**Embedding a Capability Approach within Sanitation Marketing**

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The main purpose of sanitation interventions is to achieve an increase in the use of sustainable sanitation products and services so as to meet the needs of the world’s poorest. One of the outcomes has been the development of the practice of sanitation marketing. It has three core practices:

1. Innovating sanitation products and services.
2. Stimulating demand for ‘improved’ sanitation.

**Millennium Development Goal 7c:**

Halve, by 2015, the proportion of the population without sustainable access to safe drinking water and basic sanitation.

**Sustainable Development Goal 6 (proposed):**

Ensure availability and sustainable management of water and sanitation for all.

There is a second important aspect to well-being as per the capability approach, and that is whether a development program is enhancing people’s substantive opportunities to achieve, in the future, the functionings mentioned above. This expansion of opportunity is known as “capabilities” (Robeyns 2005; Sen 1999).

To see the distinction, functionings can be thought of as “already realised” well-being achievements, whereas capabilities can be thought of as “potential to enact well-being achievements in the future.” The capability approach demands that a development program not only give people expanded access to things, but also enhances their well-being achievements in the present and improves their chances of well-being achievements in the future.

Perhaps the most stringent benchmark that the capabilities approach sets is the theoretical argument that such well-being achievements and freedoms cannot really be imposed on people and communities; they can only ever come about by people’s expressions of their own agency (Lindeman 2014). It is their ability to think and act that constitutes real well-being freedom.

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**Well-being**

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**Literature cited**

