

SAMPLE PROPOSAL LANGUAGE

GENERAL LANGUAGE ABOUT SATO

- SATO, part of LIXIL, is an award-winning social business, which has positively impacted the lives of more than 45 million people across 45 countries. SATO is delivering on the overall goal LIXIL has set of reaching 100 million people by 2025 with basic sanitation and hygiene solutions.
- SATO aims to empower people everywhere to live a better life, every day, and to enjoy a brighter future. They do this by applying customer understanding to their design and engineering expertise to create solutions that solve the real problems that face emerging economies – from water scarcity affecting hand washing to unhygienic, unpleasant sanitation experiences.

THE PARTNERSHIP FOR BETTER LIVING

- Launched in October 2021, the Partnership for Better Living: Affordable, Accessible, Adaptable Sanitation Solutions (PBL), is a five-year cooperative agreement awarded by USAID to LIXIL and its SATO social business. It aims to increase sustained household access to sanitation and increase adoption of key hygiene behaviors through market-based approaches for at least 2 million people by 2026 in USAID's Water for the World priority countries.
- **Partnership for Better Living:** Affordable, Accessible, Adaptable Sanitation Solutions (PBL), is a five-year (2021-2026) cooperative agreement between USAID and LIXIL Corporation, implemented through LIXIL's award-winning social brand, SATO. Targeting USAID's High Priority and Strategically Aligned countries for Water, Sanitation, and Hygiene (WASH), PBL aims to:
 - Expand the market for affordable and appropriate sanitation and hygiene solutions;
 - Improve the availability of products and the reliability and sustainability of private sector supply chains; and
 - Strengthen the business environment for improved access to sanitation while increasing awareness of global sanitation and hygiene challenges.

PARTNERSHIPS FOCUS

- SATO builds sanitation markets in emerging economies. By working with local manufacturers, distributors, and retailers, high quality sanitation products are now available – and perhaps more importantly – affordable where the need is greatest. This market-based approach is key to ensuring communities can make sustainable change when they have access to products they desire and can pay for.
- SATO invests in training of masons and plumbers on the benefits of improved sanitation and how to install • SATO toilets safely and efficiently. This continues to build the capacity of skilled trade workers in local markets and creates an opportunity for greater economic gain for these small business owners.
- As development and WASH-sector NGOs work to raise awareness on the importance of proper sanitation and hygiene and promote behavior change towards safely managed sanitation, a supply chain must exist to meet the increased sanitation demand they are helping build. This is where SATO comes in.

- SATO's products are manufactured in Africa and Asia, allowing for efficient, regional distribution. Thanks also to their affordability, their high quality, and the fact that they are designed and developed specifically for use in emerging market contexts, SATO has become the go-to brand for many WASH NGO projects.
- SATO works with like-minded non-government organizations around the world to help improve sanitation and hygiene standards now, while empowering communities with the knowledge and skills they need to maintain them over the long-term.

PRODUCT DESIGN FOCUS

- Designed with careful attention to the specific needs of their consumers, SATO offers a range of aspirational, affordable, and award-winning products, offering end-to-end solutions that allow for safely managed sanitation. This ranges from toilet pans and connection systems to unique portable taps for communities that lack access to running water.
- SATO product lines have been recognised through several prestigious, international awards. This includes the Red Dot Design Award and the Deputy-Chief's Award from the Japan SDG Awards for SATO Toilet solutions, while SATO's unique hand washing solution, the SATO Tap, was recognised by TIME as Best Inventions of 2020 and honored as finalists at Fast Company's World Changing Ideas Awards 2021.

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