

Key Highlights from Beyond Boundaries: Market-Driven and Public-Private Partnerships for Inclusive and Climate-Resilient WASH Session at CRP 2025

iDE's Market-Based WASH Model:

- Human-centered design used to develop resilient sanitation products (Easy Latrine, Sky Latrine, All Seasons Upgrade, Interlock and Soft Shelters, Alternating Dual Pit and On-site pit emptying service).
- Local sales agents drive demand and behavior change through tailored, door-to-door presentations focused on personal connection, cost, and visualizing solutions.
- Training local authorities and building their capacity to perpetuate a sustained local WASH market system through a gender-sensitive training of trainers curricula and sales referral agreements.
- Powering local sanitation entrepreneurs to manufacture, sell, and install iDE-designed WASH products; ongoing technical and business training provided, with a strong gender focus.

Thrive Networks/East Meets West's PPP Models:

- Community-led, inclusive, climate-resilient WASH projects in Cambodia, Vietnam, and Laos leverage pooled resources from commune funds, private contributions, and project funding.
- Female water operators and sanitation suppliers in Cambodia co-plan and co-finance projects through PPPs with local councils, shifting perceptions of private sector collaboration.
- PPPs in Vietnam and Laos demonstrate the value of clear, flexible mechanisms, strong community leadership (especially women), and integration of local knowledge and gender inclusion from the outset.

Lessons Learned & Recommendations:

- Real partnership in WASH means shared leadership between local government and private sector: joint planning, resource mobilization, service delivery, and monitoring.
- Targeting women-ran sanitation businesses and female local authorities in rural communities enables equitable WASH access that reaches the most systemically marginalized.

World Cafe and Roundtable Discussions:

- Market based and PPP approaches can be utilized in WASH service delivery to facilitate longer-term delivery of WASH products and services to reduce costs, minimize duplication and stimulate local economies.
- To introduce new WASH products and services to rural communities, rigorous field testing on desirability, affordability and durability alongside end-product users, then back and forth consultation with relevant stakeholders must be conducted to ensure human centred design approaches are integrated to ensure long-term use and maintenance of WASH designs.