

A woman with a headband and a pink sweater stands smiling in front of a toilet structure. The structure has a brown tarp covering the top and a white toilet seat on a tiled floor. A blue bucket is visible to the right. The background shows a thatched roof and some foliage. A blue grid of solid and dashed lines is overlaid on the entire image.

iDE

30,000 toilets sold through the private sector

A Milestone

Government partners leveraged the power of the private sector to improve the lives and health of over 125,000 rural Vietnamese people.

iDE VIETNAM

Getting the government to think differently takes time.

As the Government of Vietnam becomes increasingly accepting of private sector approaches, iDE's model of building market demand for sanitation, called sanitation marketing, shows incredible promise. iDE pioneered sanitation marketing in Vietnam in 2003 and continues to tailor it to build on the strengths of government partners and increase the capacity of private sector

sanitation businesses. Working with the private sector is a new concept for many government workers, but the results have convinced them to think differently.

125,000 is a small number compared to the 17 million people in rural Vietnam who still live without improved sanitation. But it's just the start of a drive towards affordable, inclusive sanitation for all.

CELEBRATING A MILESTONE: 30,000 TOILETS SOLD IN VIETNAM



“ With this project, I’ve done things so differently than I used to. Before when I talked about having a latrine, I would talk about having one to avoid diseases. Now I listen more to people to know what problems they face and give them advice. I also help commune health staff with latrine promotion. More importantly, we now pay more attention to the supply network: we train masons and ring producers, before we never worked with them, let alone trained them! I learned all of this from the project! I do believe what I am doing is bringing value to the life of my district people.”

Mrs. Hoan Vo
Center for Preventive Medicine (CPM),
Yen Thanh District, Nghe An Province

A new approach to capacity building sped up results.

Working in two rural provinces, iDE used an innovative approach to train the government to encourage customers to purchase improved latrines without subsidy, promote handwashing, and ensure local businesses know how to produce and install affordable, hygienic WASH products.

The Vietnam government's active engagement in WASH, coupled with its wide reach at the local levels, made it a critical partner in scaling WASH outcomes.

Households trust government recommendations on hygiene and believe that government-approved latrine designs are safe and hygienic.

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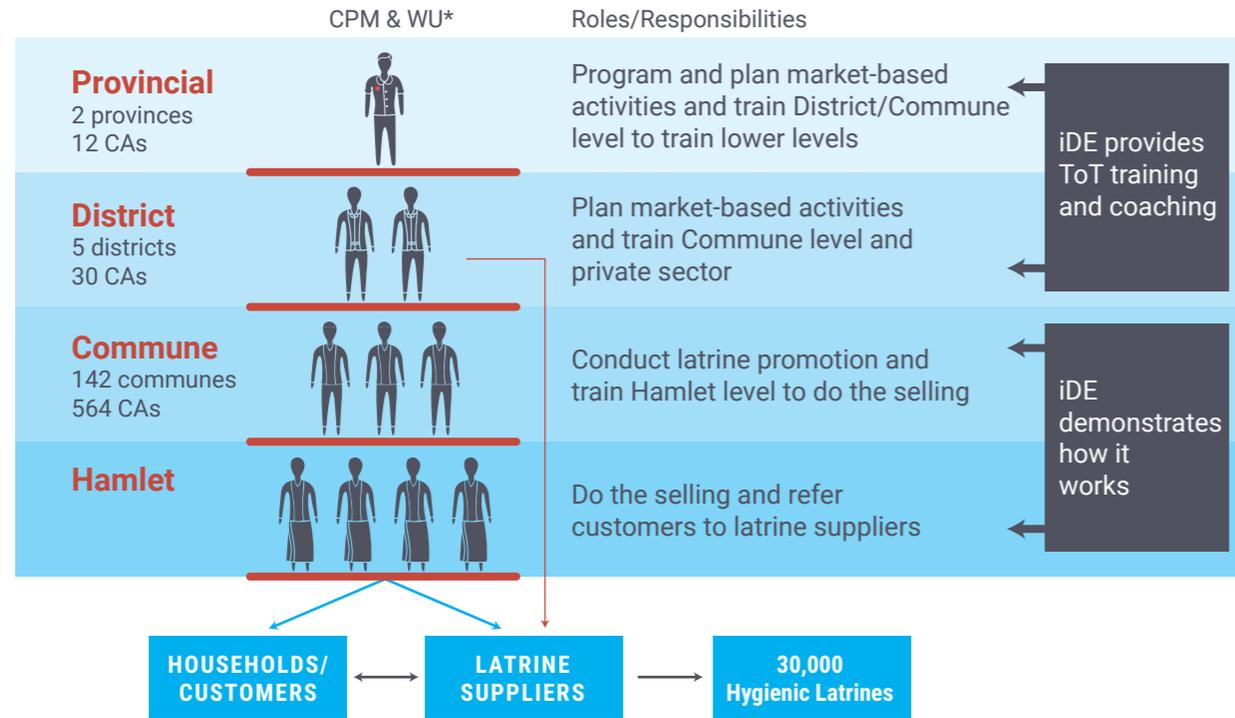
A CPM representative conducts a training of trainers session for commune/hamlet staff.

iDE partnered with the Center for Preventive Medicine (CPM), which has a WASH mandate from the government, and the Women's Union (WU), which supports WASH as it is generally perceived to be an area of interest to women.

Both partners have extensive networks at the commune and hamlet level to effectively stimulate demand among last-mile customers.

By adopting a training of trainers approach, and teaching provincial and district-level Change Agents (CAs) how to build capacity of staff at the commune and hamlet level, results were achieved more quickly than if the program had focused on providing direct training for commune CAs.

Strengthening Government for Scaling Up Market-Based Sanitation



*CPM: Centers for Preventive Medicine; WU: Women's Unions

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“During my 11 years with the CPM, sanitation has been the issue that has kept me awake at nights. Now, with the support of sanitation marketing, I can finally sleep.”

Mr Thang
Head of Yen Son District CPM



**Mr. Hoan,
a community health
worker and part-time
mason, builds about
10-12 latrines per month.**

Bringing the government and the private sector together delivered lasting impact.

IMPACT. Over 125,000 people now have access to affordable, aspirational toilets, purchased without subsidy.

SCALE. Over the past two years, latrine coverage has increased 10 percentage points in iDE's project areas, compared to 1-1.5 percentage points per year in other areas.

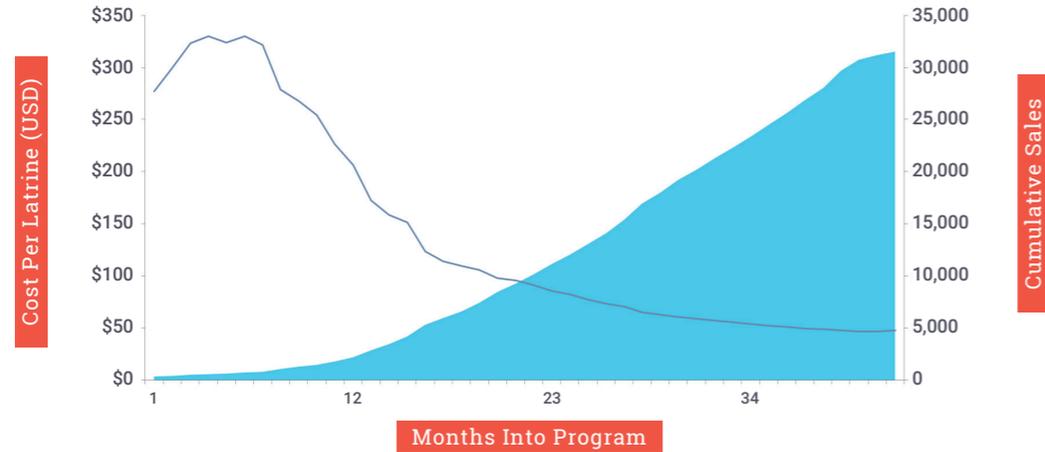
INCLUSION. 11% of current customers live under the poverty line, compared to a national poverty rate of 7%. 26% of customers come from ethnic minorities.

REPLICATION. Government partners have seen the impact of sanitation marketing and are interested in replicating it in new provinces.



**Women's Union
members launched
grassroots financing
initiatives to better
reach poor customers.**

A market-based approach maximized value for money.



COST-EFFECTIVE PROGRAM DELIVERY. Great progress has been made bringing sanitation to rural areas since 2000, but today, 28% of households (over 17 million people) still don't have improved sanitation facilities. Reaching these households with a traditional subsidy model is financially unrealistic.

Initial investments in training government partners, and adapting latrine designs led to increasing cost-effectiveness over time as the program incorporated lessons learned. Today, the program spends about \$48 USD per toilet, far less than the cost of fully subsidizing each toilet.

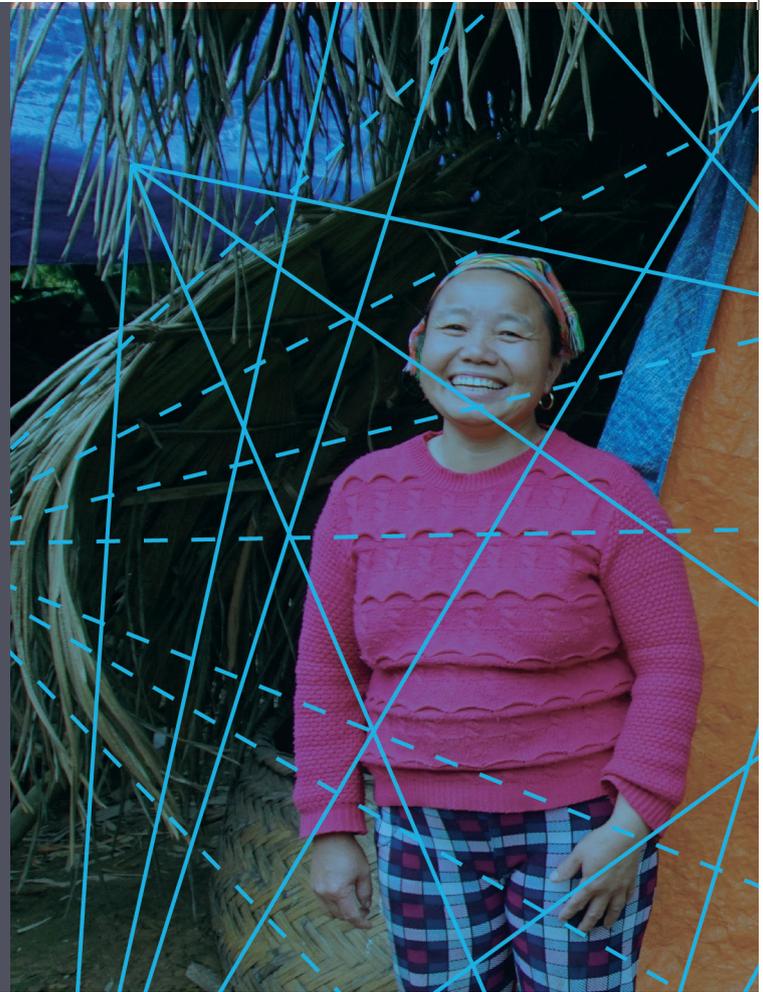
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iDE is an international non-profit organization dedicated to creating income and livelihood opportunities for the rural poor. Over 30 years ago, iDE pioneered market-based development while working with smallholder farmers. Today, this approach is recognized as a sustainable, scaleable, cost-effective approach to alleviate poverty. Building on worldwide programs in agriculture, iDE implements programs in Africa and Asia in the water, sanitation and hygiene (WASH) sector. iDE's WASH programs focus on creating markets around aspirational and effective WASH products and services that reduce diarrheal disease among poor households. iDE has impacted more than 23 million people globally to date through its WASH and agriculture interventions.

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