

**MAKE A
SPLASH!**

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5 KEY LESSONS FOR STRENGTHENING **SANITATION MARKETS**

Lessons learned from the Make a Splash! Partnership

DATE

**20th
AUGUST 2025**
2:00 – 2:45PM JST

VENUE

Pacifico Yokohama
Stage A, Hall B & C

PLEASE NOTE: Pre-registration with JETRO is required to enter the venue. Simultaneous interpretation will be provided. Please bring your own earphones.



Register for
the JETRO Event



Register for LIXIL & UNICEF Joint Session



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UNLOCKING sustainable sanitation for all through transformative public-private partnerships.



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Join LIXIL and UNICEF for an insightful session on transforming global sanitation.

The session will share five critical lessons from our groundbreaking “Make a Splash!” partnership, showcasing five years of on-the-ground experience from LIXIL’s award-winning social business “SATO”.

This is a unique opportunity for all government officials and business leaders to discover innovative, market-based approaches & strategies for strengthening sanitation markets. The session will share practical knowledge on how public-private collaboration, financing models, and overcoming policy barriers can drive progress towards achieving SDG6: Ensure access to water and sanitation for all.

Session
Speakers



Erin McCusker

LIXIL
Leader,
SATO and LIXIL Public Partners



Sam Langat

LIXIL
Leader,
Africa, SATO



Etleva Kadilli

UNICEF
Regional Director for
Eastern and Southern Africa

Moderator



Dr. Dave Mateo

LIXIL
Leader,
Impact Strategy Office

MAKE A SPLASH!

LIXIL
IN PARTNERSHIP WITH
unicef



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Launched in 2018, “Make a Splash!” is a shared-value partnership between LIXIL and UNICEF dedicated to achieving SDG6: Ensure access to water and sanitation for all. This initiative has reached **over 16.3 million people** by strengthening sanitation markets in 6 countries in Africa and Asia. The progress achieved to date has resulted in five key lessons and successful approaches:

1. Working beyond a purely market-driven supply chain
2. Blending public health and private sales incentives
3. Reducing market fragmentation
4. Smart public finance can expand and sustain access to safe sanitation, strengthen markets and stimulate private investment
5. A more nuanced understanding of policy enablers or blockers is key to creating a stable and well-functioning market



[PLEASE VISIT THE PARTNERSHIP WEB SITE](#)

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