

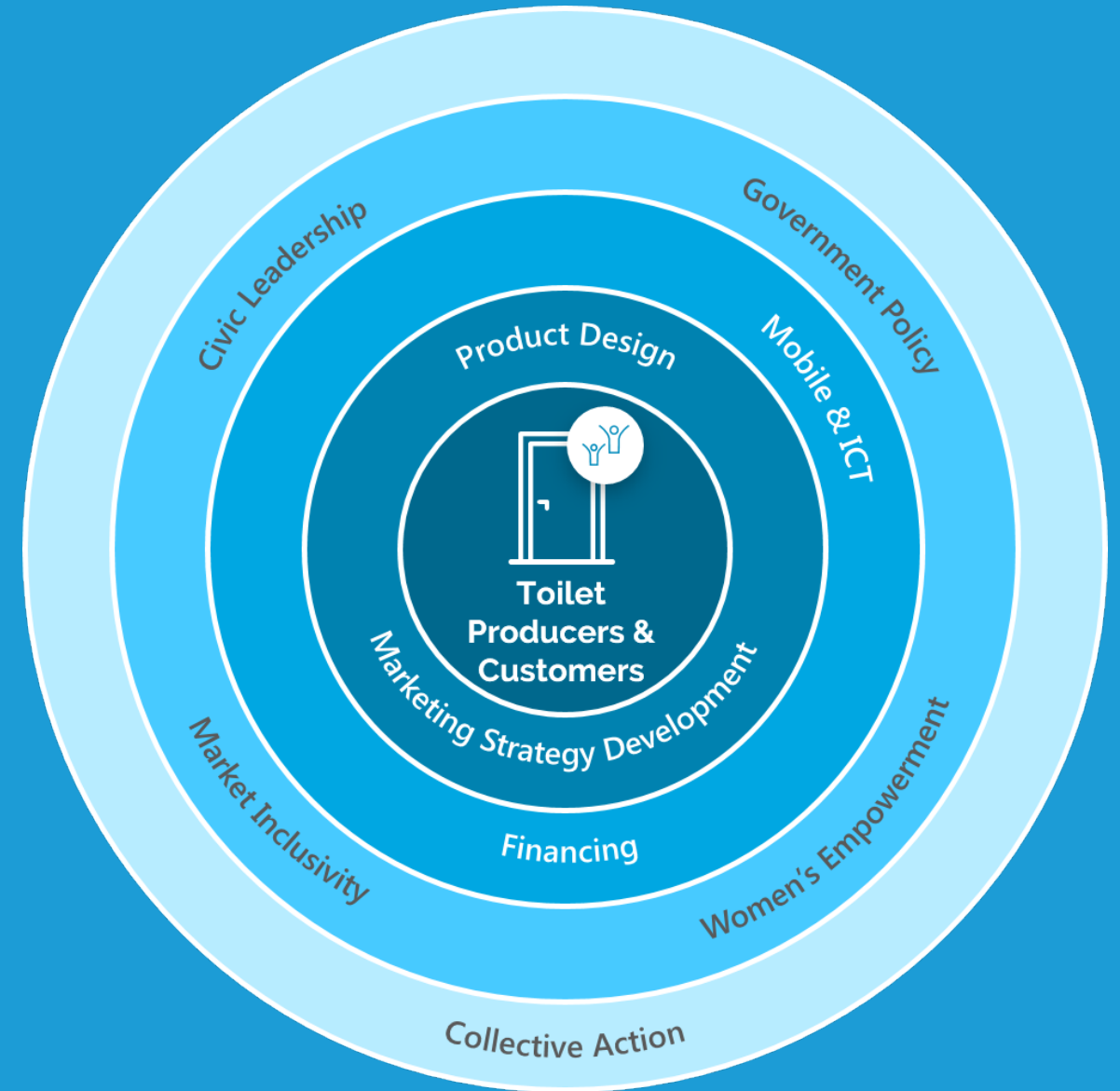


Aiming for the exit: learnings from WaterSHED's decade of market systems work

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We don't reach millions of people.
We build systems that do.

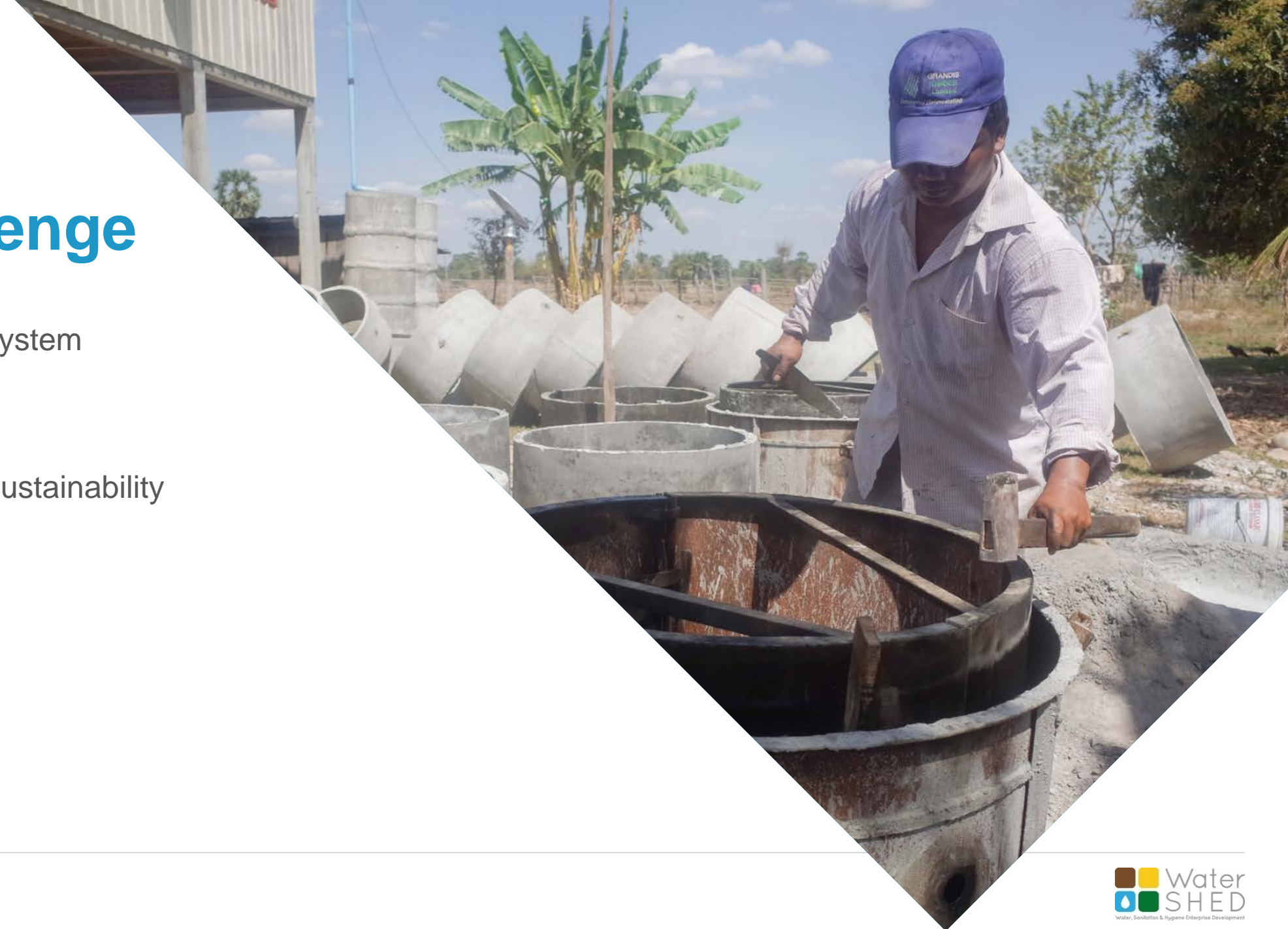


What is the role of research
and monitoring in system
strengthening?

How do we measure impact
and sustainability of the
system?

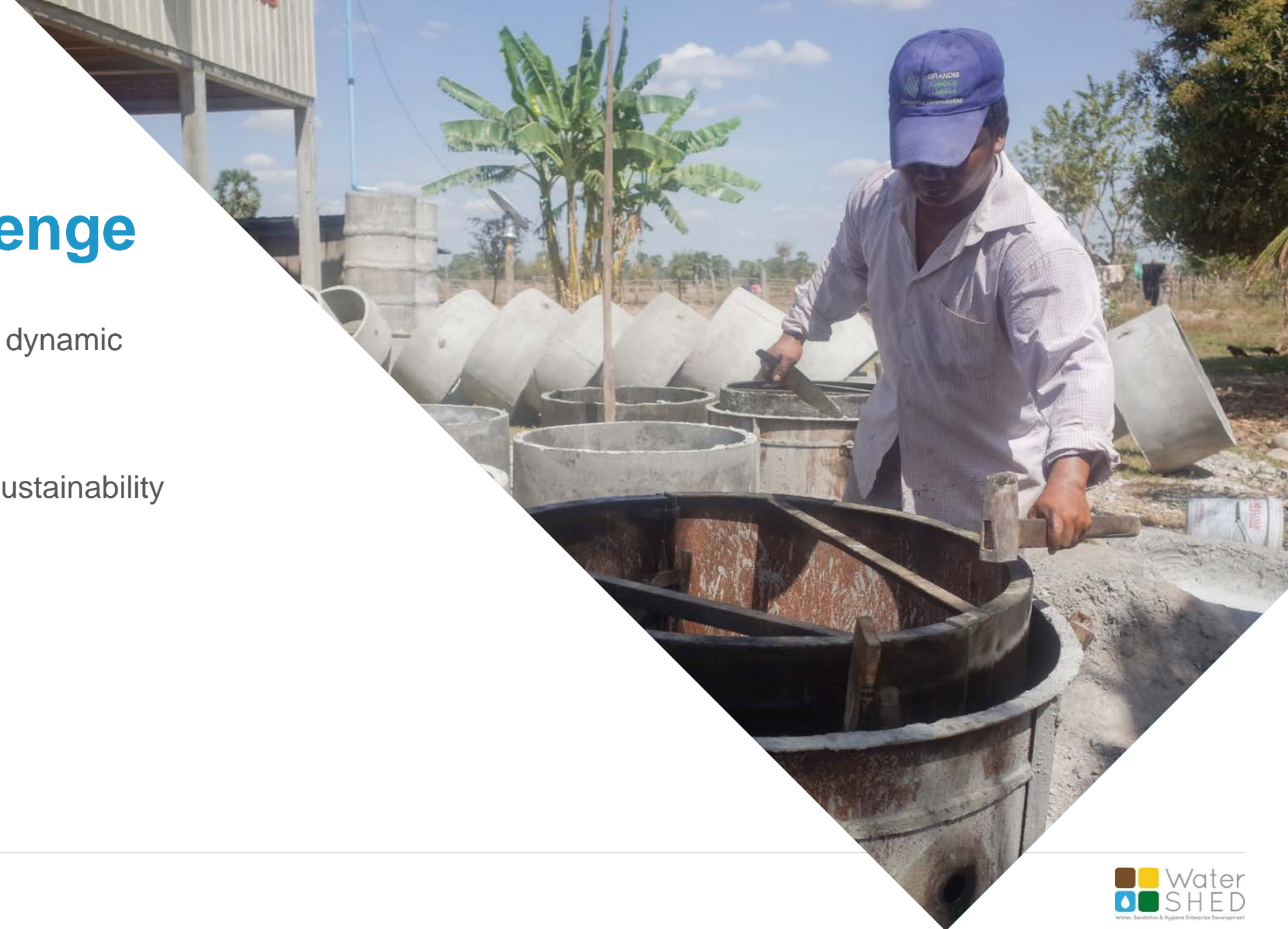
The Challenge

- Monitor a market system
- ...as you build it
- ... and ensure its sustainability



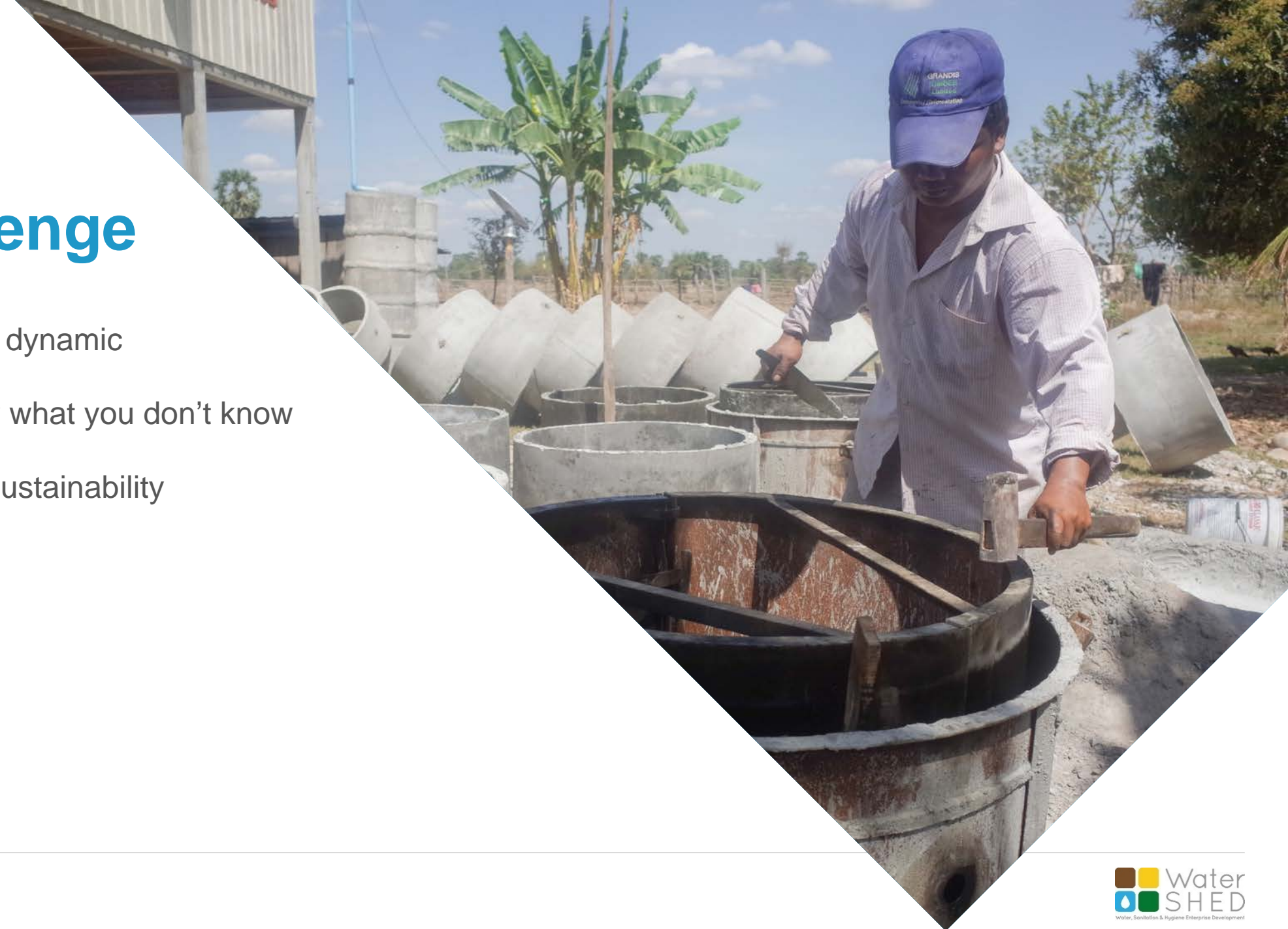
The Challenge

- Monitor something dynamic
- ...as you build it
- ... and ensure its sustainability



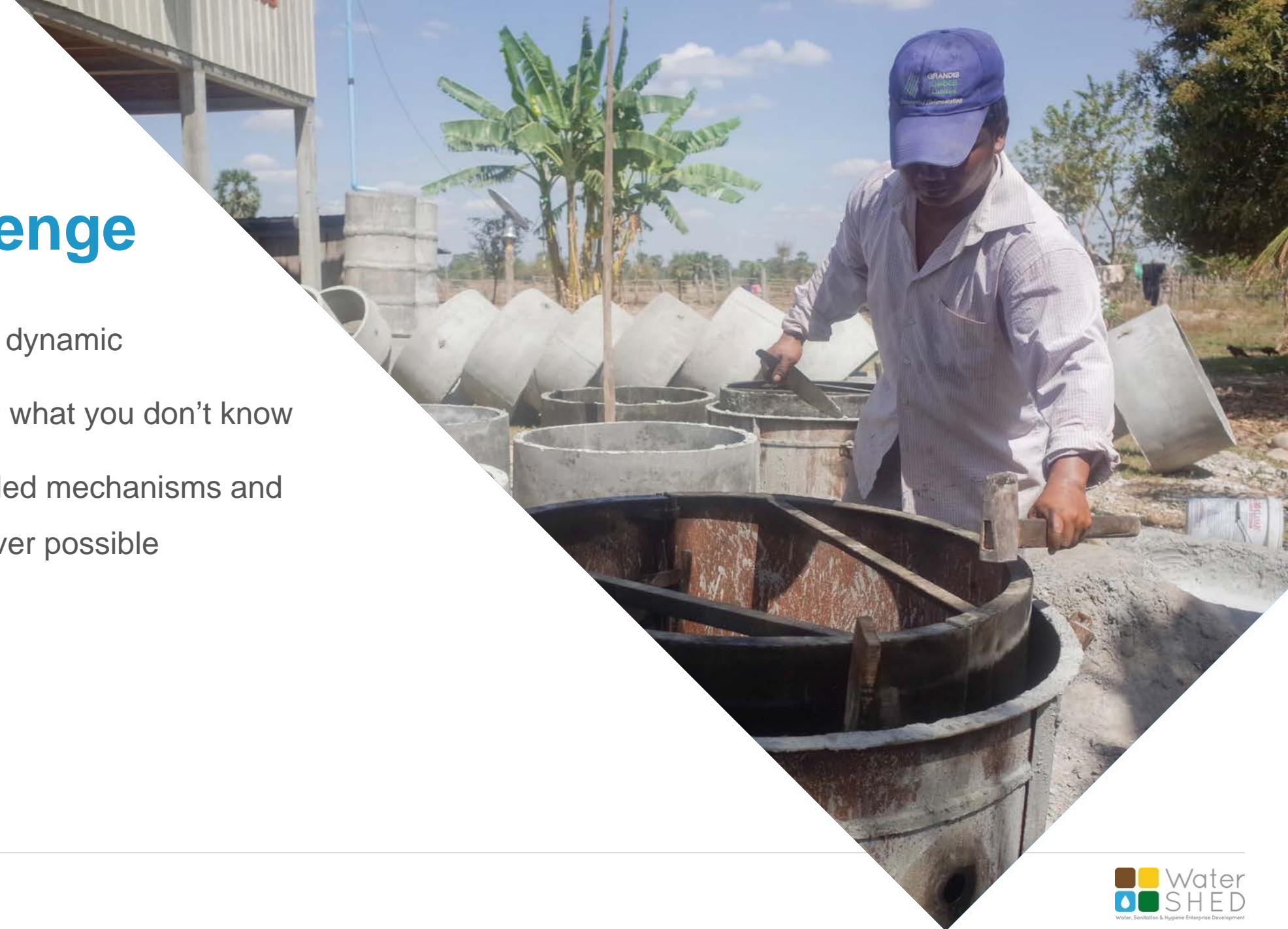
The Challenge

- Monitor something dynamic
- ...before you know what you don't know
- ... and ensure its sustainability



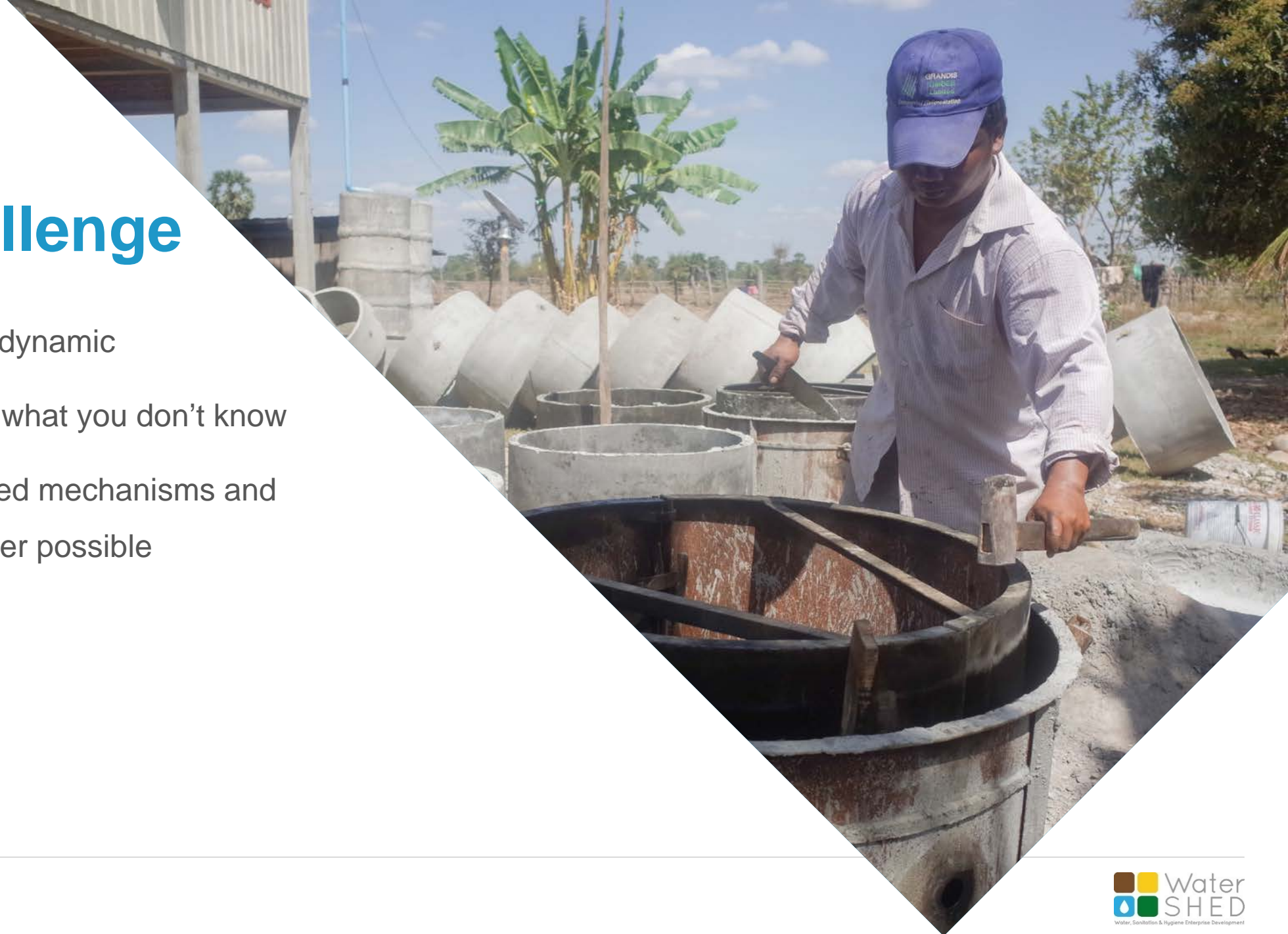
The Challenge

- Monitor something dynamic
- ...before you know what you don't know
- ... and use locally led mechanisms and local actors wherever possible



The ^{Real} Challenge

- Monitor something dynamic
- ...before you know what you don't know
- ... and use locally led mechanisms and local actors wherever possible



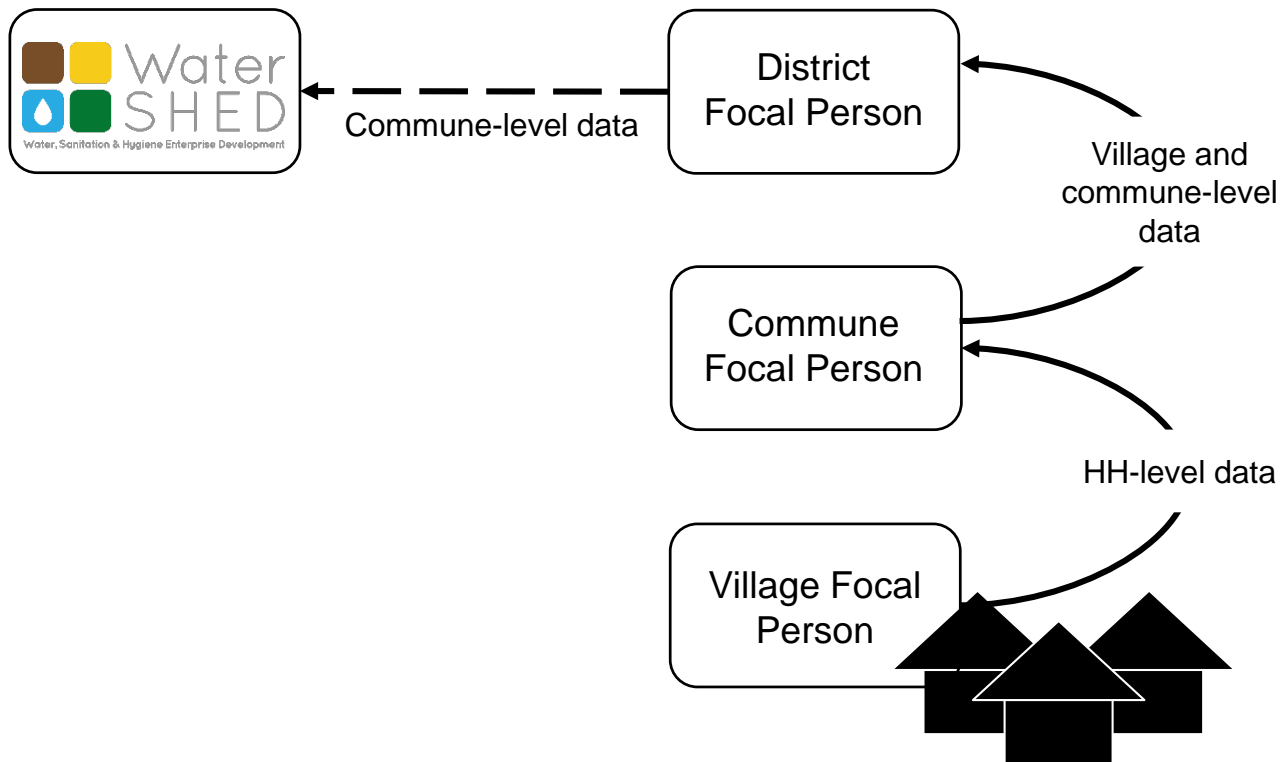


The Solution

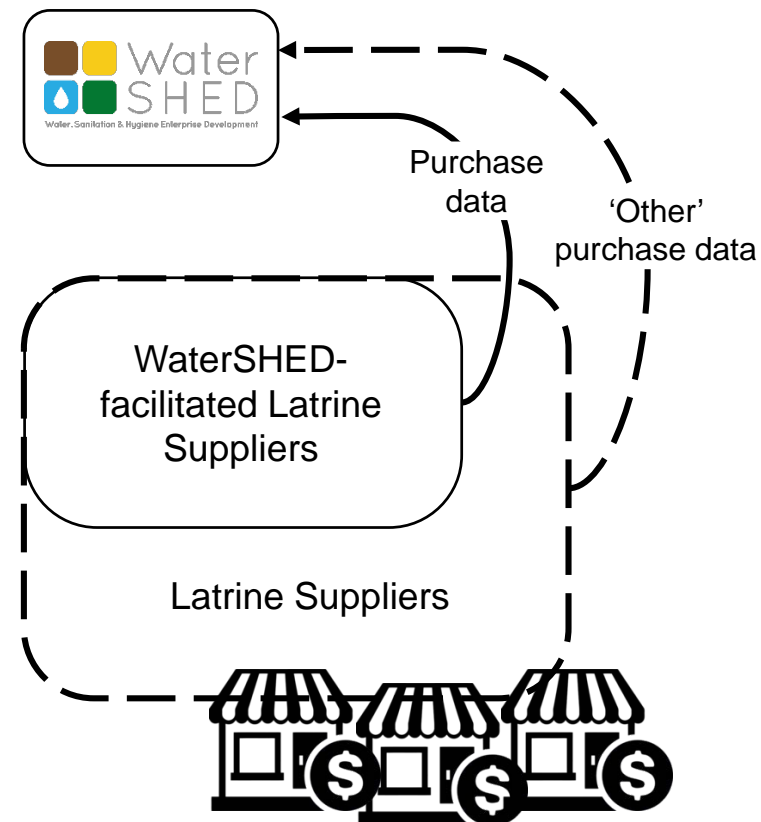
- Adaptive monitoring approach
- Responsiveness to learnings
- Local, government-led data collection mechanisms
- Handing over / institutionalizing programs-government-led monitoring and evaluation of the program



Government-Led Data Collection



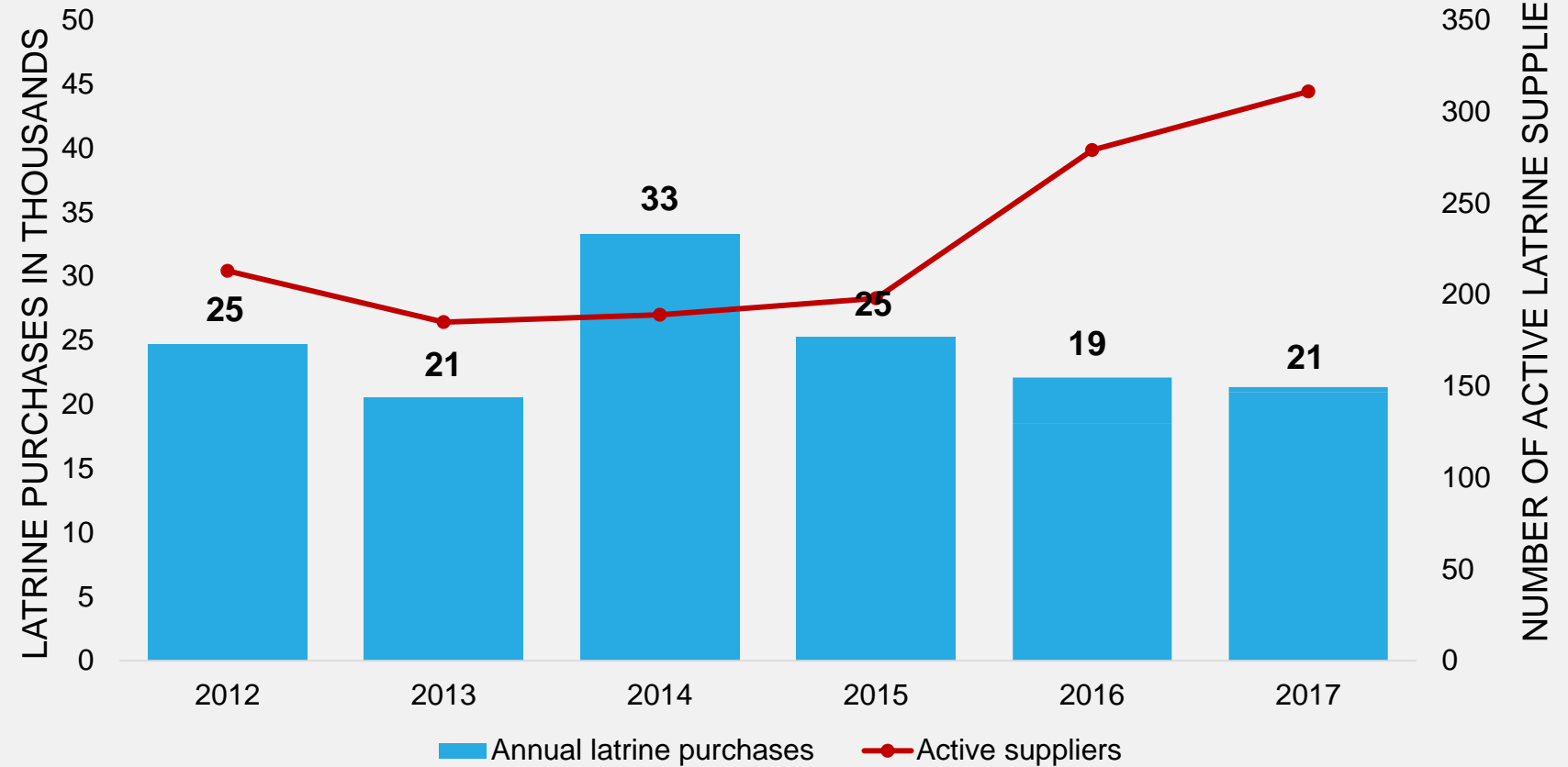
Latrine Supplier Data Collection



Core Components Of The Sanitation Market

Using our initial metrics alone, it appears that market activity decreased over time.

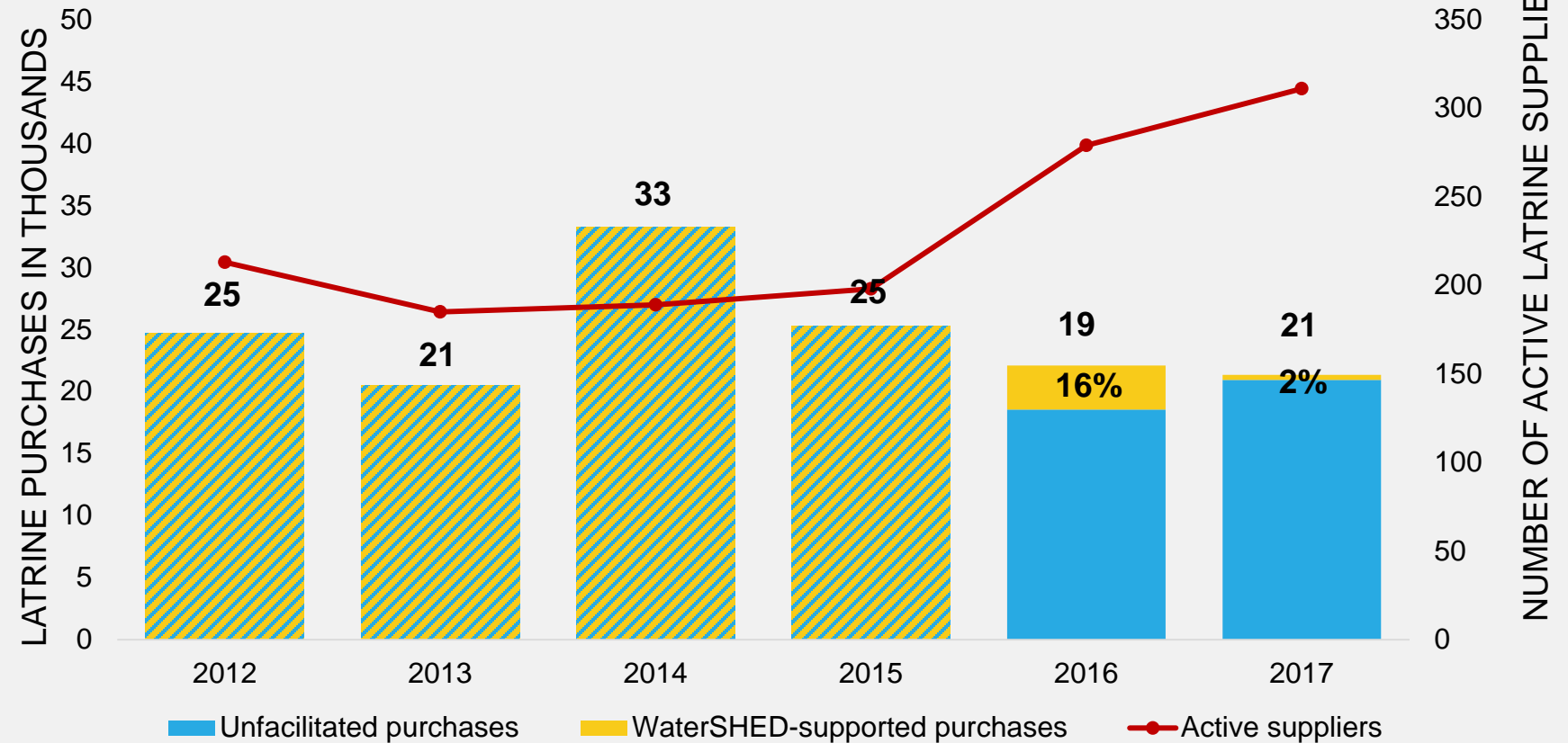
Latrine purchases and active latrine suppliers in the WaterSHED network, by year



Monitoring For Market System Sustainability

As we began to pull back from direct market facilitation (2015), we see the % of independent sales increase over time.

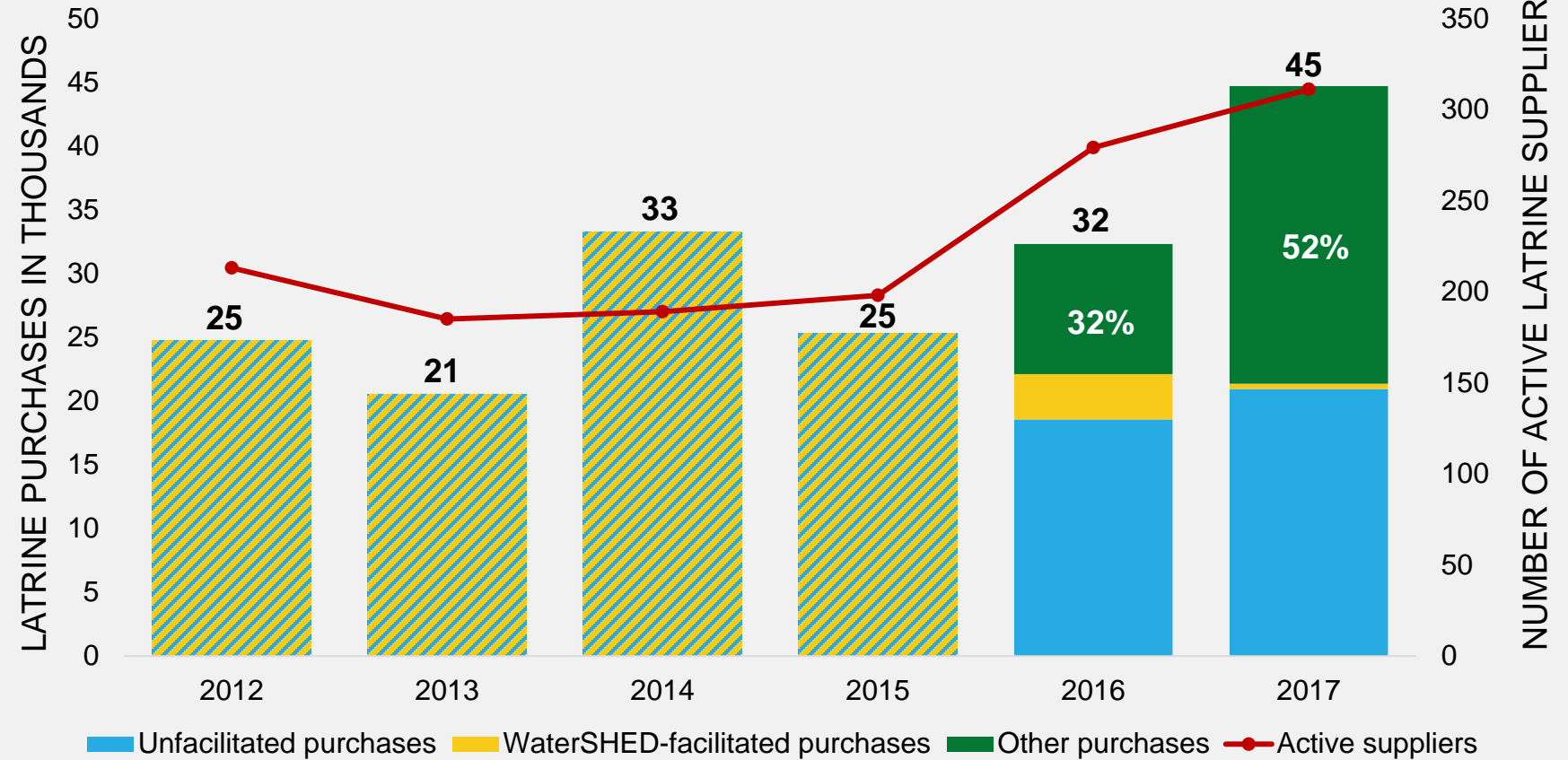
Proportion of latrine purchases facilitated by WaterSHED staff, by year



Monitoring With Government-led Mechanisms

Government-led data collection gave a broader view of market activity.

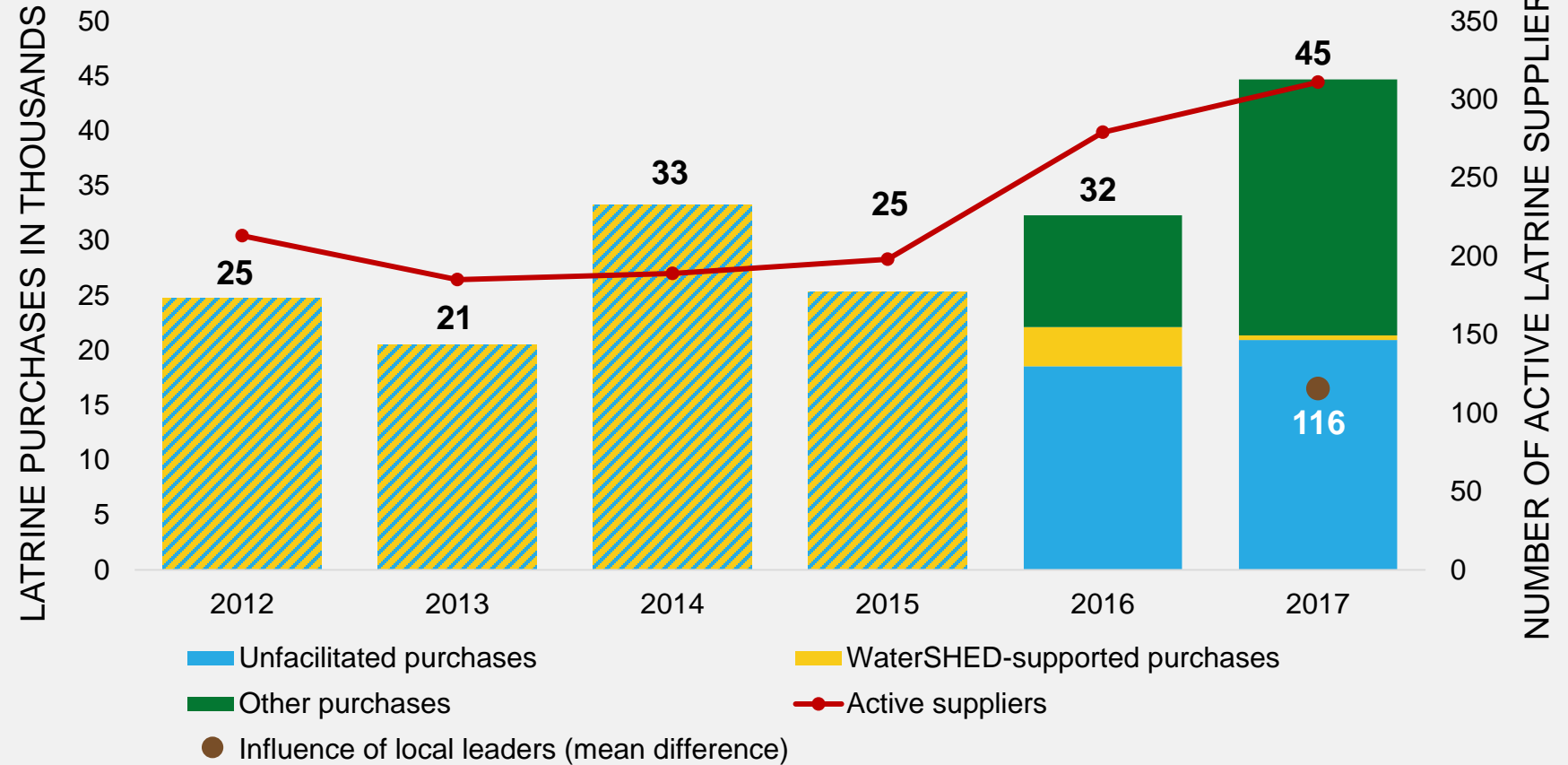
Latrine purchases in WaterSHED network areas, by year



Monitoring For Influence Of The Political Context

Influence of local leaders on the market system

In 2017, districts with trained government leaders had, on average, 116 more latrine sales than districts with untrained leaders.



Government-led monitoring and evaluation of the program

1. Assess the capacity of provincial and district trainers (i.e. training skills, leadership skills);
2. Assess the capacity of commune councilors;
3. Track and report the program cost at the national level;
4. Track and report the program cost at subnational level.

1. How does research influence decision making in your organization?
 - Do you measure your own progress and separately, the broader market/system?
 - Is this methodology similar or different than the government's? How?
2. How has your research and monitoring changed over time? What drive the changes?
3. How is research essential for systems strengthening? How can research and monitoring can be used to measure sustainability? What are the challenges?
4. From a research lens, thinking sustainably: What do organizations need to ask to work towards an exit? If you didn't exist tomorrow, who would need to do what?
5. Future of Cambodian development: As Cambodia becomes a middle income country, there will be fewer positions available for development and NGOs. How can NGOs support the gov't and institutions to take ownership?

Thank You
