iDE’s Global WASH Learnings: Where we’ve been and where we’re going

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About iDE

- 11 country offices in Central America, Africa, and Asia
- Market-based programs in Agriculture, WASH, Access to Finance
- WASH programs in 6 countries:

  Vietnam and Cambodia WASH funders
650,000 latrines and growing
Sweeps’ Theory: Maximize efficiency of resource allocation—

Technology Adoption Life Cycle
SanMark program design—

iDE works in six countries to build markets that can deliver sanitation solutions that people want and can afford. Our specific approach to sanitation marketing varies from country to country based on local market conditions. These six visualizations depict the sanitation marketing strategies we pursue across our global portfolio and provide information on the unique market challenges and opportunities in each country, as well as the distinct approach we take in each context.
Vietnam—
Vietnam: Leveraging government engagement

- Rural households trust government advice on sanitation
- Government strategy supports private sector approaches
- Government agencies have a wide reach in rural communities
- Government agencies have WASH mandates and interests
Vietnam: Adapting SanMark

- Use language government will understand
- Create opportunities to demonstrate impact
- Prove how SanMark will contribute to government targets
- Start small and build on previous learning
- Provide intensive, ongoing coaching
Vietnam: Results

**Impact**: 124,688 people access improved latrines since 2014

**Scale**: 10%
2-year coverage increase in iDE areas compared to 1-1.5% annually elsewhere

**Inclusion**: 11%
Percentage of sales to poor compared to 7% nationally
Vietnam: Lessons learned

• Build partner capacity at local levels
• Engage provincial staff in advocacy
• Plan for government staff turnover
• Allow time for other government priorities
Cambodia—
Cambodia: Results

**IMPACT**
1,439,600 people access improved latrines since 2009

**SCALE**
29%-64% latrine coverage in 2012 versus 2018 in iDE areas

**INCLUSION**
24% percentage of sales to poor versus 19% national poverty rate
Cambodia: Responding to market changes

• Early adopters have different desires and priorities than laggards
• New approaches are needed to reach remaining market
• Increasing household debt and new MFI regulations make loans harder to get
Cambodia: Reaching late adopters

- Supplier-led financing
- Credit insurance for latrine producers
- Smart subsidies
- Product modifications for:
  - People living with disabilities
  - Challenging environments
    - High groundwater
    - Seasonal flooding
Cambodia: Emergent initiatives

- On-site fecal sludge management
  - Measuring pit flow rates
  - Piloting sales of dual pits
- Integrating women in the supply chain
- Promoting a line of shelter products
Cambodia: Lessons learned

- Continually assess the market using rigorous, real-time data
- Adapt program as market changes
- Identify and respond to emerging trends: business as usual will not reach the final segment
Emerging Innovations—
Bangladesh: FSM

- High groundwater
- Seasonal flooding
- Coastal and wetland areas
- Full latrine pits
AQUA-PRIVY  SAND-ENVELOPED PITS  COMPOSTING FILTER LATRINES
Installation Instructions
FilTo 2.0

1. Roll
2. x3
3. x3
4. x3
5. x3
6. x3
7. x3
8. x3
�ক দোকানেই রিং আর ফিলটো চার্টান আর পায়খানার গর্ত
FilTo can decreased sweeping time between 3-6 times based on HH users.

→ Strong low cost on-site FSM solution

“When the latrine installed on May 2014 that time users told us that making pit by three rings it will fill up within 6 months so need to more rings in the Pit and it should be minimum 5-6 rings but right now it is taken three years (average 4 persons) for filled up and users astonish, how it is possible!”
Bangladesh: Results

**IMPACT**  
1,356,687 people access sanitation products, services and/or behaviors (2015-2017)

**SCALE**  
767 local service providers offer improved sanitation products and services

**INCLUSION**  
60% target for sales to poor households
Ghana: Customer Credit

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For more information call: 0243 800 500

For a healthy, happy family
How Did We Previously Assess Credit Risk Of Our Toilet Customers?
How Are We Now Assessing Credit Risk of Unbanked Consumers Differently?

Example Psychometric questions—

Which option would you prefer?

Which picture represents people in your community?

☐ I don't understand

☐ I don't understand
How Are We Collecting Our Monthly Payments?

Mobile Phone Coverage in Ghana is at 127.63% with 100% of Sama Sama Customer Reporting they own a Mobile Phone & 51% declaring they already had a MTN Mobile Money Account
How do recurring payments work?

We Have Partnered with MTN to Subscribe Our Customer Base Onto Their Recurring Payment Platform, which Acts Like a Standing Order from a Customers Mobile Money Account, Daily, Weekly or Monthly.
Thank you!

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Read more:
https://www.ideglobal.org/areas-of-focus/wash