Most rural Cambodians do not have a latrine. They do their business in bushes, rice fields, and water bodies. It’s called open defecation and it contributes to 10,000 child deaths each year. Providing expensive subsidies to build latrines has not resulted in lasting solutions. But iDE’s approach, which ignites the power of markets, has led to unprecedented growth in the number of people using latrines in Cambodia.

The Power of Markets
People thrive when they’re connected. Especially if their network empowers them to buy and sell what they need to lead healthier lives. iDE strengthens supply chains and stimulates demand for sanitation services. Once viable markets are established, everyone involved has financial incentives to keep them going.

Human-Centered Design
Poor people can participate in markets—as customers, sales agents or producers—that are designed with them in mind. We find out what they desire and what will work for them. Then we design products and business models to suit their wants and needs.

Human-Centered Sales
Sales agents are more successful when they have tools and methods for ethical selling. Through village meetings and home visits, trained sales agents help people weigh the cost of action versus inaction, and decide if a latrine investment will pay off for them.

How do you sell 100,000 latrines in 2 years in rural Cambodia?

You ignite the power of markets.

ideorg.org

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