



BUILDING SANITATION MARKETS

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

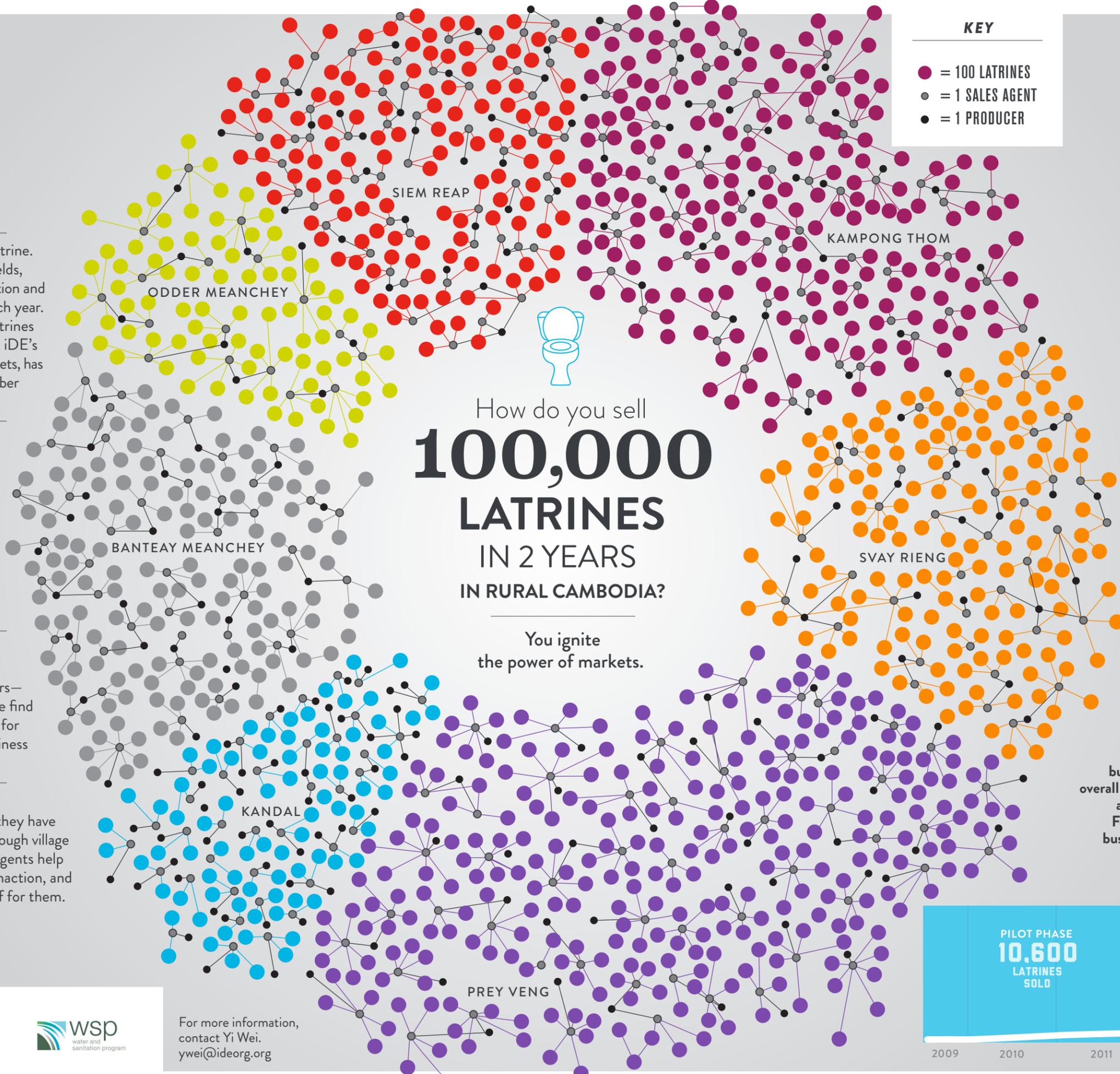
Sales agents are more successful when they have tools and methods for ethical selling. Through village meetings and home visits, trained sales agents help people weigh the cost of action versus inaction, and decide if a latrine investment will pay off for them.

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For more information, contact Yi Wei. ywei@ideorg.org

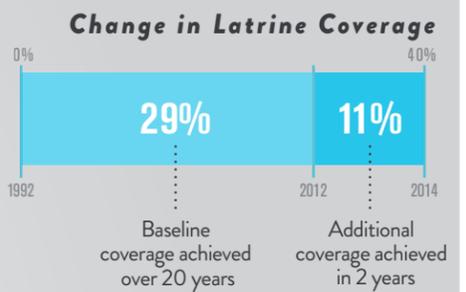


KEY

- = 100 LATRINES
- = 1 SALES AGENT
- = 1 PRODUCER



PROGRAM HIGHLIGHTS



Family Finances

\$56

Yearly gain from reduced health expenses and increased productivity for households that invested an average of \$41.50 in a basic latrine.

Value Creation

\$4,150,000

Revenue injected into the local economy from latrine purchases, spread among 199 latrine producers and 303 sales agents.

Ripple Effect

1:1

The project has benefited all sanitation businesses in the project area by increasing overall demand for latrines while demonstrating a business model that meets that demand. For each of the 100,000 latrines sold by a business trained by iDE, another latrine was sold by a business not connected to iDE.

