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HappyTap: Aspirational handwashing device commercialization in Vietnam

Presented by: Ai Huynh
ai@watershedasia.org

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- Engage local enterprises and government in the development of sustainable market-based approaches that **empower households** to be active and informed consumers of WASH products & services

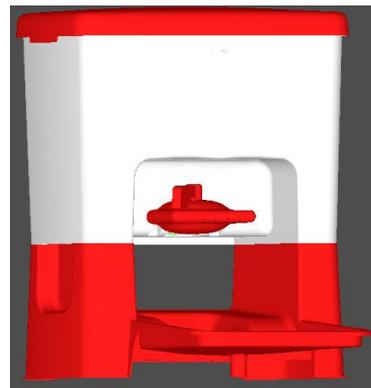


- Hygiene-related ailments cost **USD \$262M per year** in Vietnam
- Most rural mothers do not practice HWWS before cooking or after using the toilet (Hutton, 2008)

HappyTap Evolution



<2009



2009



2012



2014

From Concept to Prototype to Commercial Market



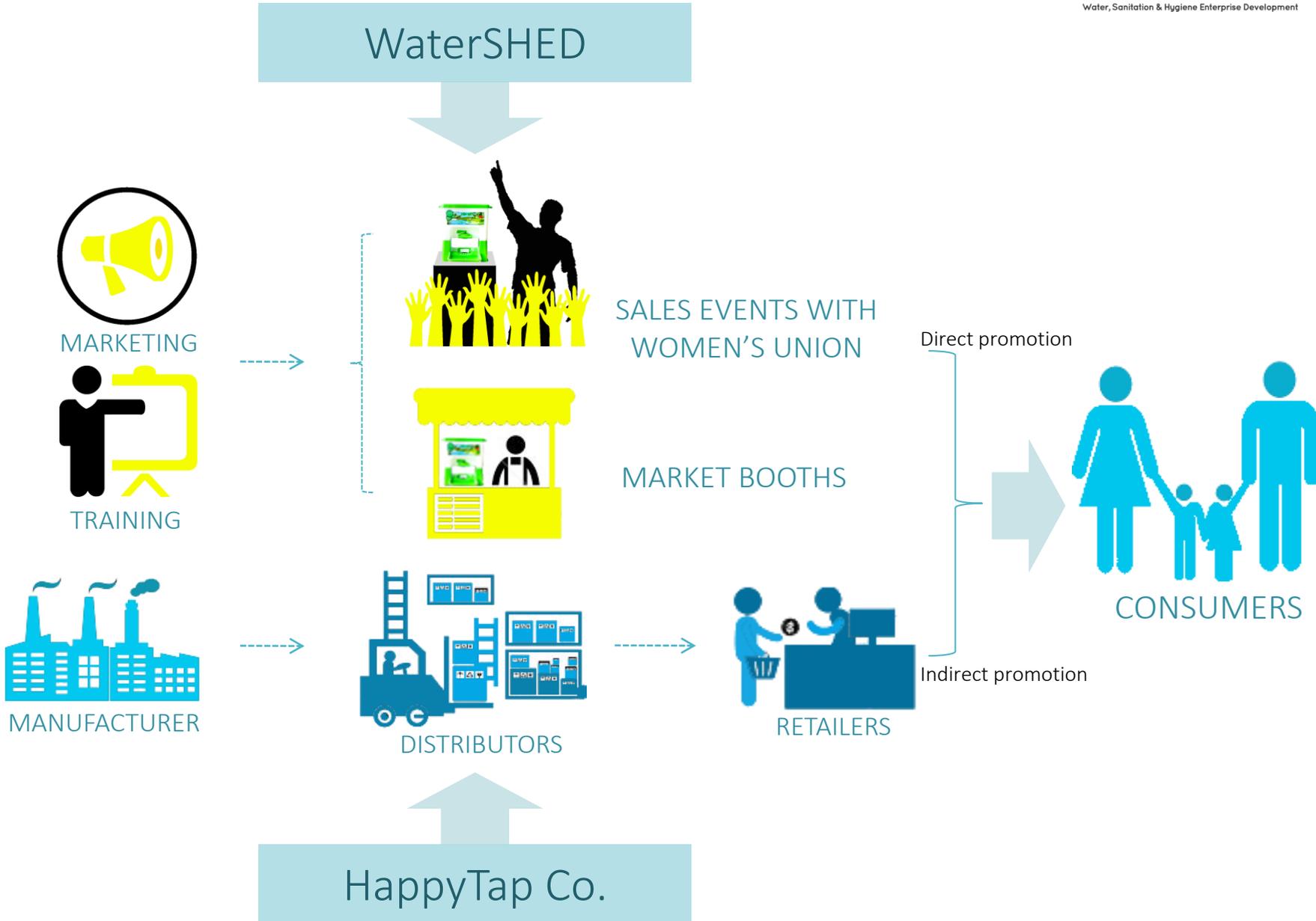
- *HappyTap*: design based on iterative, consumer-centric process with rural mothers and affordably priced



Locally branded “**LABOBO**” with frog mascot, ‘Bobo’

i) Convenient, ii) Protects family health, iii) Saves water and medical costs, iv) Premium product

PUSH & PULL



Role of WaterSHED

WaterSHED **boosts**
product category



Giving **demand signals** to
indirect channels (**PULL**)

Market runway

The PUSH then PULL **primes the market** for
sustainable momentum and growth



HappyTap
launch

Market ignition
(**PUSH**)





HappyTap

Handwashing Device



Making handwashing more convenient for rural people

- Manufactured and distributed by the local private sector in Vietnam
- Customers pay full price, without subsidy, to ensure economic sustainability of the supply chain
- Sold through retail outlets as an aspirational product

Learning points



- A commercial marketing approach requires an entrepreneurial team
- Listening to customers is critical
- Design and promotion of new products was not a core competency of existing manufacturers and distributors
- Enabling environment remains important
- Expected public health impact is highest when market penetration is maximized



Market says...



“I think it’s a neat idea. I no longer have to go outdoors at night for handwashing”

Ms. Ba, consumer at Binh Ninh commune, Tien Giang

“The market booth campaign is really helpful. Let me tell you, once the first few people use it, neighbors tend to follow.”

Retail outlet owner, Tien Giang Province

