



iDE Vietnam's experience

Strengthening both government and private sector for market-based sanitation

Session number: 7

Quang Nguyen | 3 August 2017



The CS WASH Fund is supported by the Australian Government and managed by Palladium International Pty Ltd.

Context: Vietnam



Rural hygienic latrine coverage (2014): ~60% national average, <40% in the project districts

Government has strong involvement in WASH sector, with health network (under MoH) being mandated for rural sanitation coverage

CSOs' approaches adopted at national level for scaling up rural sanitation: CHOBA, CLTS, Sanitation Marketing

Public and donor funding for sanitation dries out drastically

CSOs must partner with government to work

Women's Union – a socio-political / quasi-governmental organization – has extensive network of members from national level down to village level

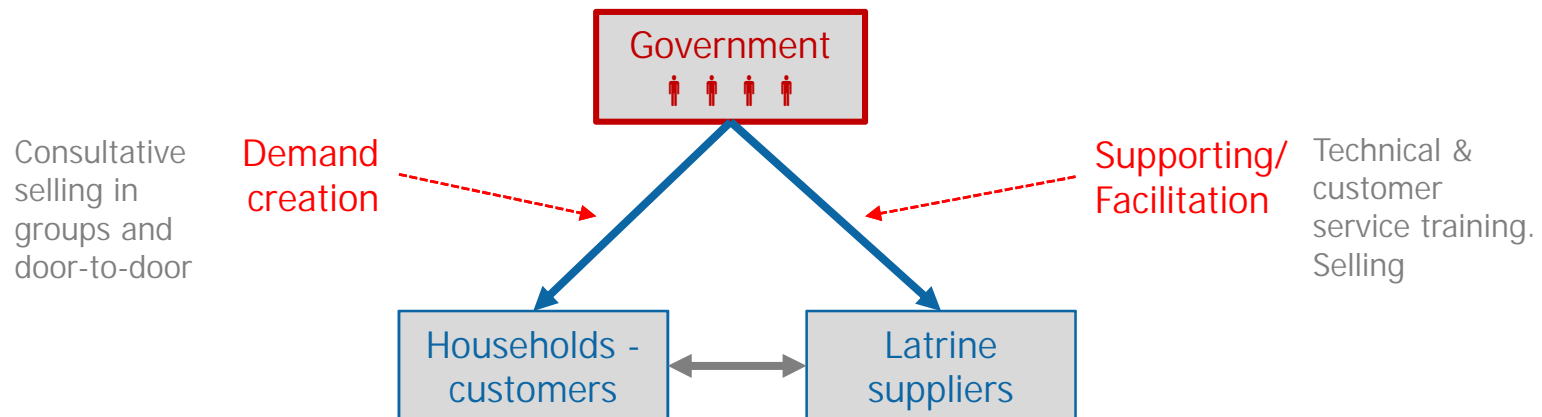
Latrine supply is local masonry services, not a product, and no lead firm supply chain

iDE does Sanitation Marketing since 2003

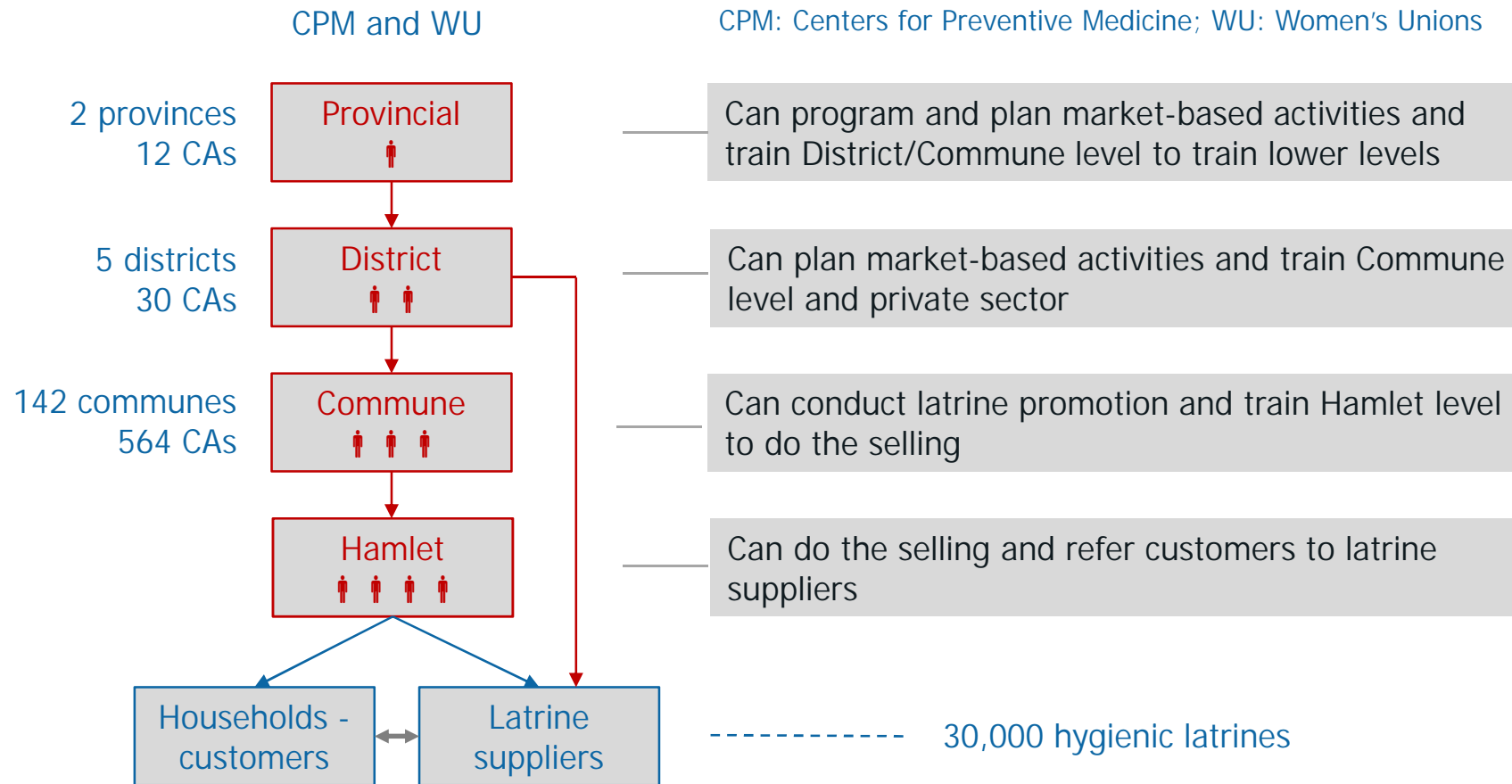
Chosen market-based sanitation model

Government network does demand creation for unsubsidized hygienic latrines

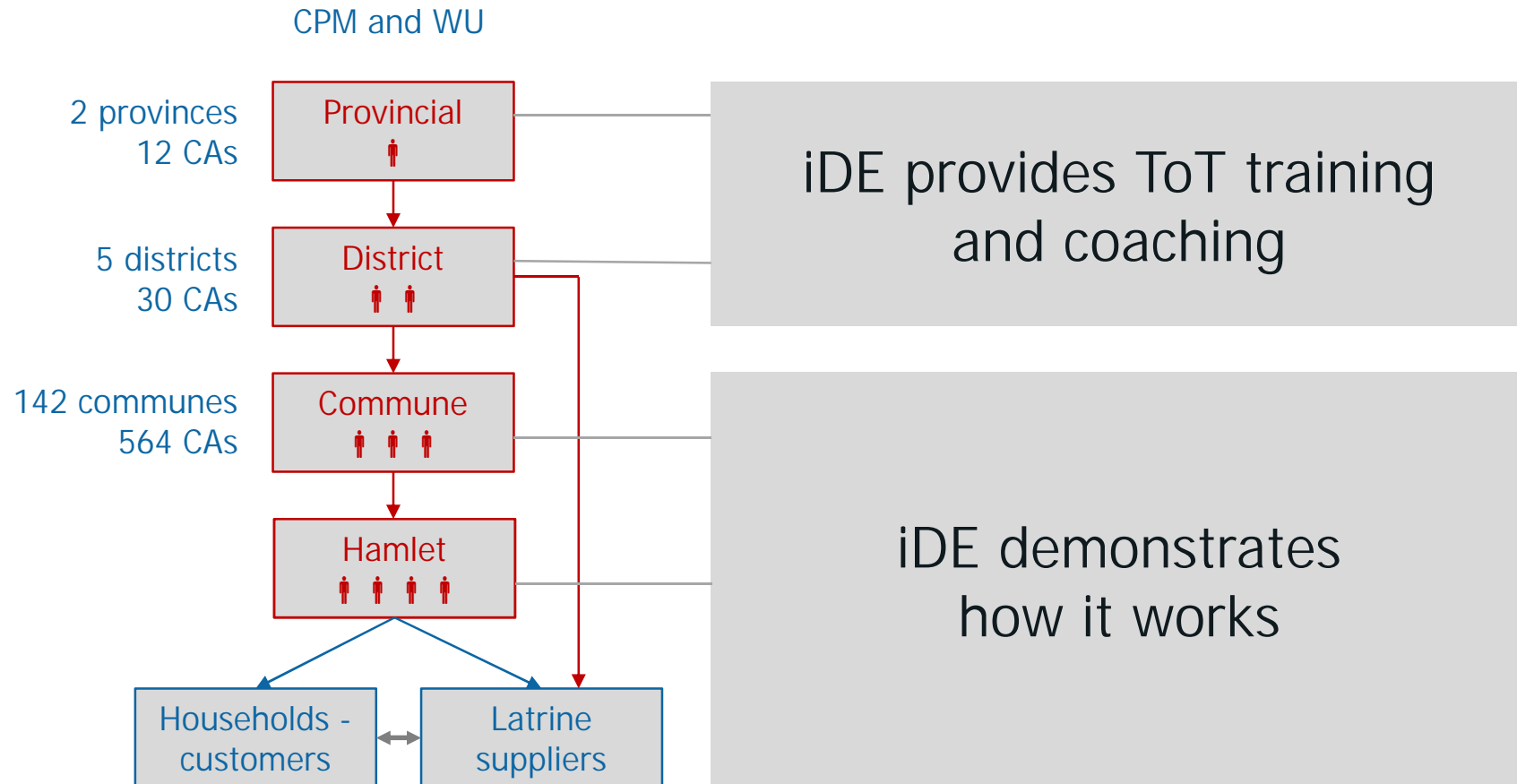
Government supports/facilitates **private sector** local service providers to supply hygienic latrines to households-customers



The project: Strengthening government for scaling up market-based sanitation



Chosen approach: ToT and Coaching



Challenges at the government

Subsidy mindset, preferring quick results through giveaways

Unfamiliar and doubts about market-based sanitation

Discomfort about selling, and fear about engaging in multi-level marketing scam

Not working with private sector

Too busy

How we do it (1)



Adapting Sanitation Marketing:

- Use language government will understand, avoid using commercial terminology
- Simplifying Sanitation Marketing design for easier re-training
- Simplifying mason training

Create opportunities to demonstrate results

Prove how market-based / working with private sector will contribute to government targets

Start small and build on previous learning

Provide intensive, ongoing coaching

How we do it (2)

RACE™

70:20:10

Applying **RACE™**

[Result = Attitude + Competency + Effort]

Method developed by Whitten & Roy Partnership (WRP)

- **Attitude:** Are partners willing to fulfil their roles?
- **Competency:** Are partners able to implement activities?
- **Effort:** Are partners fulfilling their roles? Are latrine sales increasing?

Applying **Charles Jennings' framework 70:20:10**

- **10%** classroom / theoretical
- **20%** peer/informal learning
- **70%** practice / on-the-job experience

Is the approach working?

- 18,000 latrines were purchased over 2 years, 10% coverage increase (compared to 1% annually outside of project areas)
- Capacity gained, attitude changed, efforts increased
- Market-based sanitation applied to another government project

“Before, when I talked about having a latrine, I would talk about having one to avoid diseases. Now, I listen more to people to know what problems they face and give them advice. I also help commune health staff with latrine promotion. We train masons and ring producers. Before, we never worked with them, let alone trained them! I learned all of this from the project!” – expressed by a local partner

But results vary, due to many factors (A-C-E):

CAs tests	Good	Average	Below avg.
Provincial	50%	33%	17%
District	40%	33%	27%
Commune	40%	30%	30%

Advice to others

Understand government partner motivations/constraints to adapt designs

Build government partner capacity from the district level up

Plan for government staff turnover

Allow time for other government priorities

Specifically for Vietnam:

- WUs should lead demand creation activities
- Collaboration between WUs and CPMs has not been effective as desired and needs to be reconsidered

THANK YOU

