

INTERNATIONAL DEVELOPMENT ENTERPRISES (iDE): MULTICOUNTRY



BY THE NUMBERS

BUDGET: \$1,600,000
(\$400,000 per country)

AREA PROGRAMS: 12

PHASES: 3

LOCATION: Burundi, Ghana, Mozambique, and Zambia

PROJECT TIME FRAME: 2023 – 2025

PARTNERS: International Development Enterprises (iDE)

Overview

Globally, 1.69 billion people lack basic sanitation (over half of whom practice open defecation), and 2.3 billion people lack basic hygiene. Open defecation in sub-Saharan Africa is practiced by 18% of the population, and globally, about 92% of those practicing open defecation live in rural areas. For everyone to have access to basic sanitation by 2030, current rates of increase would have to double. The existing approach to sanitation and hygiene needs to change.

Through its Global WASH Program, World Vision aims to support 14 million people to gain basic sanitation access and 18 million people to gain basic hygiene access from 2021 – 2025. To achieve this goal, World Vision will ramp up area-wide approaches through government engagement and extensive market-based approaches driven by the private sector. This includes interventions to strengthen governance, create demand, improve supply, and expand financing.

Partnership Background

Standard Community-Led Total Sanitation implementation (alone or with limited Sanitation Marketing) and standard hygiene promotion are currently not sufficient. To accelerate our progress and close the sanitation and hygiene gap, World Vision is partnering with iDE in four countries to leverage our broad geographic footprint and deepen community connections alongside iDE's expertise in human-centered design and market-based sanitation.

With a strong evidence base, the right product and service mix, and a deep understanding of local markets, this iDE and World Vision partnership will enable us to achieve sustainable gains in coverage and attract much-needed investment in the sector to accelerate universal access to WASH services. The urgency of achieving the Sustainable Development Goals requires organizations like iDE and World Vision to rethink business as usual and collaborate to leverage unique organizational strengths for deeper, collective impact.

iDE has been building markets for sanitation and hygiene for over 20 years, impacting more than 10 million people through market-based WASH programs in Africa, Asia, and Central America. iDE's mission is to increase access to sustainable, affordable, and desirable WASH products and services and generate learnings for the wider sector.

Approach

This dynamic partnership is poised to create an impactful project combining World Vision's deep contextual expertise with iDE's proven success advancing market-based sanitation and hygiene solutions through human-centered design and market system methodologies.

INTERNATIONAL DEVELOPMENT ENTERPRISES (iDE) : MARKET-BASED SANITATION AND HYGIENE SOLUTIONS

» **Human-centered design** (HCD) is a critical tool for creating impactful solutions that work for end-users/customers and for the entire value-chain. In essence, HCD is an approach that gives customers and entrepreneurs a voice in the products and services they produce, adopt or buy, resulting in higher adoption rates and profitable business models since they participate in the co-creation of these innovative solutions. iDE co-design with its users, giving them the opportunity to create products and businesses that can change their future.

» A **market-based approach** focuses on catalyzing the purchase of toilets, rather than only focusing on the use and/or the construction of toilets. The approach engages people as customers, rather than beneficiaries, and focuses on strengthening the market so customers can buy desirable, durable sanitation solutions. This leverages the principles of behavioral economics, which suggest that people tend to assign greater value to and take better care of things they've invested in. In order to catalyze a resilient and inclusive market system for WASH, it is crucial to build demand, strengthen the supply chain, and foster an enabling environment for impact.

Process

Currently World Vision supports governments with strategic planning, private sector development through partnerships, and ensures accountability and equity in distributing sanitation and hygiene services. This partnership will further develop experience and evidence of approaches to sustainably increase sanitation and hygiene coverage in World Vision Area Programs and in wider district-level approaches in four countries. The following processes will help us achieve these goals:

Creating demand: iDE will learn from and build on World Vision demand creation approaches and activities implemented to date. iDE will lead in conducting empathy-led discovery research to understand user's needs, motivators, and challenges to then craft behavior-change messaging for WASH adoption, and train community-based sanitation teachers/sales agents in close consultation with World Vision.

Improving supply: iDE will lead on prototyping and testing sanitation and hygiene products and services that are affordable, desirable, and viable; identifying and training sanitation and hygiene entrepreneurs on service delivery and management; and working at regional and national levels to build supply chains with private sector stakeholders.

Strengthening governance: World Vision will lead in analyzing the broader enabling environment and working with national and local governments on supporting policies and regulations.

Expanding financing: World Vision will lead in advocating for government investment in sanitation and hygiene at national and local levels. iDE will lead in designing and rolling out household-level financing options such as partial, targeted subsidies. World Vision and iDE will co-lead engagement with financial institutions to develop financing solutions for households and entrepreneurs.



Albino has been identified as a strong rural entrepreneur to build and sell aspirational, durable, and affordable latrines to households in rural Mozambique.

TIMELINE

Phase 1: Discovery Research (2023)

Conduct a human-centered design discovery research to understand the current challenges and opportunities for customers to adopt an improved sanitation solution and supply chain actors to provide an improved latrine.

Phase 2: Prototyping and Testing (2024)

Decide the role World Vision will play in promoting product and service options through rural entrepreneurs and testing the effectiveness of promotional approaches to drive demand.

Phase 3: Target Approaches (2024 – 2025)

Pilot targeted approaches based on results of testing. Develop a plan for universal service coverage for sanitation and hygiene with district-level governments, including financing and monitoring.

