,000
Maldives	416	100	no data	> 50	-
Nepal	32,747	85	56	2,000	2,000
Pakistan	193,419	92	69	9,000	11,000
Sri Lanka	22,293	86	60	1,000	1,000
South Asia	1,801,401	86	60	64,000	115,000

EVERY 15
SECONDS 15
A CHILD DIES
from lack of
ACCESS to
CLEAN
water

Action Needed

- **Alternative Sustainable solution which**
 1. should be eco-friendly (no pollution of ground- and surface water)
 2. need to be user-friendly
 3. need low maintenance
 4. should be cost effective
 5. should produce and not require energy (e.g. biogas)
 6. are usually decentralized
 7. should reuse **nutrients**, and **water** contained in wastewater

- Paradigm Shift in approach, mindset, behavior for acceptance of sustainable concept
- Promotion of appropriate knowledge

**Need to Market the Innovative approach in Society on
High priority.....**

“Social Marketing”

What is Social Marketing ?



What is Social Marketing ?

Social marketing is the planning and implementation of programs designed to bring about social change using concepts from commercial marketing.



Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target beneficiaries and the general society."

Important marketing Concepts

- Objective \longrightarrow influence action;
- Action \longrightarrow impress target beneficiaries with benefits they receive will be greater than the costs they incur;
- Programs (Action influence) \longrightarrow target beneficiary's own perceptions of the proposed exchange;

Target beneficiaries are seldom uniform in their perceptions and/or likely responses to marketing efforts and so should be partitioned into segments;

Important marketing Concepts

- Recommended behaviors are of different nature which must be understood and addressed while prompting any action
- Situation based influencing factor
- Regular monitoring of the program to rapidly alter strategies and tactics.

Important marketing Concepts

- **Marketing efforts must incorporate all of the "4 Ps," i.e.:**
 - Create an enticing *"Product"* (i.e., the package of benefits associated with the desired action);
 - Minimize the *"Price"* the target audience believes it must pay in the exchange;
 - Make the exchange and its opportunities available in *"Places"* that reach the audience and fit its lifestyles;
 - *"Promote"* the exchange opportunity with creativity and through channels and tactics that maximize desired responses;

Social marketing also adds a few more "P's."

Product

- The social marketing "product" is not necessarily a physical offering.
- A continuum of products exists, ranging from tangible, physical products to services practice and
- more intangible ideas (e.g., environmental protection).

Price



- "Price" refers to what the consumer must do in order to obtain the social marketing product.
- This cost may be monetary, or it may instead require the consumer to give up intangibles, such as time or effort, or to risk embarrassment and disapproval.
- These perceptions of costs and benefits can be determined through research, and used in positioning the product.

Place

- "Place" describes the way that the product reaches the beneficiaries.
- Another element of place is deciding how to ensure accessibility of the offering and quality of the service delivery.
- By determining the activities and habits of the target audience, as well as their experience and satisfaction with the existing delivery system, researchers can pinpoint the most ideal means of distribution for the offering.

Promotion

- The last "P" is Promotion....one of the influencing factor..... Because of its visibility, this element is often mistakenly thought of as comprising the whole of social marketing.

Research is crucial to determine the most effective and efficient vehicles to reach the target beneficiaries and increase demand.

The primary research findings can also be used to gain publicity for the program at media events and in news stories



Promotion to different target audience



Promotion to Policy makers



Promotion to Technologist



Mass awareness through media

Promotion to Financial Institutions



Promotion to beneficiaries



Promotion to Educational Institutes

Promotion to NGOs



Additional Social Marketing "P's"

- **Public:**
 - External - Target beneficiaries, decision makers
 - Internal – Executing team
- **Partnership**
- **Policy** – Sustainable policy



Tools for Promotion



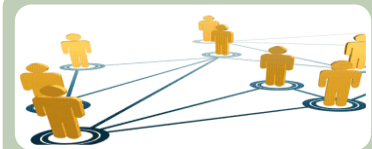
Trainings



E- learning



Workshops / Conferences



Networking with different organisations

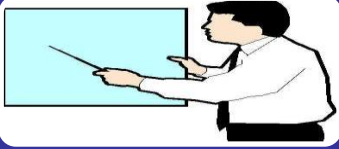


Development of material



Interpersonal communication

Tools for promotions



Facilitation for technical / financial



Community meetings



Presentation through posters



Mass Media



Evaluation and monitoring



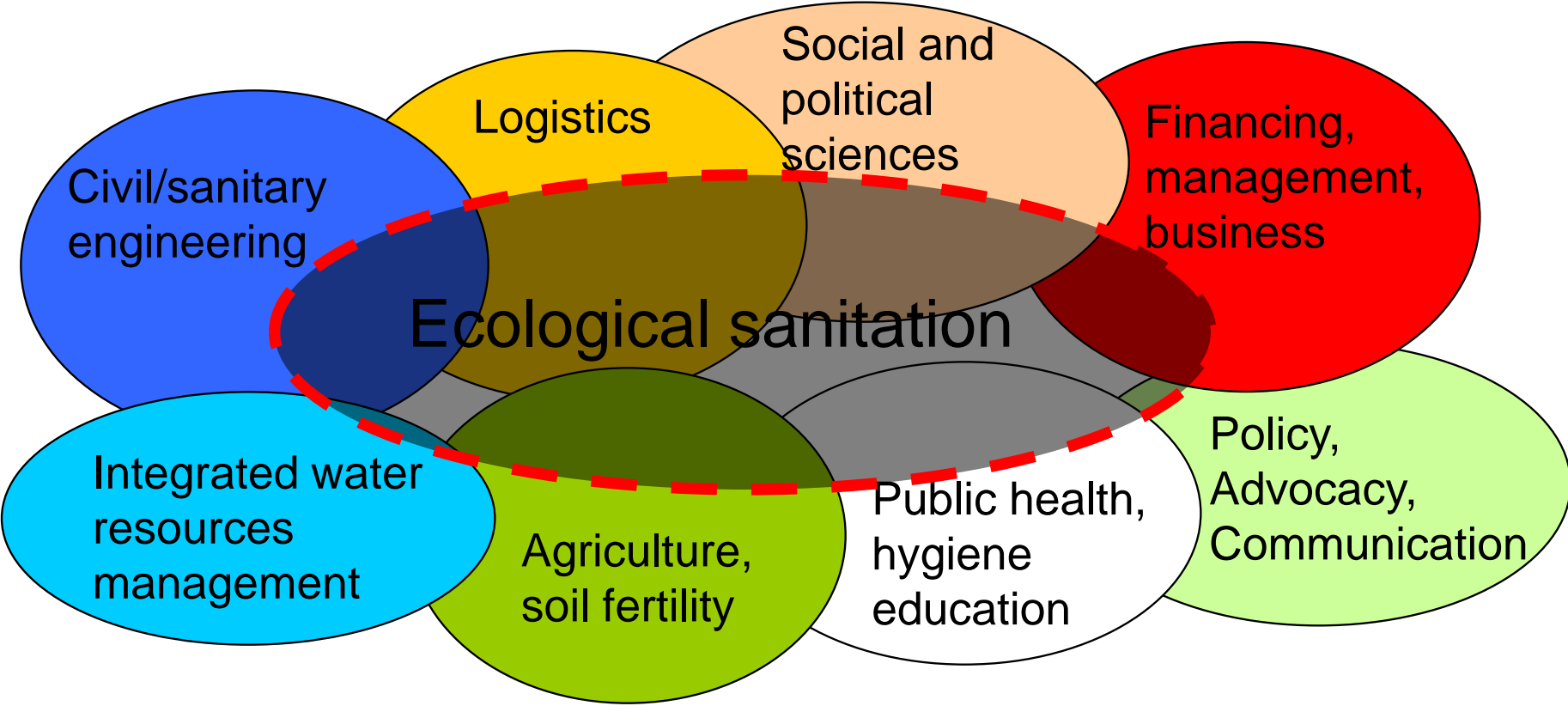
Follow up

Knowledge through Education and Awareness



Education and Awareness:

Different profession need education



Source: Dr. Elisabeth v. Münch
e.vonmunch@unesco-ihe.org,

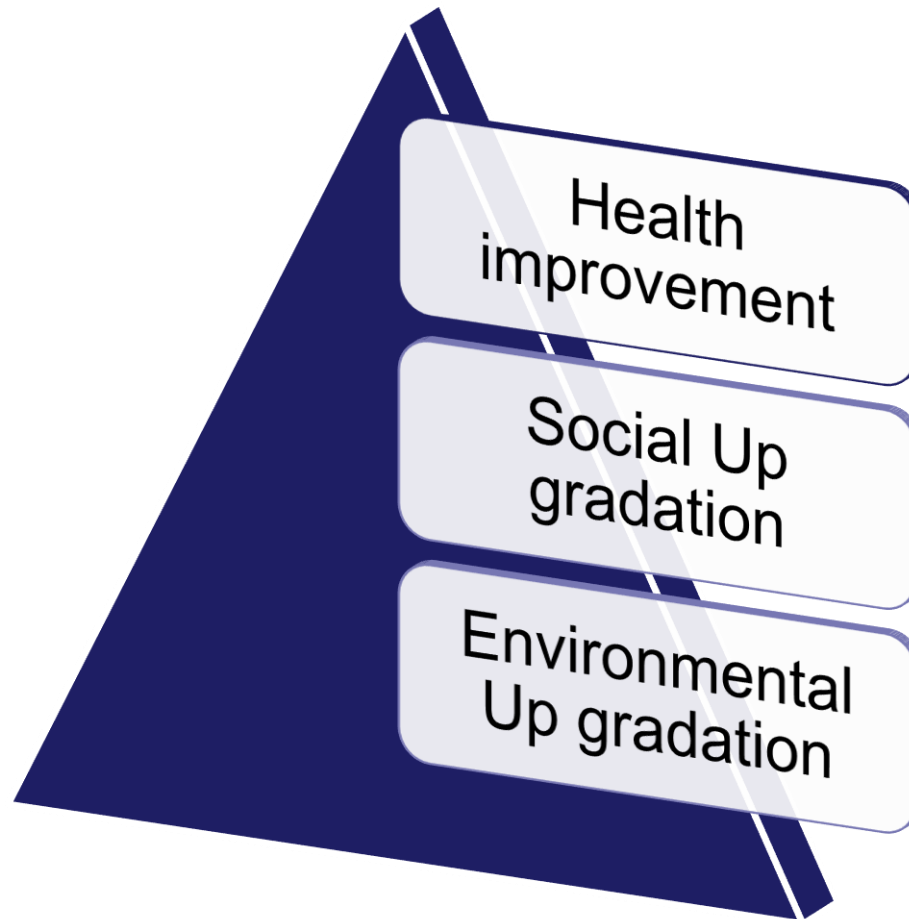
Effective Communication



- Listening / understanding skills a gateway to solution
- Observation power critical to understand

Effective implementation depend on appropriate assessment of situation i.e. Pre IEC and Post IEC

Benefits of Social marketing



Key Concepts

- Action is the objective
- The target beneficiary is the focus
- The exchange is critical
- Segment markets
- Use all Ps
- Analyze and beware of competition
- Monitor and be flexible

Participatory Approach

Entry point to ecosan: Case study of Therगाon



Entry point to ecosan: Case study of Kameshwaram



Entry point through Religious Leaders



How to Market Ecosan ?

Thank You !



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