



**iDE**

# Water, Sanitation, and Hygiene Scale-Up Project (WASH-SUP) **VIETNAM**

Working effectively with  
the enabling environment

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# Water, Sanitation, and Hygiene Scale-Up Project (WASH-SUP)

## SANITATION MARKETING

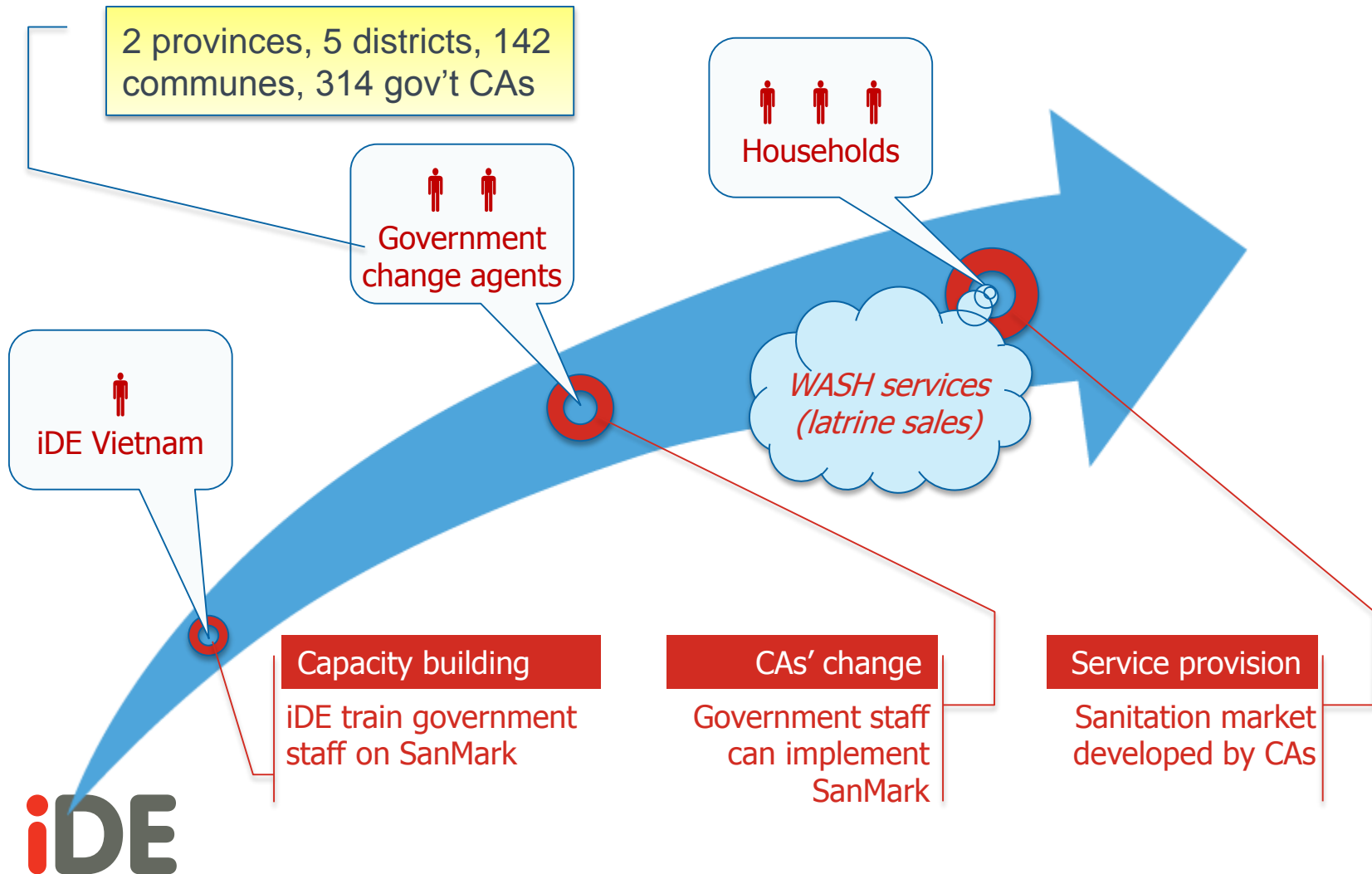
### OBJECTIVES

- **30,000** rural households to install/upgrade and use sanitary **latrines**, of which 15% will be poor and 20% ethnic minorities
- **100,000** additional households have improved knowledge of good **hygiene practices** related to latrine use
- **Capacity of government** partners to implement WASH Market Development for sanitation will have been improved



# Theory of Change: Gov't Change Agents

- Government's role: create demand and support supply



# *iDE provides training to government staff*



# Gov't staff conducting group selling





*Gov't staff conducting mason training*

# *Mason invited to talk during group selling*



# Existing supports provided by public sector to private sector roles

- No direct support provided, except where there are international programs or CSOs' projects that need such support
- RECENT: Some intentions/attempts initiated by VIHEMA
  - “Sanitation association”
  - Supporting a private PVC latrine manufacturer



# Key constraints to private sector roles caused by their wider environment/context

- Profit margin of latrine business is too small:
  - Masons: charging just day-labor costs
- Remaining market: “lagers”
  - Low income / lack of financing
  - Perception of latrines as high cost
- Public involvement creates households’ subsidy mentality
- Lack/unaware of low-cost latrine options / No access to such technical information

# Aspects of private sector activity could benefit from public sector support

- Development & dissemination of low-cost latrine options
  - Technical training to private sector
  - Creating public awareness
  - Supporting private sector R&D and certification
- Endorsement of private sector latrine services
- Demand creation
  - Sanitation promotion by public sector
  - Supporting private sector effort in marketing their services
- Supporting public financing (such as through VBSP)

# Aspects of private sector activity need public sector regulation/accreditation in iDE-V project

- Providing masons with official certificates on properly trained latrine construction services
- Providing quality control and enforcement for private sector to supply/build hygienic latrines
- Granting tax exemption for latrine construction businesses and related services such as sludge emptying

# Ways iDE Vietnam engages with public sector to better enable effective roles for private sector

- Building capacity for Centres for Preventive Medicine to provide effective technical training to masons and related service providers in supplying appropriate / low-cost latrines
- Building capacity for Centres for Preventative Medicine and the Women's Union to design and implement activities for creating households' demands for latrines
- Supporting development of a local system for certifying masons' latrine construction services



*Thank you!*



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