



Promotion of Sanitation Enabling Environment in Vietnam

Session 3d: Working effectively with the enabling environment

Nguyen Quy Hoa | Vu Thuy Anh | 14th July 2016

What existing support(s) to private sector roles is/are provided from other actors?

VIHEMA:

- **Dissemination of materials:** Manual for low-cost latrines; Rural sanitation training material; Guidelines for ODF
- **Organise training:** ToT training on CLTS, ODF, SanMark for provincial and regional institutes (with UNICEF); TOT training on rural sanitation in 21 provinces (with WSP)
- **Collaboration for Implementation:** HH sanitation promotion in 7 Child-friendly provinces, focusing on ODF, CLTS and SanMark (with UNICEF); WASH Output Based Approach (OBA) project (with EMW)

VBSP:

- Funds for poor HH to borrow money to make HH toilets and water supply facilities with low interest rate (9.6% per year) – Govt. Decision 1826/QD-TTg issued 09 Oct. 2013

What are key constraints to private sector roles caused by their wider environment or context?

- ❑ Low demand for sanitation for a range of interlinked reasons – low household (HH) priority; high perceived costs; low incomes (poverty)
- ❑ Market distortions due to competing government (subsidised) sanitation programs
- ❑ Inadequate local government attention to support for sanitation promotion, despite national policies, strategies and Target Programs

What aspects of private sector activity could benefit from public sector support?

- ❑ Support poor HH to lessen procedures to borrow money from VBSP for HH WASH promotion (through clear guidance explanation, shortening the span between the request and the money acquisition time, etc.)
- ❑ Support entrepreneurs, masons, govt staff etc. to attend suitable trainings organized by NGOs, Govt. institutions,
- ❑ Enable application of new technological options and suitable approaches for cost reduction using the Govt. subsidy in sanitation
- ❑ Assign commune People's Committee focal points to monitor sanitation progress and take follow up actions at local level

What aspects of private sector activity need public sector regulation or accreditation?

- Quality control for production of sanitation components: obtain business or manufacturing license (for building materials, making sanitation products)
- Regulation to ensure masons or others making hygienic toilets (associations/enterprises) follow Govt. issued standards for these toilets
- Local authority oversight of informal business groups (masons associations)

Ways we are engaging with public or other actors to better enable effective roles for private sector

1) Increasing people's interest in and demand for sanitation by:

- **Sharing/providing materials and information** to improve people's knowledge of sanitation (marketing materials, technical options and cost, Govt. guidance on ODF verification and certification, video training clips)
- **Reducing the cost of hygienic** toilets through organizing ToT training for local masons and entrepreneurs on SanMark and low cost technical toilet options, community participation, etc.
- **Linking service providers/masons groups with customers by:**
 - Involving masons in village and VSL women group meetings
 - Organizing exchange visits with village people and masons
 - Masons constructing demo toilet in the visitors/villages

Ways we are engaging with public or other actors to better enable effective roles for private sector (cont.)

- 2) **Facilitating better linkages between masons and villagers by cooperating with WU at central, provincial, district levels** to train and organize masons groups where WU operates and WU staff act as link persons
- 2) **Developing local govt commitment and interest in market based services** by making demonstration toilets to show to WU staff, health and People's Committee staff, increasing their understanding of low cost hygienic toilet options built by masons and gaining their support