Microfinance programs for scaling-up sanitation coverage in Bolivia
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COMUNITIES SERVED
Trinidad, Bolivia

TIME FRAME
June 2009 to Present

PROJECT GOALS:
1. To improve access to sanitation in Bolivia by assessing willingness and ability to pay for ecological sanitation using microcredit
2. To create a sustainable six year business plan for the production and distribution of toilet kits and water filtration systems

SUPPLY

Objectives:
• Create a business plan for the Sumaj Huasi Foundation (SH) for mass production of ecological toilets (EcoSan) and ceramic water filters.
• Develop a distribution plan that includes regional distributors and local micro entrepreneurs who would sell and install EcoSan products.
• Estimate the probability of financial success of the project, evaluate risks, and provide recommendations to improve operational efficiencies.

DEMAND

Objectives:
• Determine willingness and ability to pay for sanitation facilities and to design a suitable microfinance program to help people purchase sanitation.
• Develop a marketing campaign to educate people on the value of sanitary and financial behavior.

Procedure:
Administered 400 household surveys in a peri-urban area using a 40x10 multi-stage cluster sampling method. The survey used bidding game methodology in order to estimate willingness to pay for sanitation facilities; it also explored ability to pay and appropriate microfinance options.

Preliminary Results:
Of the sample surveyed: 56% are willing to buy a ceramic water filter; 20% are willing to buy an ecological toilet; and 100% of those willing to buy an ecological toilet are also willing to take a microloan to purchase it.

NEXT STEPS:
1. To pilot marketing sanitation products with microcredit in a promising neighborhood in Trinidad, Bolivia.
2. Statistical analysis (descriptive stats, cross-tabs, regressions) of survey database to determine co-factors most indicative of willingness to pay for sanitation.
3. Implement an educational marketing campaign.
4. Follow up on sales and maintenance of purchased sanitation artifacts (EcoSan and ceramic water filters).