

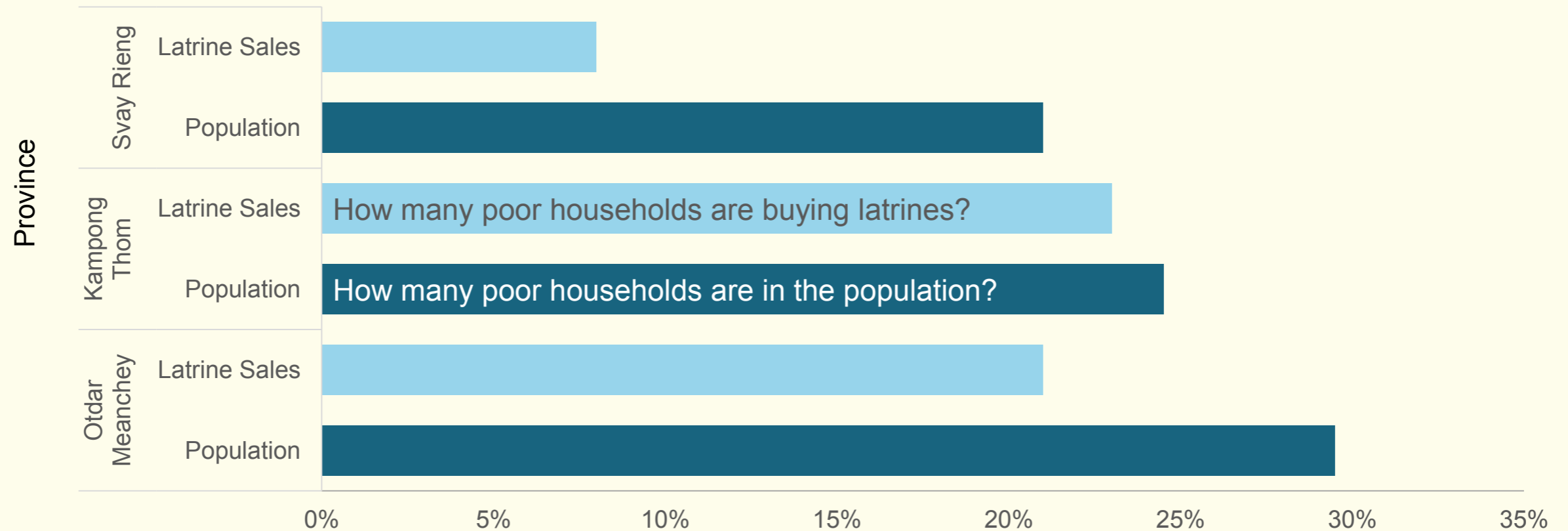
Optimizing smart subsidies to drive toward 100% market-led rural sanitation coverage in Cambodia

iDE

Evidence from a randomized control trial.

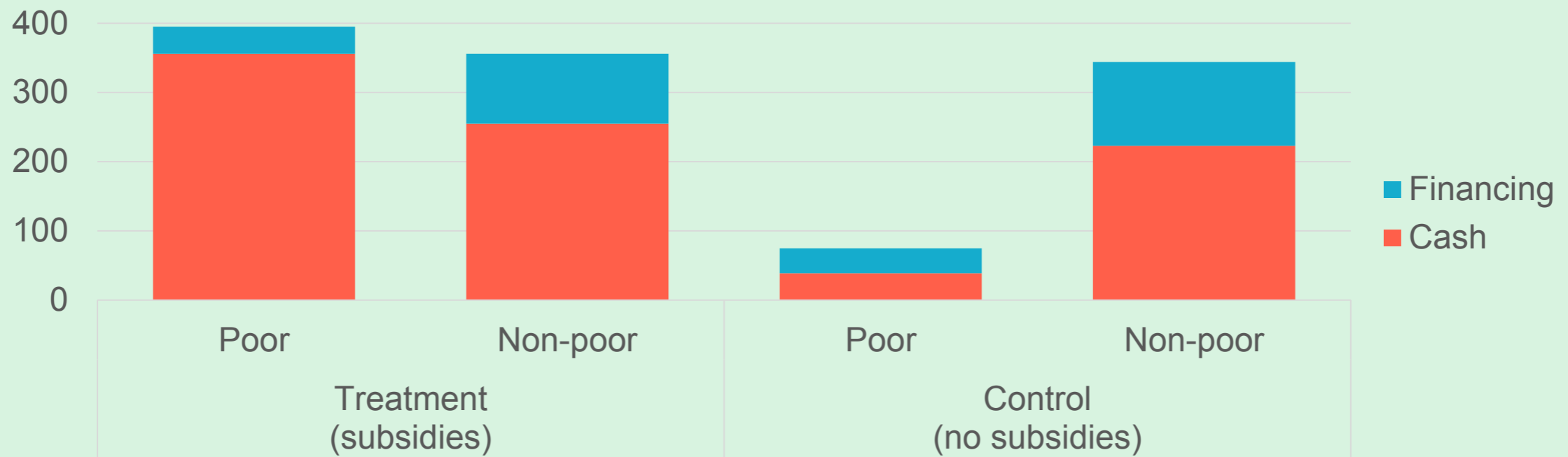


Poor HHs' share in latrine sales and in province population

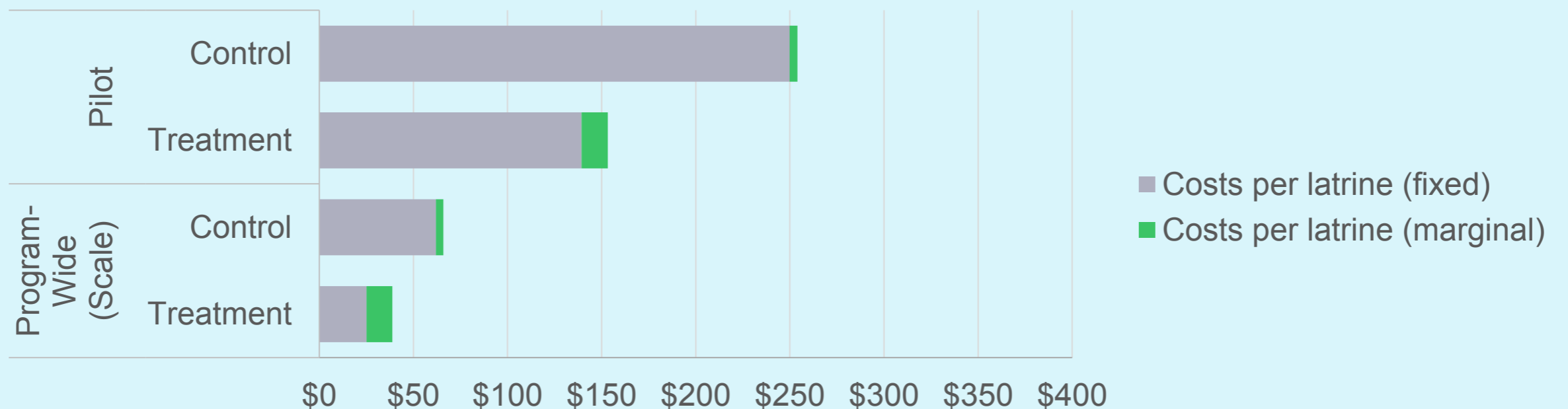


A market-based approach does not inherently establish incentives to reach the poor.

Smart Subsidy Effect on Sales to Poor and Non-Poor



Cost-effectiveness of Smart Subsidy



- **Difficulty with MFIs offering, approving and providing sanitation finance.**
 - Instalment plans offered by latrine suppliers
- **Sales agent capacity to sell toilets using finance was very limited.**
 - Due to MFI reluctance and increasing debt levels, iDE is no longer pursuing sanitation financing as we have in the past.
 - Begin paying sales agent a base salary to decrease turnover.
- **The study design may have impacted sales agent motivation to sell in control villages.**
 - Ensure that 100% of households are being exposed to sales presentation.
 - Dark Matter Questionnaire – capture information from every sales presentation that does NOT result in sale.

Potential for adoption and impact



Reflecting on research partnership

