Inspiring Sustainable Change in Cambodia

17 Sep 2014, WEDC, Hanoi, Vietnam
Civic Champions
Making the Impossible Possible

#1 Driver
#2 Inspiration
#3 Concept
#4 Success
#5 Lessons
# 1. Driver: Uneven change

**Latrine coverage**

<table>
<thead>
<tr>
<th>Village</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>40%</td>
</tr>
<tr>
<td>B</td>
<td>100%</td>
</tr>
<tr>
<td>C</td>
<td>0%</td>
</tr>
<tr>
<td>D</td>
<td>100%</td>
</tr>
<tr>
<td>E</td>
<td>20%</td>
</tr>
</tbody>
</table>
# 2. Inspiration: Great Leaders

“Nothing is impossible for those who will try”

• Alexander the Great; conqueror of the known world

Real Action

“It is possible - 100% sanitation access in 4 months”

• Mr. Sun Chhoeun, Village Chief. Cambodia
# 3. Concept: Discover, Develop, Deliver

The iterative learning cycle: created by Leadapreneur to promote learning & behaviour change
# 3. Concept: Discover

**Vision**
A better Future

**Purpose**
Strategic space

**Responsibility**
Conscious commitment to create, protect and/or sustain something
# 3. Concept: Develop
# 3. Concept: Deliver
The national average rate of change in sanitation coverage is estimated to be approximately 1 percent per year (JMP 2012). Please note for reference only; does not compare directly to 9 month data presented and is calculated based on 1000 households including those with and without latrines.
# 5. Lessons

1. People are willing to pay for a quality program

2. Attrition is not failure

3. Provide for flexibility in program delivery

4. Peer determined awards motivate

5. Leadership development can sow the seeds of long-term transformational change
Thank you

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