



CIVIL SOCIETY
WATER, SANITATION
AND HYGIENE FUND

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About iDE

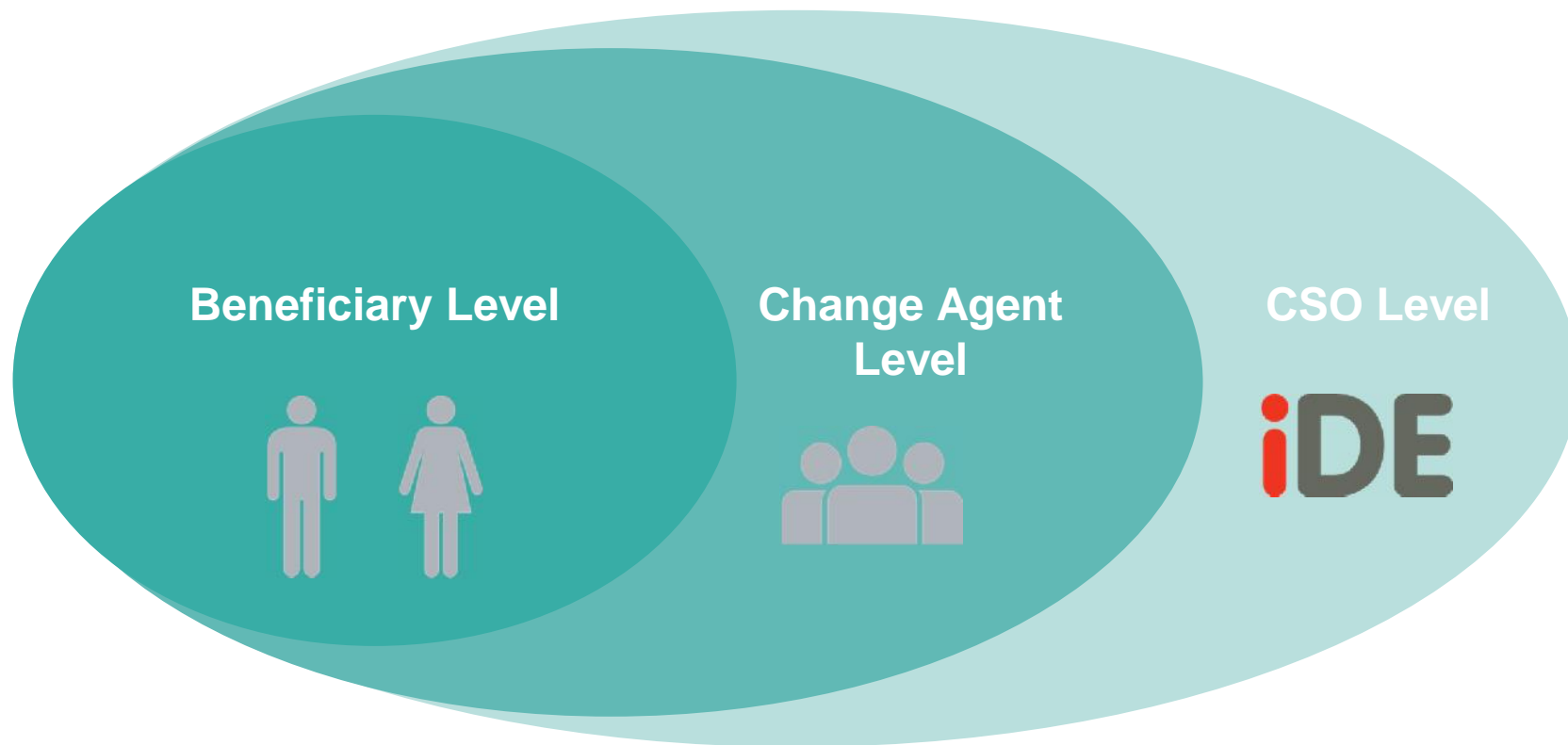
Market-Based Solutions

Our mission is to create income and livelihood opportunities for poor rural households

- WASH programs: Bangladesh, Cambodia, Ethiopia, Ghana, Nepal, Vietnam
- iDE develops markets for WASH products and services by:
 - Human-centered design
 - Working with private sector actors, ranging from SMEs to large lead firms
 - National sales networks
- >1 million WASH products sold through the private sector since 2010

Gender Inclusivity in a Market-Based Approach

Going beyond beneficiaries and engaging women as accelerators for change



Women's Economic Empowerment

		Outcomes	
		...promote economic or social advancement	...to promote power and agency
Interventions	Enhance resources (can include human, financial, social, emotional, and physical capital)	Ex. Loan capital and skills training helps women access new jobs	Ex. Women's encourages women to participate in activities and self-efficacy
	Redefine norms and institutions (can include gender-defined roles, taboos, legal and policy structures, market structures)	Ex. Part-time work enables women to juggle household obligations while earning an income	Ex. Targeted training of women as business partners increases their decision-making power in the household.

*Framework from International Center for Research on Women

Women as Beneficiaries (Clients)



Design: Incorporating Women's Needs



**Bathroom for
privacy for
showers**

**Outside area for
washing clothes**

Women as Change Agents



Women's Involvement in the Sanitation Supply Chain: Bangladesh Case



1	2	3	4	5
Women-led businesses	Husband and wife partnership	Women masons	Women day-laborers	Women sales agents
Support	Promote	Support	Discourage	Promote



Women's Involvement in the Sanitation Supply Chain: **Cambodia Case**

- 40% of women are partners with equal responsibility or are leading the latrine supplier business
- High concentration of poor households without latrine
- MFI reluctant to provide sanitation loans
- Households weary of MFI due to indebtedness

Engaging Women to Reach the Poor

Training women in supplier business to provide supplier-based payment plans



- Coaching: Training women in select suppliers to administer non-interest payment plans for latrine purchasers
- Risk Reduction: Providing “credit insurance” to partially cover the loss of non-paying clients, with more insurance for poorer clientele
- Financing: Help increase working capital for high exceptional suppliers

Global Trends: Women Are Strong WASH Promoters



CSO Gender Mainstreaming: Challenges and Opportunities



Results to date

Clients: Positive customer feedback and steady latrine sales

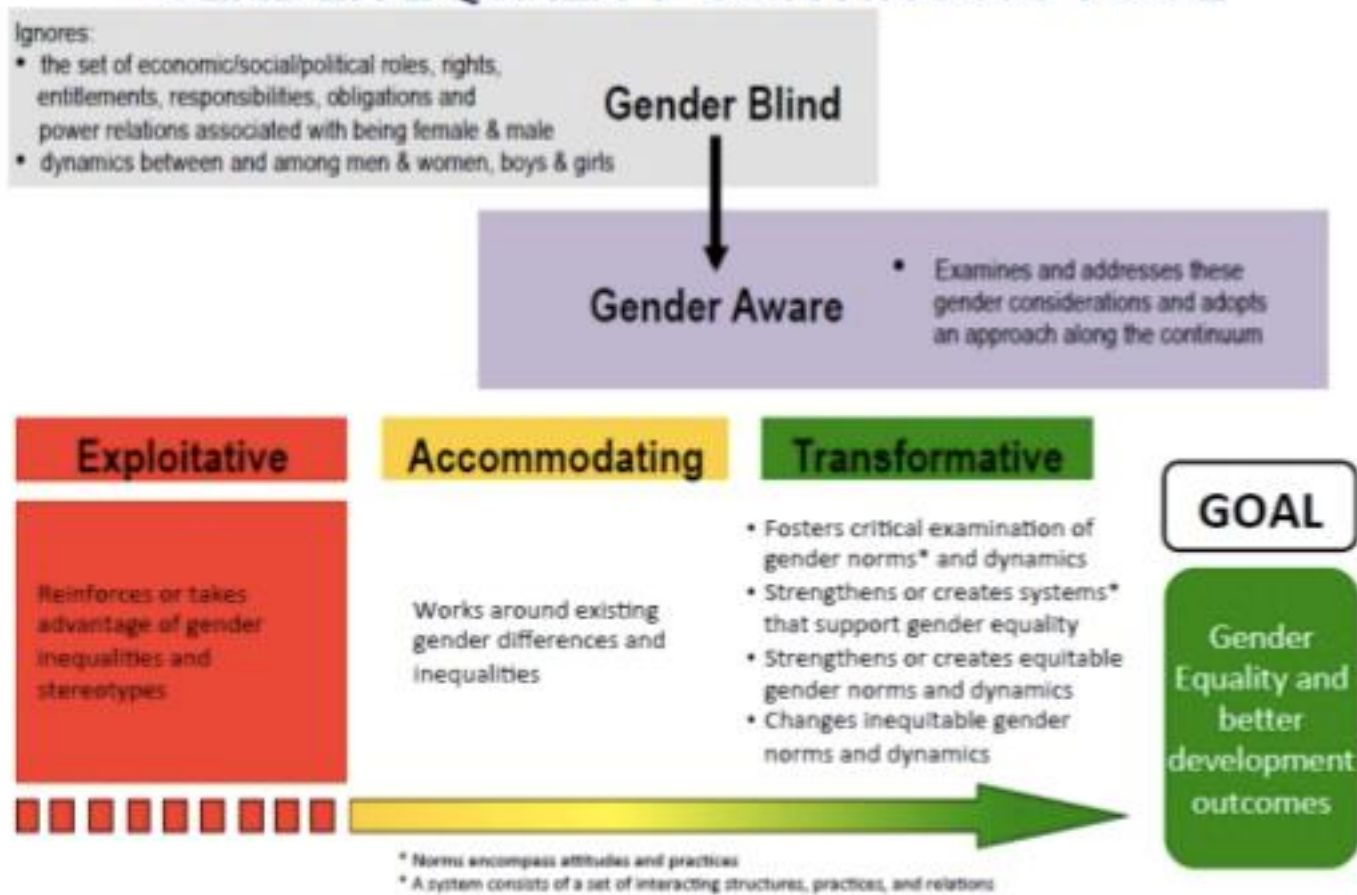
Change Agents:

- Early result: Sales agent/promoter role shows most promise, with strong potential for husband-wife partnerships to be successful
- Poised for impactful scale across economic empowerment and power and agency.

CSO Level:

- Education and awareness has profound affects on staff sensitivity to gender dynamics, which has positive ripple affects on implementation
- Availability of women in labor force in skilled roles a challenge

GENDER EQUALITY CONTINUUM TOOL



Framework drawn from the Interagency Gender Working Group's Gender Integration Continuum.

Monitoring the effectiveness of approach

- Adaptive management practices raise red flags early on, leveraging tools like real-time data from MIS, tracking sales agent profiles
- Awareness of potential unintended negative consequences that might make results gender exploitative rather than transformative.
Small, iterative pilot enables high visibility into operations
- Monitoring of staff recruitment, retention, and compensation

Learnings

Ingredients for Success:

- Do you implement gender mainstreaming at all levels of interventions?
- Do you implement gender mainstreaming throughout - from the design of a program to how you evaluate a program?
- What works in one country context may not work in another

Pitfalls:

- Potential negative cultural perception or shame associated with sanitation
- Potential extended work hours for women
- Potential unequal pay for women
- Continued lack of financial freedom despite increased income

Resource recommendations

- iDE Global Gender Position Paper
- iDE Cambodia Gender Training Facilitator's Guide
- iDE Cambodia Training Session 1
- iDE Cambodia Training Session 2
- iDE Nepal Gender Training Manual
- iDE Innovation Lab Gender Checklist for HCD
- iDE Gender Measurement Approaches and Tools Used