



# Monitoring & Evaluation (M&E)-SMSU Cambodia

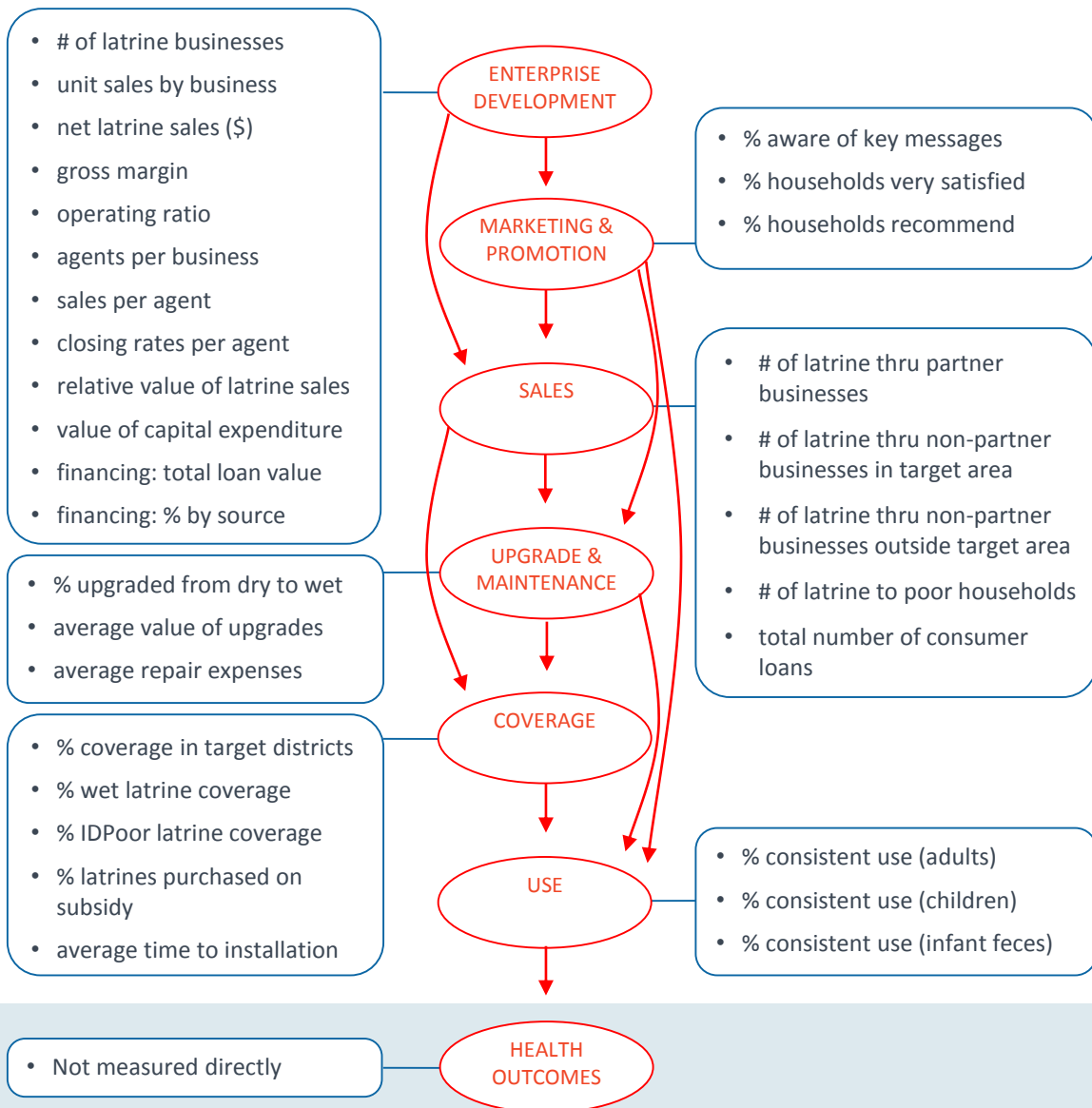
## How we measure project's outcomes?

Session 3b: Sanitation Marketing / WASH Markets

Toeur Veasna | 14 July 2016

# How we measure project's outcomes?

## Project outcomes and indicators



# How we measure project's outcomes?

Tools used for data collection and management



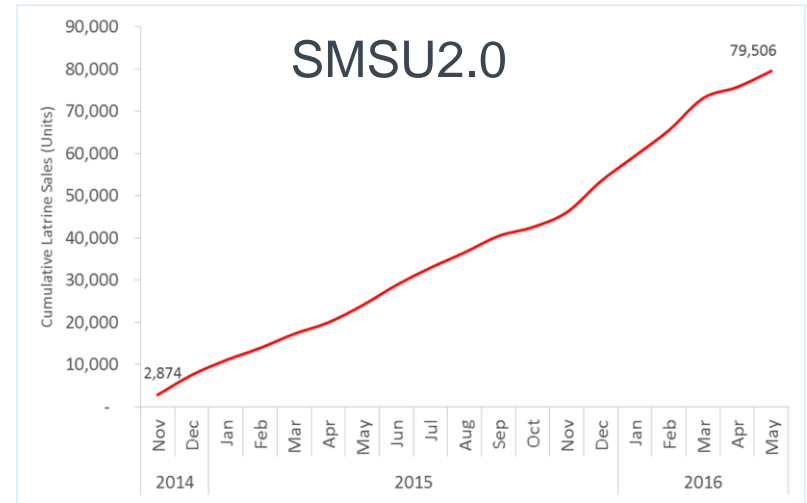
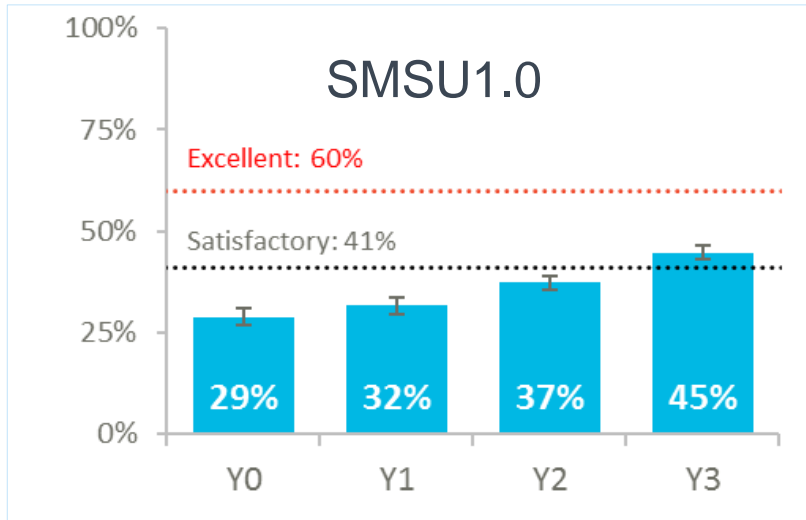
# How we measure project's outcomes?

Methods and tools to measure project outcomes and indicators

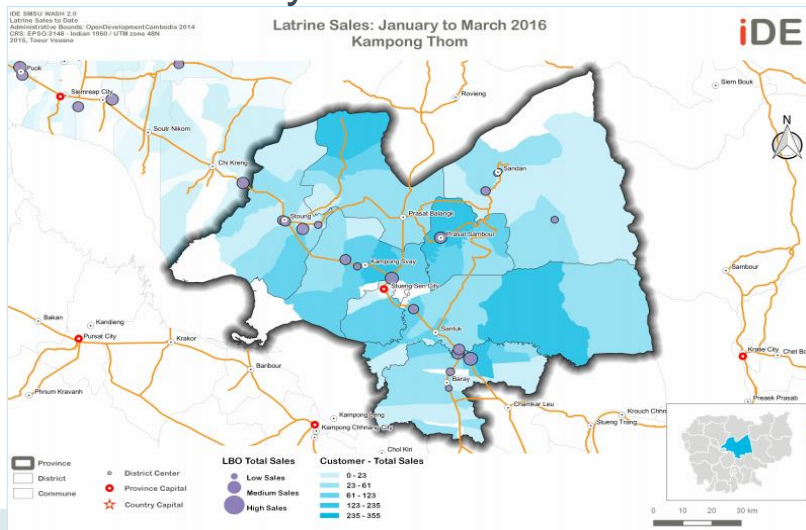


Activity	Frequency	Tools
Latrine Count	Midline and Endline	<ul style="list-style-type: none"><li>• Paper-based</li><li>• Statistical Analysis Package</li></ul>
Sale Tracking	Monthly	<ul style="list-style-type: none"><li>• Mobile Phones</li><li>• TaroWorks + Salesforce</li></ul>
Customer Survey	Ongoing	<ul style="list-style-type: none"><li>• Mobile Phones</li><li>• TaroWorks + Salesforce</li></ul>
LBO Profile Update	Quarterly	<ul style="list-style-type: none"><li>• Mobile Phones</li><li>• TaroWorks + Salesforce</li><li>• Statistical Analysis Package</li></ul>
Add New LBO	When there is a new LBO	<ul style="list-style-type: none"><li>• Mobile Phones</li><li>• TaroWorks + Salesforce</li></ul>
Add New ST	When there is a new ST	<ul style="list-style-type: none"><li>• Mobile Phones</li><li>• TaroWorks + Salesforce</li></ul>
Record Sale Orders	When there is a new order	<ul style="list-style-type: none"><li>• Mobile Phones</li><li>• TaroWorks + Salesforce</li></ul>

# Achievement: Data analysis and reporting



## Quarterly Latrine Sales Atlas



## Salesforce Dashboard

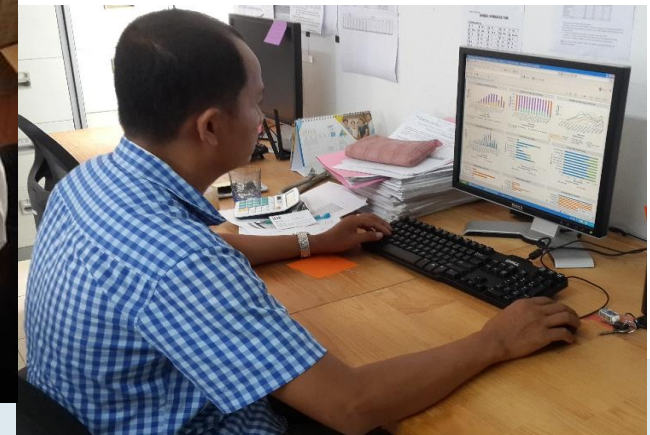


# How we measure project's outcomes?

## Human Resources Required for Salesforce and TaroWorks Implementation



Team user Name		# of user
M&E Team	M&E Manager	1
	M&E Coordinator	1
	Mobile Technology Coordinator	1
	Research Assistant	15
Supply Team	District Supply Chain Coordinator	21
Sale Team	Regional Sale Manager	6
	District Sale Leader	44
	Sanitation Teacher	304
<b>Total</b>		<b>393</b>



# Lessons Learned

## Key messages to consider.

- Significant support from iDE's Global Measurement team over multiple years.
- External consultants will be necessary for complex statistical analysis and building TaroWorks + Salesforce system.
- Internal team member to troubleshoot mobile-phone issues and build Salesforce reports increases quality and use of data by team.
- Full-time research assistants are necessary for this granular level of data.
- Creating a team culture that uses real-time data takes a lot of time, and requires consistent effort from all levels of staff.



Thank you for your attention



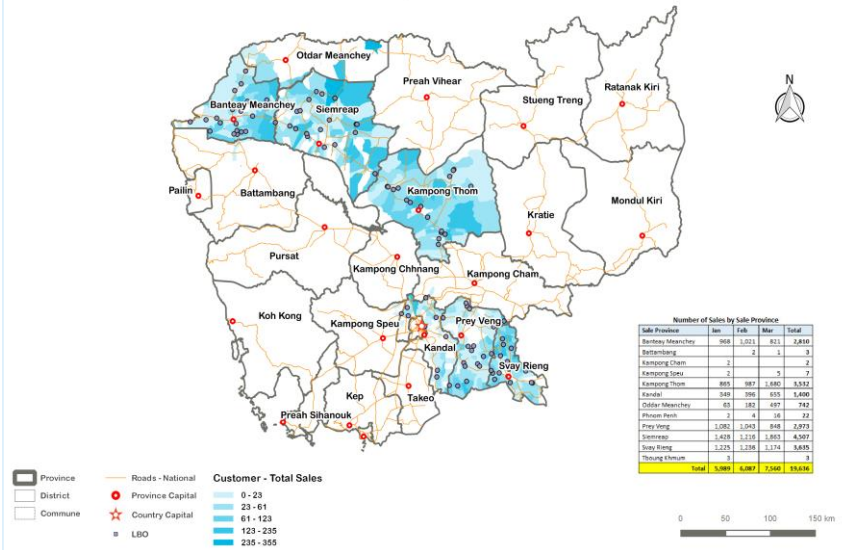


# Develop Quarterly Latrine Sales Atlas

IDE SMSU WASH 2.0  
Latrine Sales to Date  
Administrative Bounds: OpenDevelopment/Cambodia 2014  
CRS: EPSG:3148 - Indian 1990 / UTM zone 48N  
2015, Teonor Vissara

## Latrine Sales in the Target Provinces January to March 2016

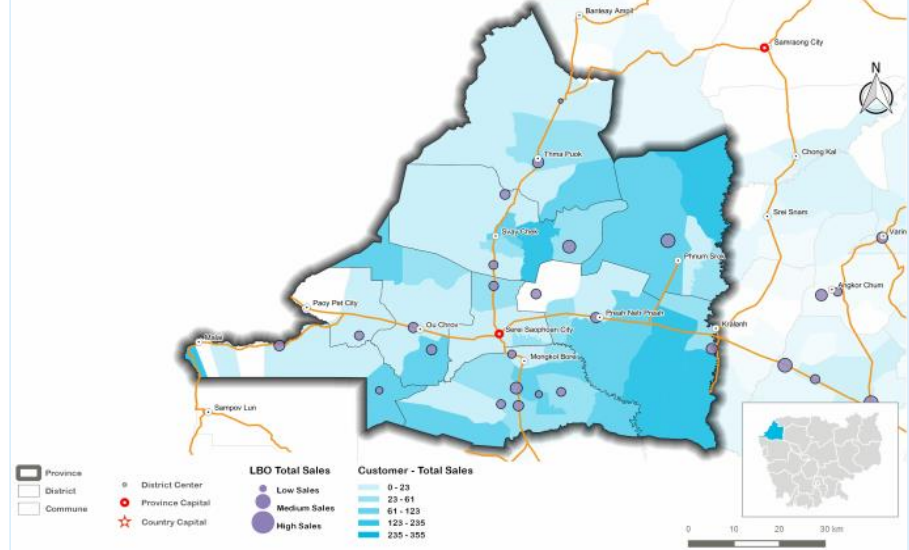
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IDE SMSU WASH 2.0  
Latrine Sales to Date  
Administrative Bounds: OpenDevelopment/Cambodia 2014  
CRS: EPSG:3148 - Indian 1990 / UTM zone 48N  
2015, Teonor Vissara

## Latrine Sales: January to March 2016 Banteay Meanchey

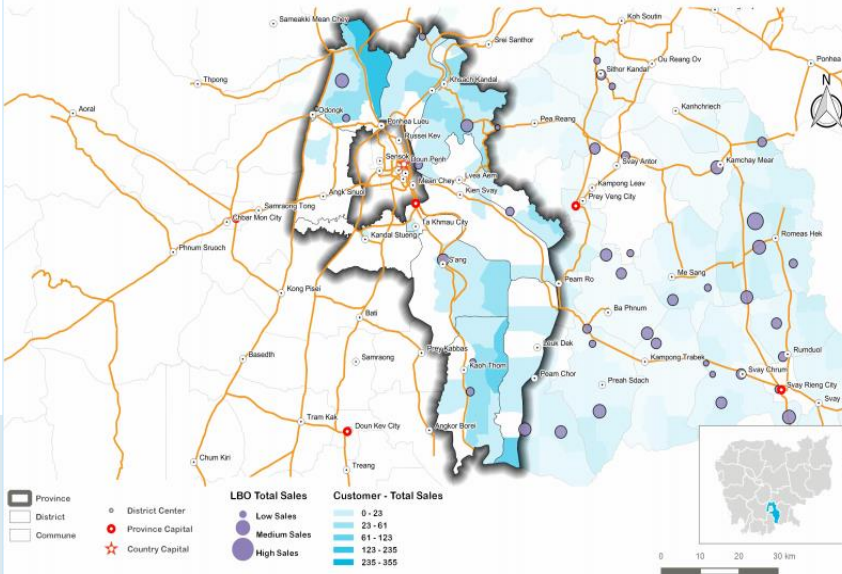
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IDE SMSU WASH 2.0  
Latrine Sales to Date  
Administrative Bounds: OpenDevelopment/Cambodia 2014  
CRS: EPSG:3148 - Indian 1990 / UTM zone 48N  
2015, Teonor Vissara

## Latrine Sales: January to March 2016 Kandal

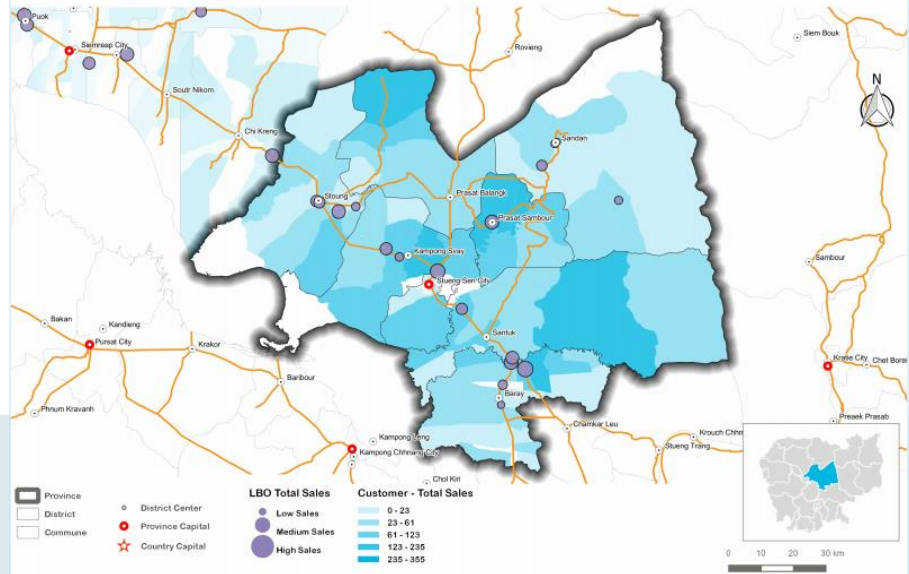
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IDE SMSU WASH 2.0  
Latrine Sales to Date  
Administrative Bounds: OpenDevelopment/Cambodia 2014  
CRS: EPSG:3148 - Indian 1990 / UTM zone 48N  
2015, Teonor Vissara

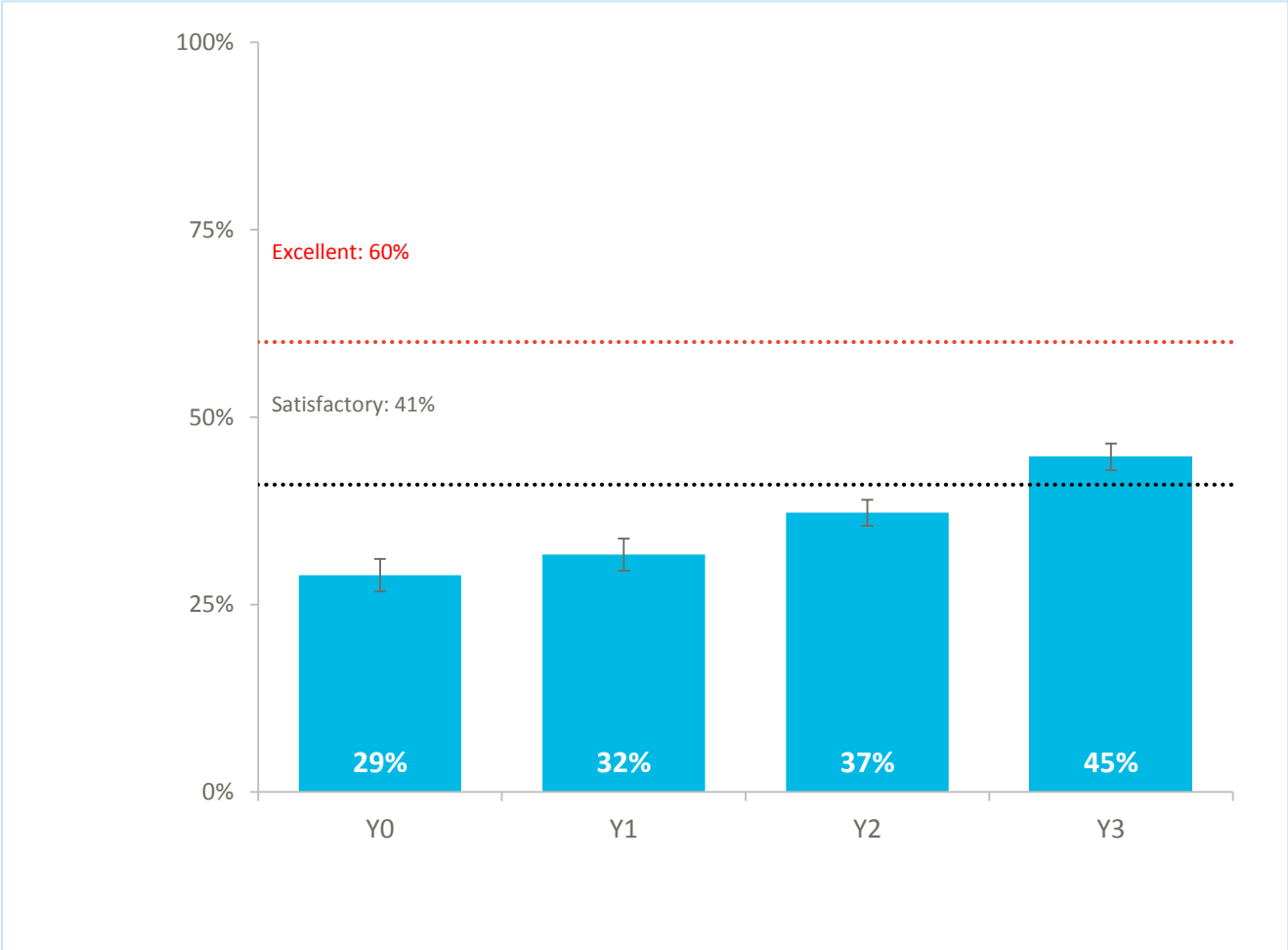
## Latrine Sales: January to March 2016 Kampong Thom

IDE



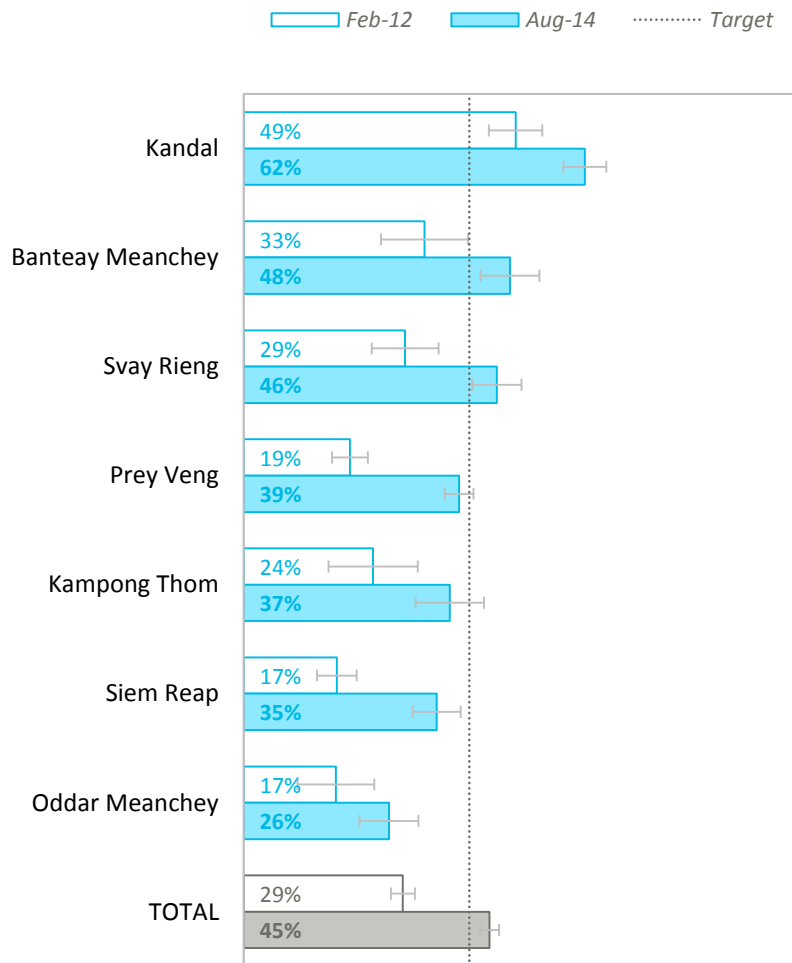
# Outcomes in SMSU1.0

Coverage: Percentage of population with a pour-flush latrine: across the seven SMSU provinces

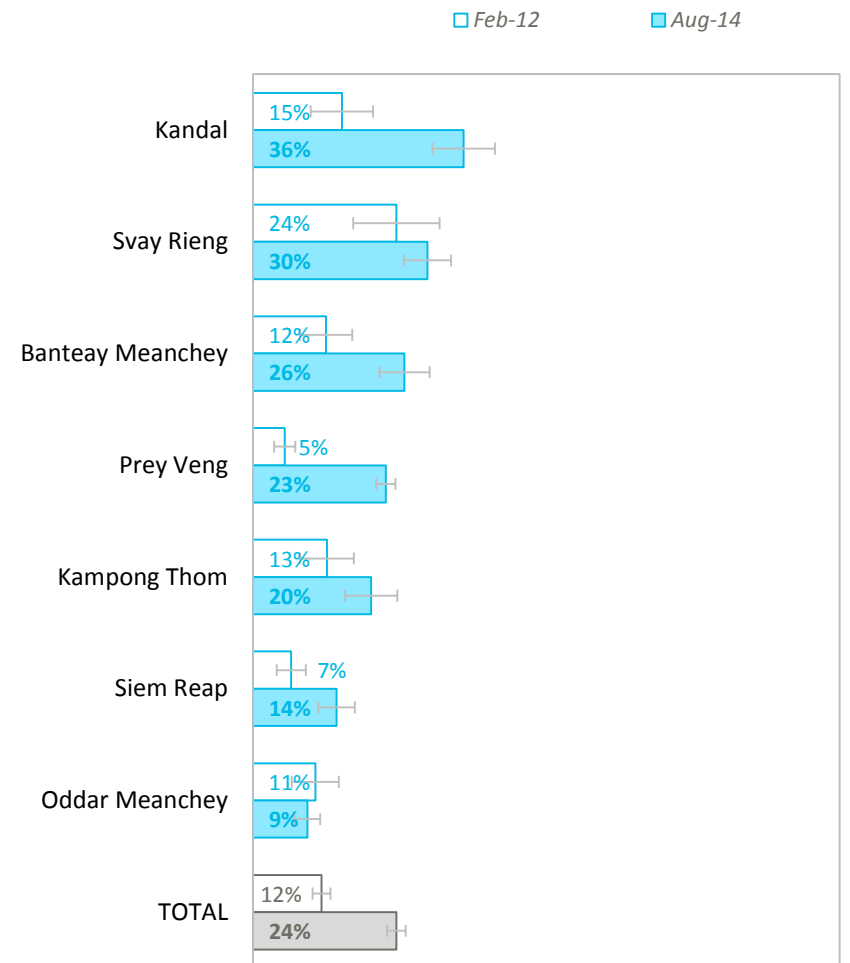


# Outcomes in SMSU1.0

## Coverage by Province

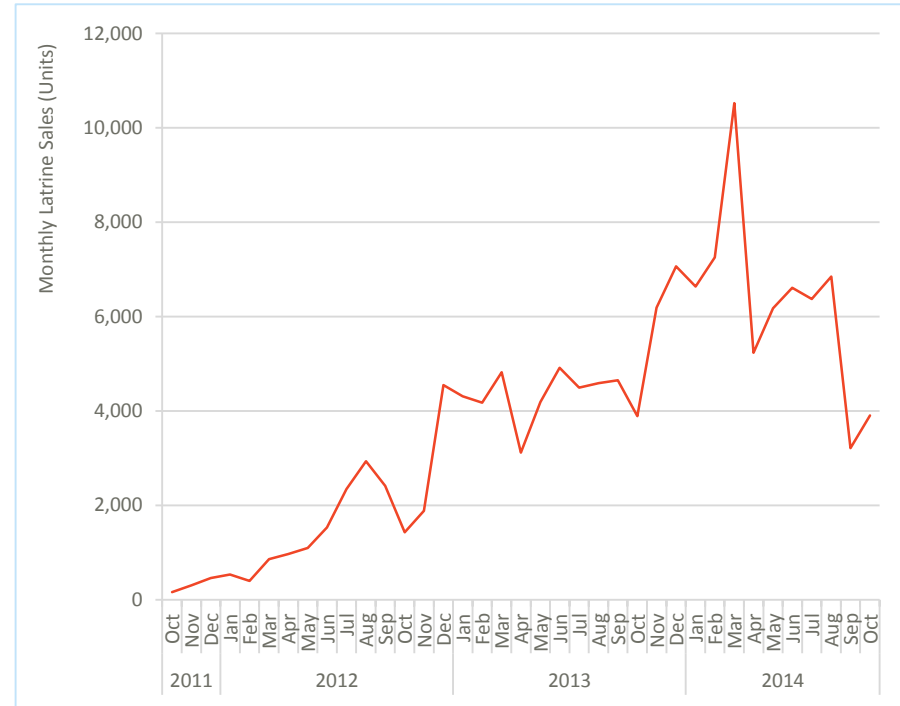
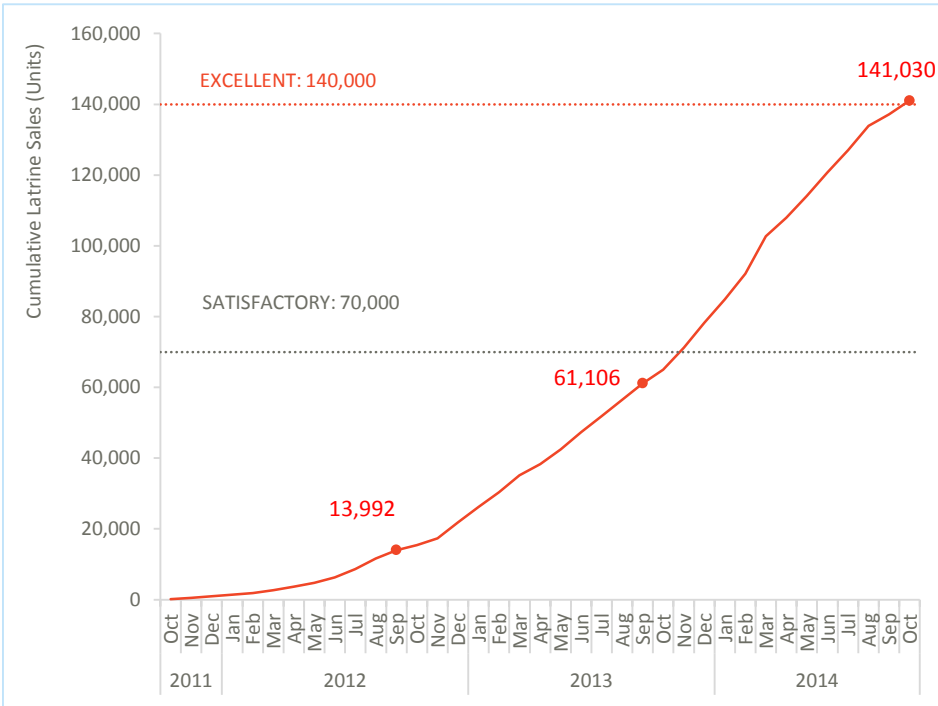


## IDPoor Coverage by Province



# Outcomes in SMSU1.0

## Number of Latrines Sold through Project-Connected Enterprises



# Outcomes in SMSU1.0

Proportion of non-latrine-owners who share a latrine with a neighbour (Aug 2014)

PROVINCE	% SHARING
Kandal	19%
Svay Rieng	11%
Kampong Thom	8%
Banteay Meanchey	6%
Prey Veng	6%
Siem Reap	3%
Oddar Meanchey	1%
<b>TOTAL</b>	<b>4%</b>

# Outcomes in SMSU1.0

## Project-Connected and Non-Project-Connected Installations

PROVINCE	NEW INSTALLATIONS	SMSU INSTALLATIONS	NON-SMSU INSTALLATIONS	RATIO
Banteay Meanchey	19,836	11,584	8,252	0.7
Kampong Thom	19,099	15,491	3,608	0.2
Kandal	33,072	5,490	27,581	5.0
Oddar Meanchey	5,480	4,019	1,461	0.4
Prey Veng	48,276	23,568	24,708	1.0
Siem Reap	28,863	11,497	17,366	1.5
Svay Rieng	18,610	11,449	7,161	0.6
<b>TOTAL</b>	<b>173,236</b>	<b>83,098</b>	<b>90,138</b>	<b>1.1</b>

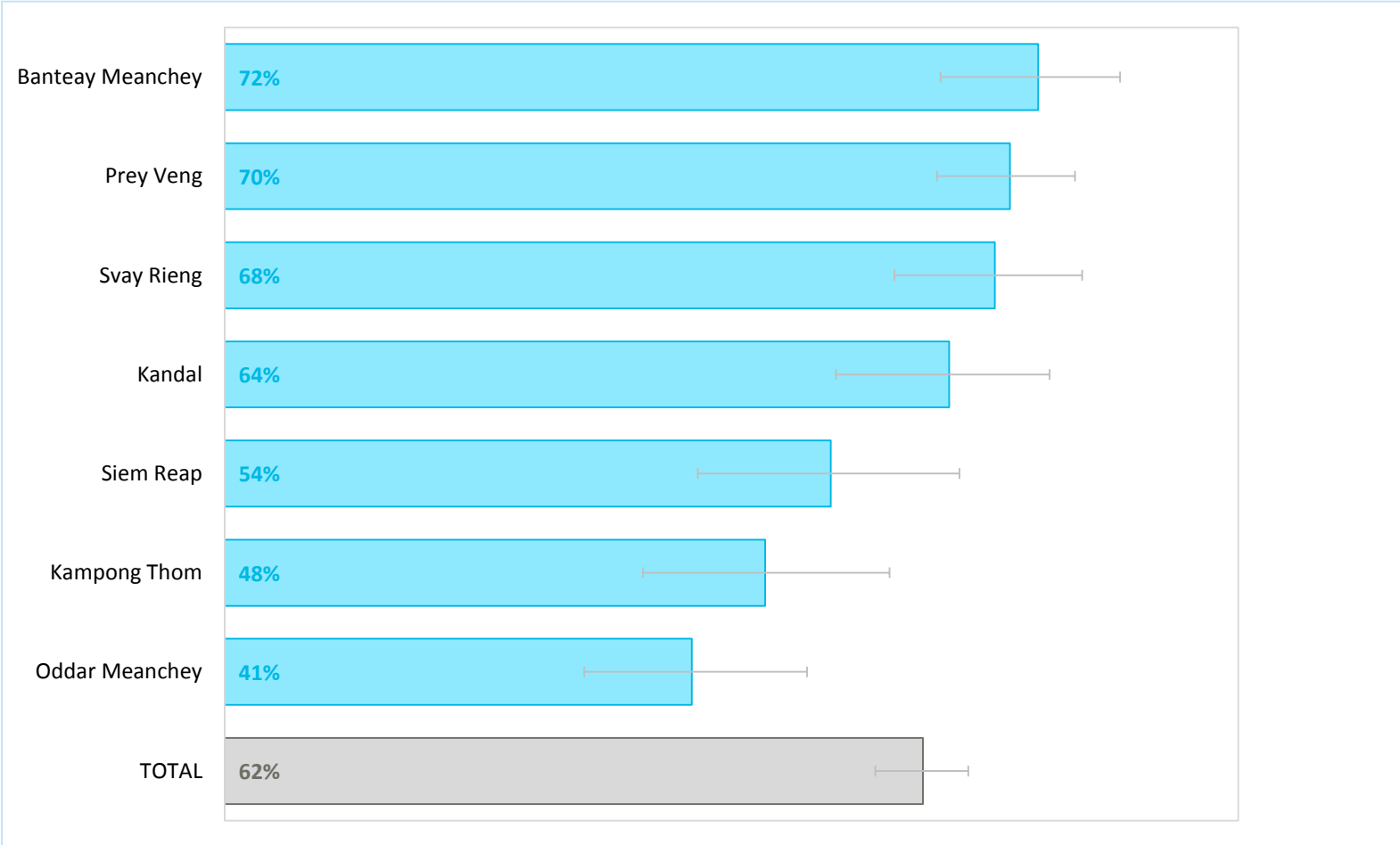
# Outcomes in SMSU1.0

## Purchases by IDPoor Households by Province

PROVINCE	VERIFIED SALES	% IDPOOR	ESTIMATED IDPOOR SALES
Banteay Meanchey	299	23%	4,899
Kampong Thom	350	23%	5,735
Kandal	440	24%	2,505
Oddar Meanchey	176	30%	2,104
Prey Veng	622	23%	9,767
Siem Reap	340	22%	3,671
Svay Rieng	311	8%	1,510
<b>TOTAL</b>	<b>2,538</b>	<b>22%</b>	<b>30,191</b>

# Outcomes in SMSU1.0

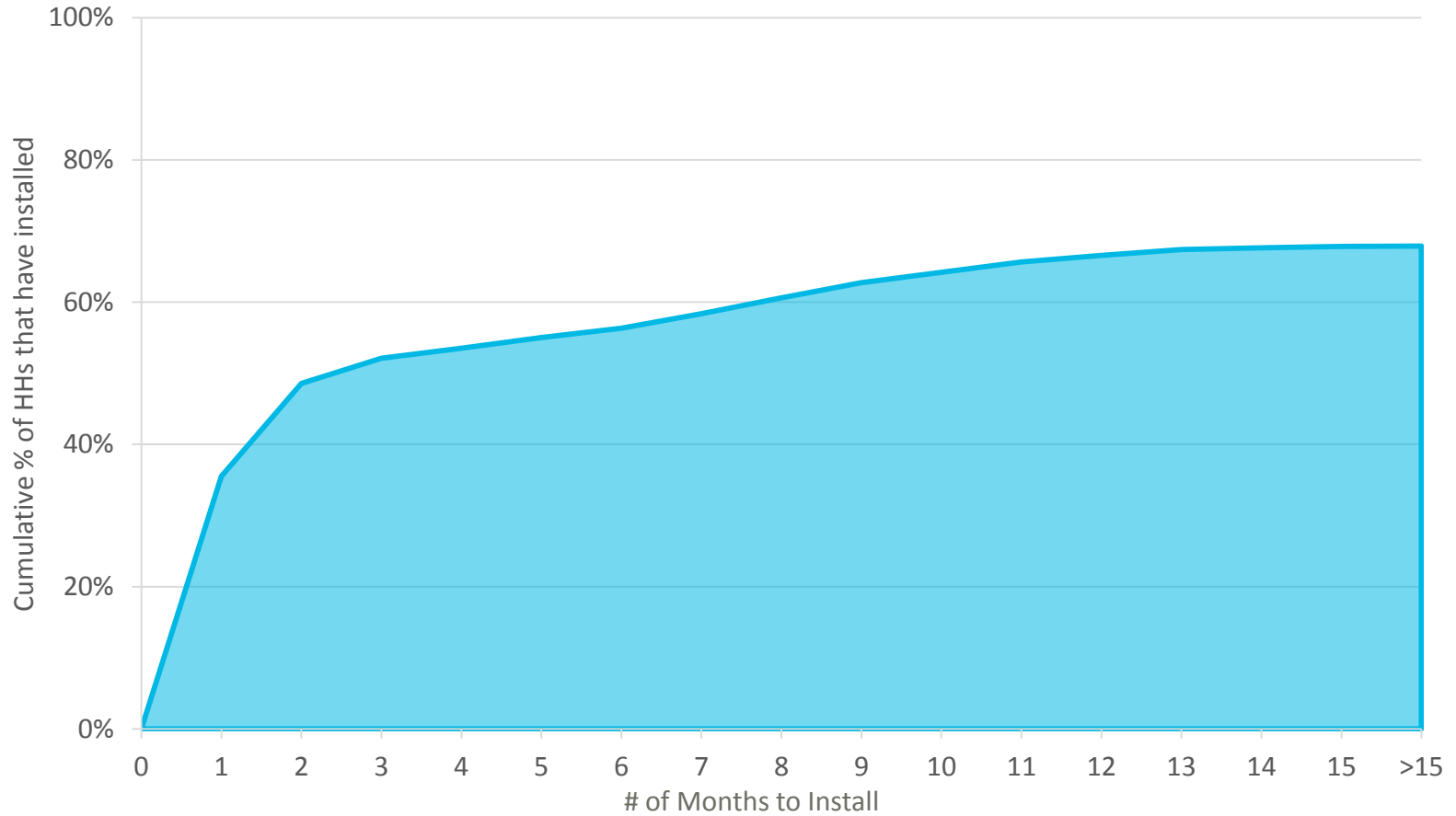
Installation: Percentage of purchased latrines installed 6-12 months post-purchase





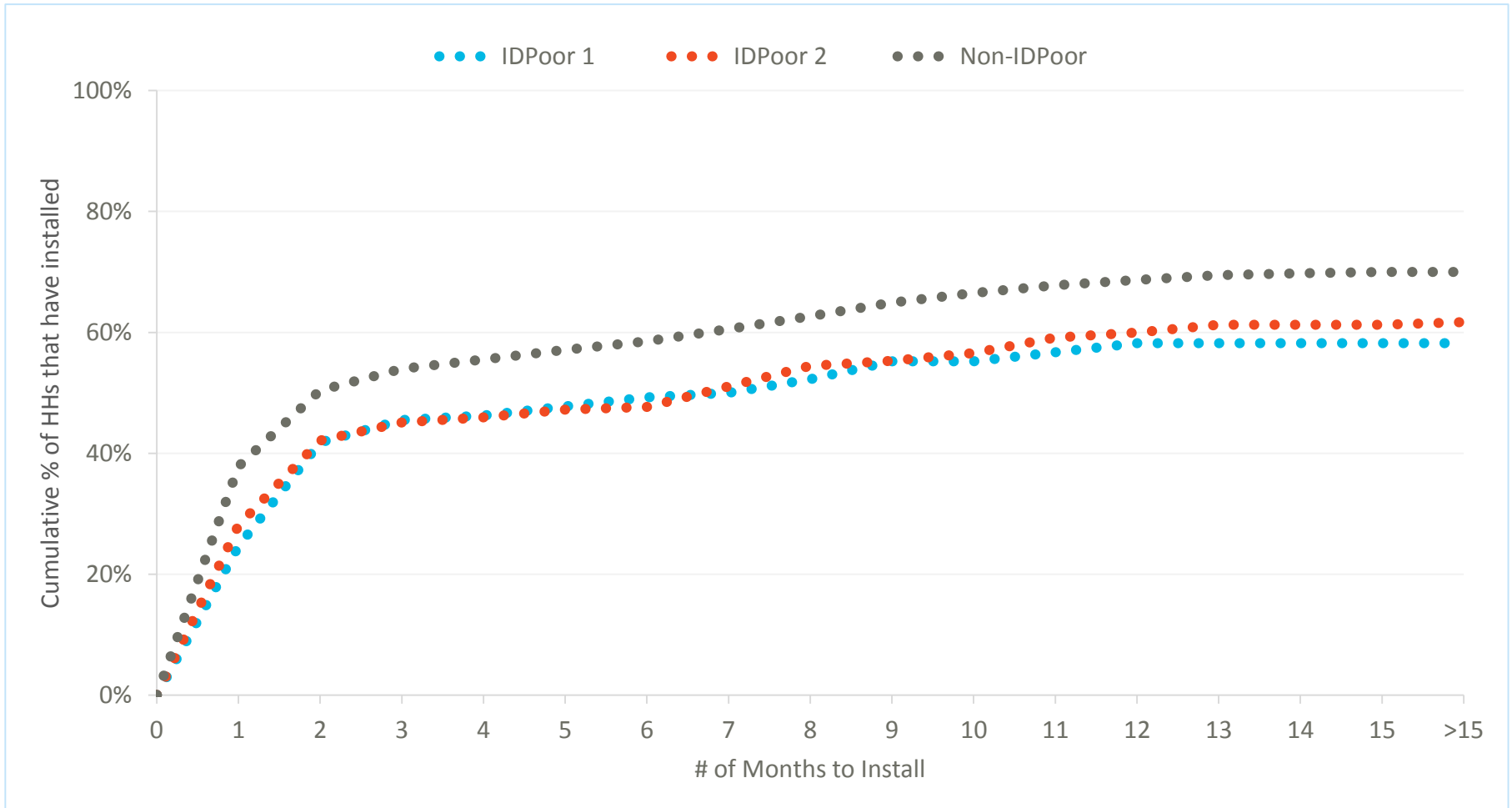
# Outcomes in SMSU1.0

Installation: Cumulative Percent of Installed Latrines, by Time from Purchase to Installation



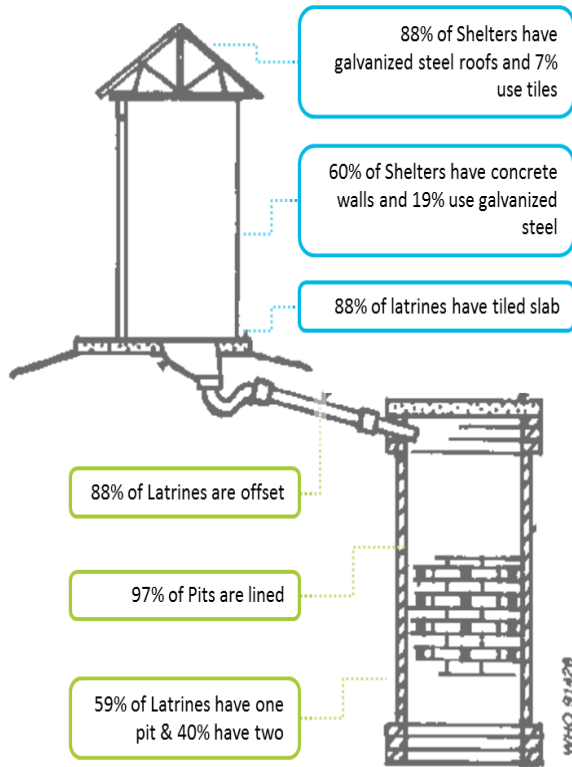
# Outcomes in SMSU1.0

Installation: Percentage of Total Installations, by IDPoor Status and Time to Installation

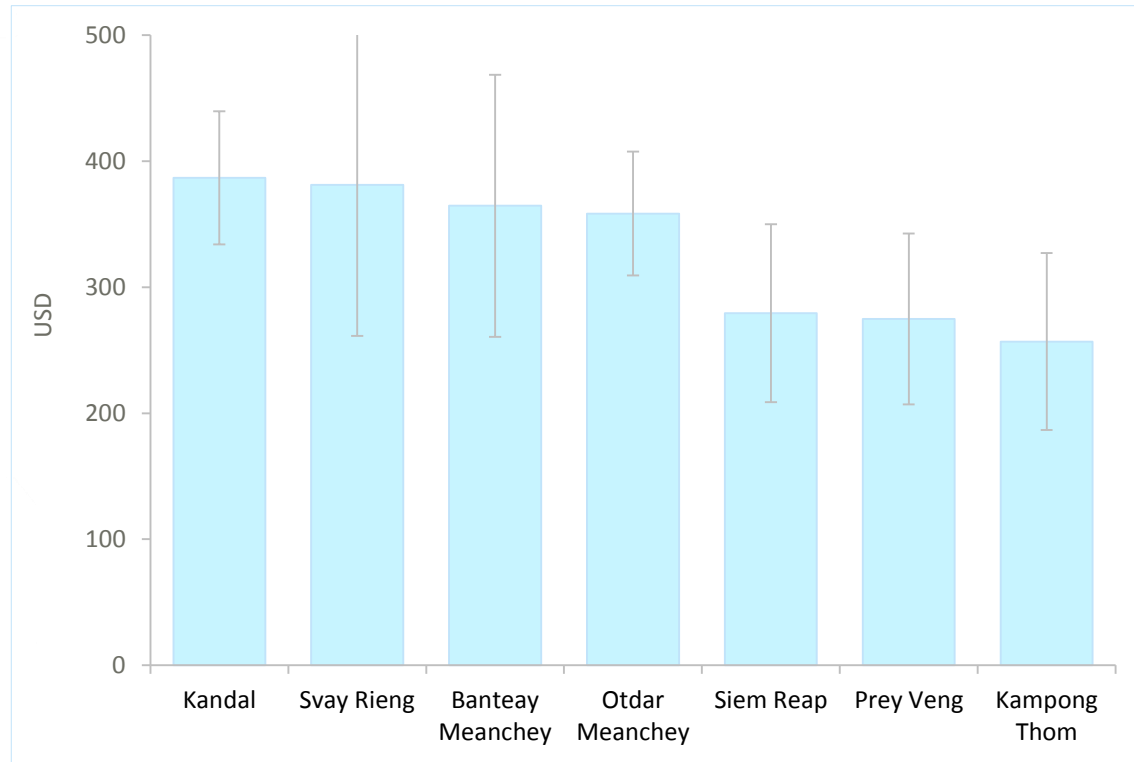


# Outcomes in SMSU1.0

## Latrine and Shelter Type

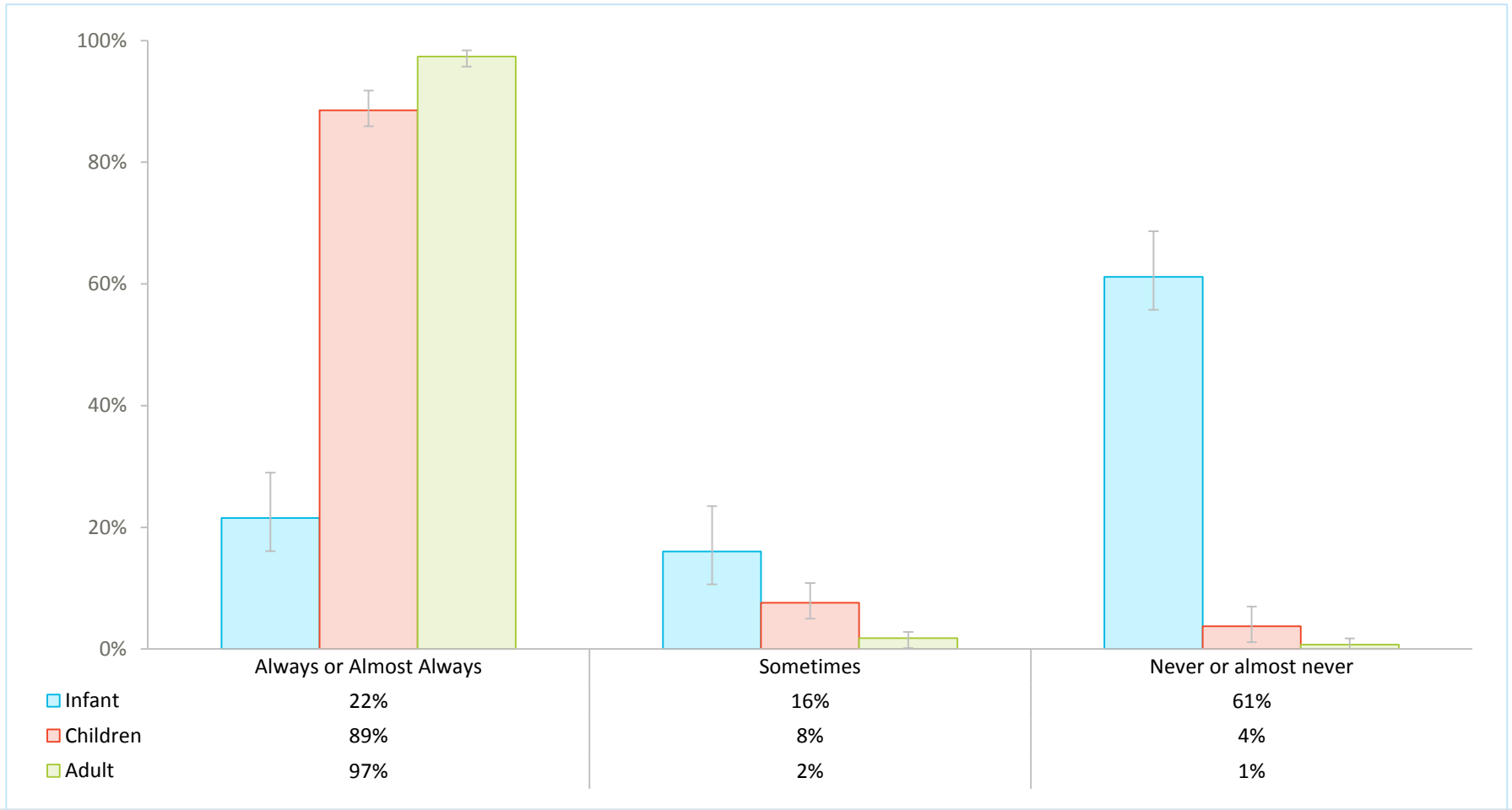


## Total Price of Latrine, Shelter and Labor, by Province



# Outcomes in SMSU1.0

Reported Use: Usage rates, by age group



# Outcomes in SMSU1.0

## Customer Satisfaction with Latrine Product, by Province

PROVINCE	VERY SATISFIED	MOSTLY SATISFIED	NIETHER	UNSATISFIED	VERY UNSATISFIED
Banteay Meanchey	42%	38%	18%	3%	0%
Kampong Thom	60%	27%	8%	3%	0%
Kandal	16%	75%	5%	4%	0%
Otdar Meanchey	75%	22%	3%	0%	0%
Prey Veng	24%	60%	14%	1%	0%
Siem Reap	25%	64%	11%	0%	0%
Svay Rieng	36%	49%	13%	2%	0%

# Outcomes in SMSU1.0

## Customer Satisfaction with Services, by Province

PROVINCE	VERY SATISFIED	MOSTLY SATISFIED	NIETHER	UNSATISFIED	VERY UNSATISFIED
Banteay Meanchey	14%	52%	25%	8%	0%
Kampong Thom	26%	44%	18%	3%	0%
Kandal	16%	75%	7%	1%	0%
Otdar Meanchey	57%	21%	16%	6%	0%
Prey Veng	6%	73%	18%	2%	1%
Siem Reap	1%	93%	4%	3%	0%
Svay Rieng	13%	71%	9%	4%	2%

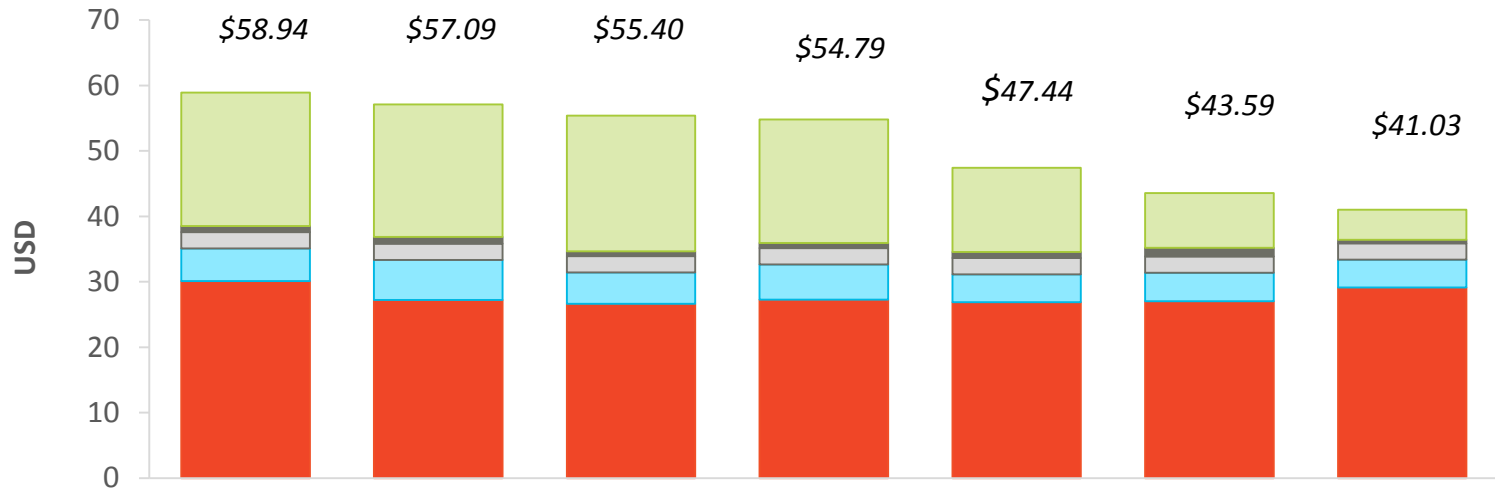
# Outcomes in SMSU1.0

Business Analysis: Snapshot of partner latrine businesses (LBOs)

INDICATOR	VALUE
Total number of LBOs	329
Total number of sanitation teachers	473
Number of Active LBOs	138
Number of Inactive LBOs	191
LBOs from the current active group who are making a profit	90%
Average cost of production of a latrine unit	\$36
Average selling price of a latrine unit	\$51
General estimation of operating profit ratio of a typical Sanitary Business per quarter	0.26
Average monthly net profit of	
• Highest tier performers (Quintile 5)	\$ 1323
• Mid tier performers( Quintile 3)	\$ 157
• Lowest tier performers (Quintile 1)	\$ 22

# Outcomes in SMSU1.0

## Pricing and Profit



	Banteay Meanchey	Oddar Meanchey	Siemreap	Kampong Thom	Prey Veng	Kandal	Svay Rieng
Margin	20.39	20.21	20.71	18.86	12.88	8.40	4.59
Commission*	0.93	1.04	0.76	0.76	0.91	1.29	0.56
Transport	2.50	2.50	2.50	2.50	2.50	2.50	2.50
Labour	5.00	6.13	4.77	5.38	4.25	4.38	4.25
Material	30.12	27.22	26.65	27.30	26.91	27.03	29.13

\* Weighted average, based on actual commissions paid divided by total unit sales.



# Outcomes in SMSU1.0

## Financing

- In total, 37.8% of households used financing to purchase their latrine,
- Kandal having the most (60%) and Svay Rieng having the fewest (14%).

# Here is our goal.

