



# OUTSMARTING DIARRHEAL DISEASE



## IDE'S GLOBAL WASH INITIATIVE

OVERVIEW OF PROGRAMS

BANGLADESH

NEPAL

ETHIOPIA

ZAMBIA

CAMBODIA

VIETNAM

“WE USED TO EAT LESS SO THAT WE DID NOT HAVE TO GO OUT IN THE DAY TIME. NOW WE CAN HAVE A FULL MEAL WITHOUT WORRY.”

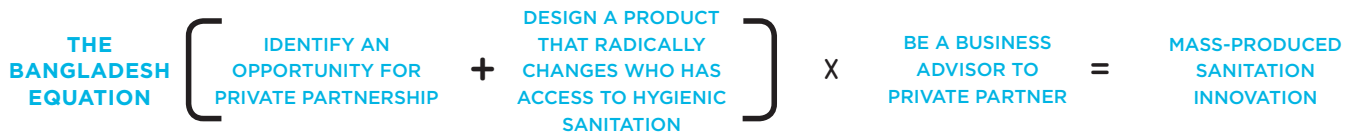
—LATRINE PURCHASER, BANGLADESH

**OUR BANGLADESH WASH PROGRAM**

Latrines are commonplace in Bangladesh, but roughly half are poor quality and are likely to spread diarrheal disease. Most poor people can't afford a typical latrine, which requires skilled labor to produce and install. To address this need, iDE developed the SanBox, a latrine in a box that's easy to buy and use.

The final product is the result of two design collaborations. First, we partnered with American Standard to design the SaTo pan, an improved latrine pan that upgrades a low-quality latrine into a sanitary one. Second, we partnered with RFL, a local plastics manufacturer to turn the SaTo pan into a full latrine midstructure.

Mass production with RFL is scheduled to begin in 2015. The SanBox will be sold through RFL's 3,500 retailers, with a presence in every district in Bangladesh. Moving beyond their backyard, RFL has plans to promote it as a mass-producible solution for global application.



“Human-centered design forms a customer orientation, which informs product innovation, which informs scalable sustainable business models. With emphasis on *scalable*. That theory of change is one we’ve seen borne out extremely effectively in our work in Bangladesh.”

—Conor Riggs, Senior WASH Project Manager, iDE Bangladesh

**Bangladesh Products:**

- SaTo Pan
- SanBox
- Point of Use Filters
- Shallow Tube Wells

**Partnerships:**

- RFL
- American Standard

**Current and Past Funders:**

- The Bill & Melinda Gates Foundation
- World Bank Water and Sanitation Program
- EKN
- Swiss Agency for Development and Cooperation

**BANGLADESH’S OPPORTUNITY**

The rural population of Bangladesh comprises 71% of the total population, out of which 94% or approximately 93.4 million people are latrine owners. However, 47% of these latrines are unimproved, unhygienic latrines, representing a population of 5.8 million households, or 40.7 million persons.



“WITH WOMEN FOLK NO LONGER NEEDING TO GO OUT, THE FAMILY HONOR IS SAFE.”

—LATRINE PURCHASER, NEPAL

**OUR NEPAL WASH PROGRAM**

Social norms in Nepal sometimes work as barriers to latrine uptake. For example, open defecation is widely viewed as an acceptable part of daily life. To challenge this norm, iDE encourages villagers to talk about the negative aspects of living without a latrine. It turns out that women have a lot to say on this topic. In fact, when a young woman gets married, she often requests a latrine before moving in with her new husband. In addition to increasing demand, iDE also trains producers to increase latrine supply. Fortunately, Nepali concrete ring producers typically have skills and experience that provide a healthy foundation to enter the latrine business. iDE Nepal strengthens their capacity and connects them with sales agents and customers. All of this work is done in partnership with local government and local NGOs.



“We are strengthening the capacity of private businesses to develop a sustainable market for latrine products. Our focus is to increase the roles of private enterprise and develop a one-window delivery mechanism which would greatly reduce the cumbersome work of latrines being built in the rural context.”

—Binod Mishra, WASH Project Manager, iDE Nepal

**NEPAL'S OPPORTUNITY**

The WHO estimates that 32% of Nepal's rural population has access to improved sources of sanitation. A further 12% use shared facilities, 6% use unimproved sources and 50% of the rural population still practice open defecation. Almost 14,000 deaths each year are attributed to diarrhea resulting from poor sanitation.

**Nepal Products:**

Sajilo Latrine (Easy Latrine)  
SAFA Water Filter

**Partnership:**

Whitten and Roy Partnership

**Current Funders:**

UNICEF  
Grand Challenges Canada

“WE CAN INVITE OUR RELATIVES FROM CITIES BECAUSE WE HAVE A NICE TOILET.”

—LATRINE PURCHASER, ETHIOPIA

**OUR ETHIOPIA WASH PROGRAM**

During our deep dive, Ethiopians told us of their desire to be modern. Their circumstances, however, require them to build things on their own without hired help. In response to these insights, we designed a latrine that is simple and practical for a first time buyer. When we began our pilot, the supply chain for concrete products was minimal and even nonexistent in many places. But iDE’s ongoing training, coaching, and networking is steadily increasing the private sector’s capacity to provide quality latrines to a demanding customer base. The Ethiopian government is a trusted source among people, making it a highly valuable partner in spreading access to sanitation. Ethiopia’s 91 million people represent a vast opportunity for sanitation. In fact, the sales test in this country was the most successful of any in iDE history. iDE Ethiopia is currently looking for funding to refine the product design and bring the business model to scale.



**THE ETHIOPIA EQUATION**



“We want to be change makers: making WASH services available and affordable.”

—Djalalie Itana, WASH Project Manager, iDE Ethiopia

**Ethiopia Products:**

- Pit Latrine
- Hand Pumps
- Manual Well Drilling

**Partnership:**

inCompass Lab

**Current and Past Funders:**

- UNICEF
- USAID

**ETHIOPIA’S OPPORTUNITY**

UNICEF/WHO data from 2012 showed that 23% of the rural population in Ethiopia was using improved sources of sanitation. Of the remaining 77%, 7% shared a latrine with another family, 27% used sub-standard facilities and 43% had no access to a toilet of any kind.



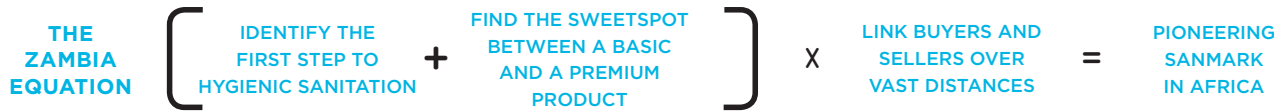
“IN THE BUSH, YOU ARE ALWAYS ON THE LOOKOUT.”

—LATRINE PURCHASER, ZAMBIA

**OUR ZAMBIA WASH PROGRAM**

Zambia is a vast country with a sparse population. There is widespread awareness of the importance of sanitation, but unfortunately, other concerns are a greater priority. The cost of living is high, and smallholder farmers would sooner invest in livestock that can generate income. A market for sanitation simply did not exist when we began. One of our biggest challenges was to build links within a nascent supply chain that was spread out over a large area. During our user tests, we heard that people desired a sturdy latrine instead of their current solution of logs and mud, which frequently collapse.

Additionally, iDE Zambia is beginning a partnership with Cola-Life to disperse oral rehydration salts with zinc. This product is the WHO gold standard treatment for diarrhea.



“Zambia presented an interesting challenge for us. We had to design a SanMark program for an upgrade market and overcome buyers’ attitudes to paying for sanitation within a strong culture of giveaways.”

—Lucia Henry, WASH Portfolio Manager, iDE Zambia

**ZAMBIA’S OPPORTUNITY**

UNICEF/WHO data from 2012 showed that 34% of the rural population in Zambia is currently using improved sanitation facilities, with 25% still practicing open defecation. Only 29% of boys and 9% of girls have adequate access to sanitation at school. According to the Ministry of Health, over 80% of the health conditions presented at health institutions in Zambia are diseases related to poor sanitation.

**Zambia Product:**  
Pit Latrine

**Partnership:**  
Cola-life  
inCompass Lab

**Current Funder:**  
UNICEF

“I GET A GOOD RETURN ON MY HARD WORK.”

—LATRINE INSTALLER, CAMBODIA

**OUR CAMBODIA WASH PROGRAM**

Most rural Cambodians would rather defecate in the bush than deal with the odor and flies of a traditional hole-in-the-ground latrine—not to mention the fear of falling in if the pit walls collapse. Cambodians aspire to own a latrine with a water trap to keep flies and smells at bay and a septic pit lined with concrete rings. This type of latrine would satisfy their top motivations: comfort, care for elderly, prestige and dignity (especially when hosting relatives from the big city). But a latrine that matched their ideal vision cost way too much. Using human-centered design, iDE developed a simple latrine that got people 80% of the way to their ideal vision for about 20% of the cost. We work with dozens of local concrete fabricators, helping them with production methods and business skills. Having all the components available at a single shop makes the purchase experience easy for customers. By training sales agents in human-centered sales techniques and linking them with local latrine producers, the program is scaling rapidly, reaching 100,000 households in a two-year period. This is an unprecedented result globally. We aim to triple this number in the next three-year phase of the program.



“Successful results in sales are based on the right staff and leadership. This means that field staff focuses on high sales, so they are recruiting, training and coaching the Sales Agents who increase orders and deliveries. All team members have a great attitude, high competency and good collaboration. And we have fun, too.”

—Mr. LY Saroeun, WASH Deputy Program Director, iDE Cambodia

**Cambodia Products:**

- Easy Latrine
- Easy Shelter
- Tunsai and Super Tunsai
- Ceramic Water Filters

**Current and Past Funders:**

- The Stone Family Foundation
- The Bill & Melinda Gates Foundation
- World Bank Water and Sanitation Program
- Australian Department of Foreign Affairs and Trade
- Global Sanitation Fund
- Grand Challenges Canada
- Ashden Foundation
- Swiss Agency for Development and Cooperation
- New Zealand Ministry of Foreign Affairs and Trade
- Canadian Department of Foreign Affairs, Trade and Development
- USAID
- UNICEF

**Partnerships:**

- inCompass
- PATH
- Whitten & Roy Partnership
- 17 Triggers
- Amplify
- East Meets West Foundation

**CAMBODIA'S OPPORTUNITY**

UNICEF/WHO data from 2012 showed a rural sanitation coverage of 25%. In iDE's project areas, this has now risen to nearly 50%. In the next three years, we will push this to nearly 75%.

**HYDROLOGIC**

In 2001, iDE introduced ceramic water filters as an affordable water treatment option to benefit public health and the environment in Cambodia. In 2009, we spun-off Hydrologic Social Enterprise Co. Ltd. as a wholly owned subsidiary to scale up filter production and distribution. Hydrologic aims to be the leading distributor of effective and affordable Water, Sanitation, and Hygiene (WASH) products throughout Cambodia. Hydrologic has objectives for both financial achievement and positive social impact through improved public health, environmental care, stimulation of rural economic activity, and a commitment to ethical business practice.



“IT’S SO INCONVENIENT TO NOT HAVE A LATRINE CLOSE TO THE HOUSE, ESPECIALLY WHEN IT RAINS AT NIGHT.”

—LATRINE PURCHASER, VIETNAM

**OUR VIETNAM WASH PROGRAM**

iDE Vietnam was a trailblazer in bringing market-based approaches to the WASH sector. It all began in 1995 with a hand pump project, which eventually expanded to include latrines. As the first to develop the practice of building markets for sanitation, it’s appropriate that we wrote the first Sanitation Marketing manual. iDE still works closely with the Vietnam government including training staff to implement programs directly.

From our first efforts in WASH, iDE has taken a user-centered approach. User insights are critical to understanding how to motivate people to invest in latrines. We provide the following advice to the sales agents who sell latrines to farmers: focus on their dreams and avoid educating on the health benefits until after the purchase. Also key to our success is training masons to run a profitable business. With support, they can learn to build quality latrines and provide quality services to customers.



“One of our biggest successes has been the Sanitation Implementation Manual which we created for provincial government agencies. By working together with the government we have a greater ability to go to scale.”

—Quang V. Nguyen, Country Director, iDE Vietnam

**VIETNAM’S OPPORTUNITY**

UNICEF/WHO data from 2012 showed that 33.4% of rural families in Vietnam, about 4.2 million families, do not have access to improved sanitation facilities. Only 15.6% of people report washing hands with soap after latrine use (Unicef, 2007).

**Vietnam Products:**

- 4 Government Approved Latrines
- Hand Pumps

**Partnerships:**

- Vietnam Health Environment Management Agency
- Ministry of Health
- Centers for Preventive Medicine
- Women’s Union

**Current and Past Funders:**

- ICCO
- Swiss Agency for Development and Cooperation
- DANIDA
- OXFAM
- CODESPA
- Canadian Department of Foreign Affairs, Trade and Development
- USAID
- Australian Department of Foreign Affairs and Trade



## OUTSMARTING WATER-RELATED DISEASE

iDE is an international non-profit organization dedicated to creating income and livelihood opportunities for the rural poor. Over 30 years ago, iDE pioneered market-based development while working with smallholder farmers. Today, this approach is recognized as a sustainable, scalable, cost-effective approach to alleviate poverty. Building on worldwide programs in agriculture, iDE implements programs in Africa and Asia in the water, sanitation and hygiene (WASH) sector. iDE's WASH programs focus on creating markets around aspirational and effective WASH products and services that reduce diarrheal disease among poor households. iDE has impacted more than 23 million people globally to date through its WASH and agriculture interventions.

[www.ideorg.org](http://www.ideorg.org)

### iDE HIGHLIGHTS

**23** MILLION  
PEOPLE REACHED

**100** THOUSAND  
MICROFINANCE LOANS

### GLOBAL WASH INITIATIVE CORE CAPABILITIES

- DIAGNOSING MARKETS
- RESEARCH & DEVELOPMENT
- HUMAN-CENTERED DESIGN
- COMMERCIALIZING TECHNOLOGY
- BUSINESS MODEL GENERATION
- CATALYZING MARKETS
- SOCIAL MARKETING CAMPAIGNS
- HUMAN-CENTERED SALES
- MONITORING & EVALUATION

### GLOBAL WASH INITIATIVE

#### RETURN ON INVESTMENT

**\$19 : \$1**  
IN INCREASED INCOME IS GENERATED FROM      INVESTED IN WATER, SANITATION & HYGIENE