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SANITATION MARKETING

WATER, SANITATION, AND HYGIENE ENTERPRISE DEVELOPMENT (WaterSHED) PROJECT — CAMBODIA

CHALLENGE

Poor water, sanitation, and hygiene can severely impact all aspects of life. Throughout Cambodia, 77 percent of the rural population lacks access to improved sanitation, and 8.6 million people practice open defecation. In Cambodia and Vietnam, more than \$1 billion in Gross Domestic Product is estimated to be lost each year due to missed work caused by illness from poor sanitation.

APPROACH

WaterSHED works to improve access to affordable water, sanitation, and hygiene (WASH) products in Cambodia, Vietnam, and Laos. In Cambodia, WaterSHED has an innovative “hands-off” approach to sanitation marketing. Building the capacity of local businesses to deliver sanitation products and fostering government support and partnership helps stimulate market growth. Once businesses are up and running, WaterSHED removes itself, allowing the market to take control. WaterSHED helps facilitate access to financing for both businesses and consumers. The project conducts consumer research to help develop and test campaigns and tools that are affordable and attractive to locals. Another key component is the development of tools and approaches that can be replicated and scaled.

WaterSHED

LOCATION: Cambodia, Vietnam, Laos
DURATION: 2008-2012
FUNDING: \$7.5 million
IMPLEMENTING PARTNER:
University of North Carolina
at Chapel Hill



IMPACT

- Worked with 620 sales agents who sell toilets door-to-door and at village sales events.
- Trained and supported 154 local sanitation enterprises.
- More than 42,000 toilets have been sold, benefitting over 200,000 people.
- With an average price of approximately \$42, a new low-cost toilet has been developed and is making its way into the market.
- WaterSHED is now an NGO that will carry on the project’s work into the future.