



Strong NGO-Government partnership between Lien Aid and MRD, poised to achieve sustainability

Sanitation marketing is fast gaining traction in Cambodia. With an increasing number of rural communities gaining access to affordable latrines through the efforts of NGOs such as Lien Aid, Cambodia appears on track to achieve its local MDG of 30% rural sanitation coverage by 2015. The challenge is to sustain momentum for sanitation marketing by the private sector.

In Lien Aid's experience, the key to attaining sustainability is the cultivation of strong cooperation with government. A first in Cambodia is an instruction letter issued by a provincial governor to require all government staff and community leaders to install latrines and lead the promotion of sanitation in their communities. Now another 13 provinces have asked how to make this happen. With government dynamically playing their role to promote household latrine ownership in a drive for total sanitation and effecting change in the cultural norm, the private sector can step in to meet the demand.

Dr. CHEA Samnang, Director – Department of Rural Health Care, Ministry of Rural Development (MRD) agrees, *“Lien Aid's close collaboration with the PDRD and communities has strengthened the capacity of the local provincial authorities to carry out sanitation marketing. The provincial government of rural development in the target provinces that Lien Aid works in have more capacity and understanding of how sanitation marketing should be implemented and how we can strengthen sanitation marketing in their provinces”*.

Currently, MRD with the support of Lien Aid (and other NGOs), is working on an internal assessment report on rural sanitation marketing in Cambodia. Due for public release in 2011, the report will inform MRD of the sanitation marketing landscape in Cambodia for preparation of national guidelines for the sector, in a move to effect systemic change.

Working closely with MRD, Lien Aid has expanded its reach to three provinces; Kg Speu, Takeo and Kg Cham and targets 15,000 latrines sold by end 2011.

These activities are supported jointly by USAID Regional Development Mission – Asia's *WaterSHED* project through implementation partner, Lien Aid.



“Sanitation marketing is the new way. We are now past the pilot stage and working towards sustainability. This requires a careful approach and strong collaboration between partners.”

Dr. CHEA Samnang, Director, Department of Rural Health Care, Ministry of Rural Development, Cambodia