

Make a Splash!

Impact Update 2024–2025



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**MAKE A
SPLASH!**

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IN PARTNERSHIP WITH
unicef

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Make a Splash! Impact Update 2024–2025

This update summarizes the results of the Make a Splash! Phase III partnership between LIXIL and UNICEF, spanning 12 months ending in March 2025, across six focus countries: Ethiopia, India, Indonesia, Kenya, Nigeria, and Tanzania.¹

During this period, the partnership **directly increased access to at least basic sanitation² for 727,000 people and indirectly reached an additional 2,061,000 people.³ It also increased access to basic handwashing services⁴ for 760,000 people.** This impact was achieved by working across five dimensions of market strengthening.

Make a Splash! (MaS!) continues to demonstrate substantial progress in improving sanitation and hygiene access through market-based approaches. Success factors include leveraging existing programs, forming partnerships across public and private stakeholders, offering diverse product offerings that meet user needs, and implementing improved monitoring systems. The partnership will build on these success factors and address challenges in areas such as financial access in several markets and reducing market fragmentation in both urban and rural contexts.



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Lakshmi, a mason from Odisha, India, who has benefited from the Make a Splash! Partnership.

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- 1 Field offices had access to funds by the first or second week of August 2024.
 - 2 “At least basic sanitation” refers to people receiving access to safely managed or basic sanitation.
 - 3 A “direct” intervention is Make a Splash! support that directly results in the increase in the number of people with access to sanitation, usually through implementing partners. “Indirect” includes UNICEF’s system strengthening activities such as strengthening national data systems, domestic resource mobilisation, formalising private service providers and strengthening institutional accountabilities.
 - 4 “Basic handwashing” refers to the availability of a handwashing facility with soap and water.



Five dimensions of market strengthening

The statistics below set out the LIXIL and UNICEF partnership achievements in the last year 2024–2025.



Enabling environment

28

national and local policy instruments were developed to

support governments in facilitating and regulating market-based sanitation. It is the responsibility of the government to create a conducive business environment that reduces or eliminates barriers to market entry or expansion and makes business transactions easier for both customers and businesses. MaS! activities include supporting governments to develop policies and strategies, to collect relevant data to inform decisions and to build their capacity to conduct critical government functions.



Demand creation

8 million

people were reached through demand creation activities. Customers need to be willing and motivated to invest in their own sanitation system. MaS! activities include market activations, radio engagements and community interactions.



Financial support

\$1 million in

financial support for households and businesses and

\$6 million in

government budgets were allocated to sanitation and hygiene improvements. A range of customer finance options are needed to overcome affordability barriers for poorer households. MaS! activities include partnerships with financial services providers to offer loans for sanitation.



Supply chain

200 local

enterprises were

supported with product demonstrations and training. A network of suppliers, businesses and distributors of affordable sanitation products are needed to grow and expand outwards from cities and towns towards harder-to-reach areas. MaS! activities include establishing one-stop shops of products and services, and strengthening the capacity of businesses and sales agents.



Sales 110,000

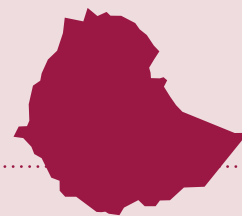
sanitation and hygiene products were sold, of which around 88,000 were SATO products. It is important to track the sales of sanitation and hygiene products and services as feedback on the performance of market-based sanitation activities.

Since it started in 2018, the MaS! partnership has reached 16.3 million people.⁵

⁵ For a summary of people reached since MaS! started in 2018, see the report on the UNICEF website: [2018–2023 Make a Splash! Lessons learned from five years of sanitation and hygiene market strengthening](#)

The maps in this document are stylized and not to scale. They do not reflect a position by UNICEF on the legal status of any country or area or the delimitation of any frontiers.

Ethiopia



2024–2025 Results



Enabling environment

2 sanitation policy instruments were supported including the National Safely Managed Sanitation Protocol and verification and certification tools to support the Total Sanitation to End Open Defecation and Urination Ethiopia Initiative.



Demand creation

126,000

people were reached through demand creation campaigns in local markets, house-to-house mobilization, and school outreach.



Supply chain

24 market-based sanitation enterprises were established or revitalized.



Sales

29,000

sanitation products were sold, of which **12,000** were SATO, resulting in the installation of **22,000** latrines, directly helping **110,000** people gain access to at least basic sanitation.



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India



2024–2025 Results



Enabling environment

7 policy instruments were supported including the development of Vision 2047 for safely managed sanitation in Odisha and guidance for toilet clinic operations in Bihar.



Demand creation

1.3 million

people were reached with sanitation and hygiene messaging in Odisha and Bihar through self-help groups, youth campaigns, and village discussions.



Sales

816

SATO products and **391** other products were sold in Bihar. **545** SATO products were sold in Odisha. Overall, these sales helped **44,000** people gain access to basic sanitation.



Financial support

\$227,000

was leveraged in government funding for household toilet construction and

\$529,000

in additional government budget was allocated to sanitation improvements.

Indonesia



2024–2025 Results



Enabling environment

11 sanitation policy instruments have been supported including the development of national and sub-national sanitation roadmaps.



Demand creation

500,000 people were reached via text messages and media engagement.



Sales

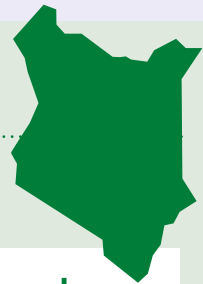
2,100 sanitation products have been sold, of which **1,000** were SATO, directly contributing towards **66,000** people gaining access to at least basic sanitation.



Financial support

\$543,000 financial support for households and businesses has been facilitated and **\$4.8 million** in government allocations has been leveraged.

Kenya



2024–2025 Results



Enabling environment

7 policy instruments were supported including the approval, launch, and dissemination of the Kenya Rural Sanitation and Hygiene Protocol, the Costed Kenya Rural Sanitation and Hygiene Roadmap 2023–2030 and the WASH in Schools Strategy 2024–2029.



Supply chain

5 One-Stop Shops were established and **133** new retailers and distributors were trained.



Sales

15,000 SATO and other products were sold, directly contributing towards **88,000** people gaining access to at least basic sanitation, plus **40,000** SATO Taps providing basic hand hygiene access to **200,000** people.



Financial support

\$134,000 in financing for households and businesses was facilitated through partnerships with **15** financial institutions and **\$752,000** in government allocations for sanitation was leveraged.



Demand creation

3.3 million people have been reached across nine counties through mass media and door-to-door campaigns.



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Nigeria



2024–2025 Results



Demand creation

2.36 million people

were reached with sanitation and hygiene messaging through mass media and community mobilization.



Supply chain

40 toilet business operators were trained

and **5** business models were strengthened.



Sales

4,800 SATO

products were sold, contributing towards the installation of **9,000** improved toilets and directly helping **173,000** people gain access to at least basic sanitation.



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Financial support

\$116,000 in financing through various mechanisms benefited **3,500** households and **\$9,800**

in government allocations for sanitation was leveraged.

Tanzania



2024–2025 Results



Enabling environment

1 policy instrument was supported

by the Ministry of Water to finalize the WASH private sector partnership guidelines to improve private sector engagement and promote innovative financing options.



Demand creation

500,000 people have been

reached through demand creation in the Njombe and Mbeya regions with the Community Action for Total Sanitation (CATS) approach that combines Community-Led Total Sanitation and Market-Based Sanitation.



Sales

2,000 SATO

Pans were sold, while government market-based sanitation initiatives facilitated the sale of an additional **15,000** SATO units in regions beyond the program area, directly contributing towards **246,000** people gaining access to at least basic sanitation.



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