



# Inspiring Sustainable Change in Cambodia



17 Sep 2014, WEDC, Hanoi, Vietnam

# Civic Champions

## Making the Impossible Possible

**#1 Driver**

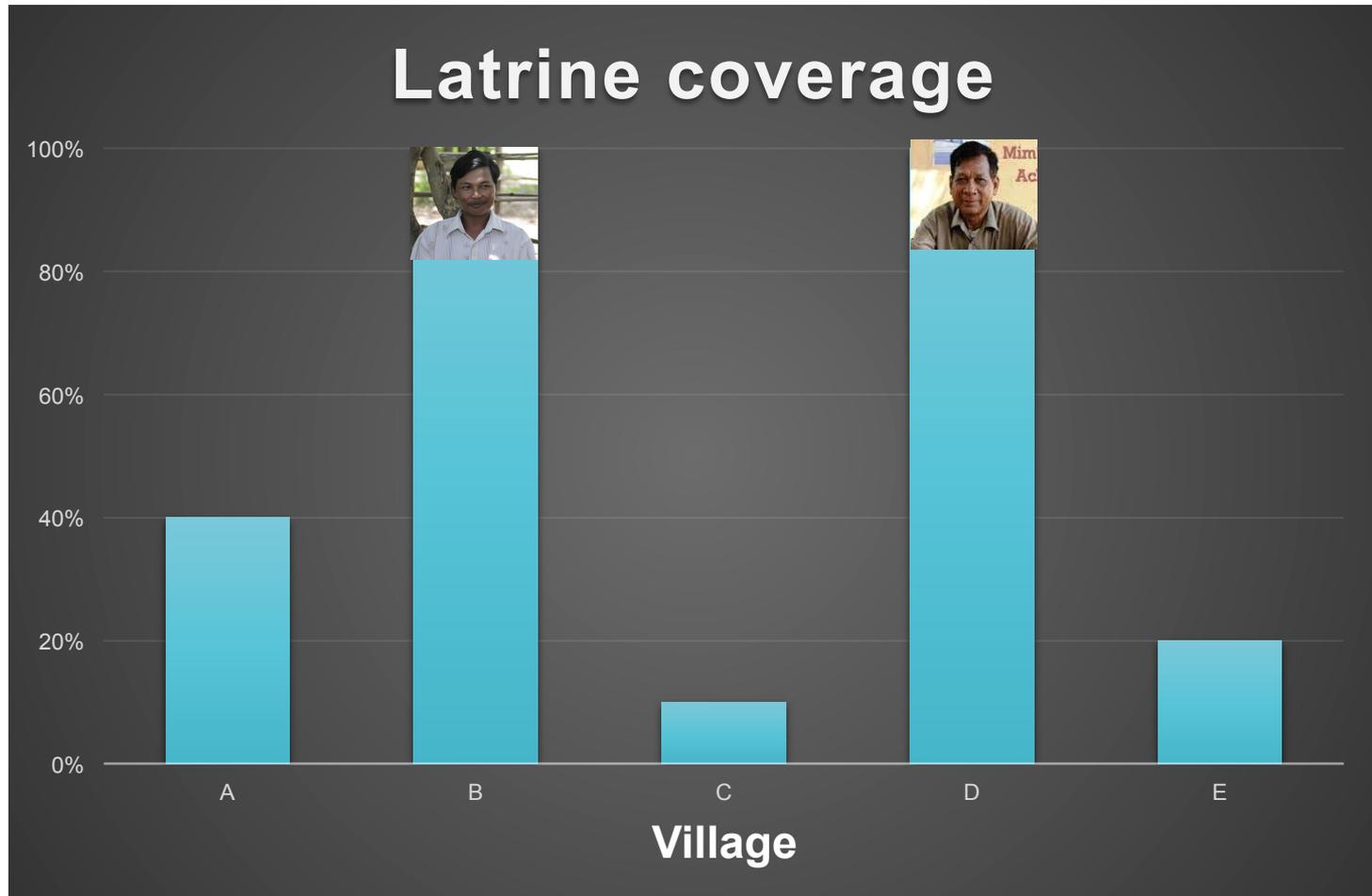
**#2 Inspiration**

**#3 Concept**

**#4 Success**

**#5 Lessons**

# # 1. Driver: Uneven change



## # 2. Inspiration: Great Leaders



“Nothing is impossible for those who will try”

• *Alexander the Great; conqueror of the known world*



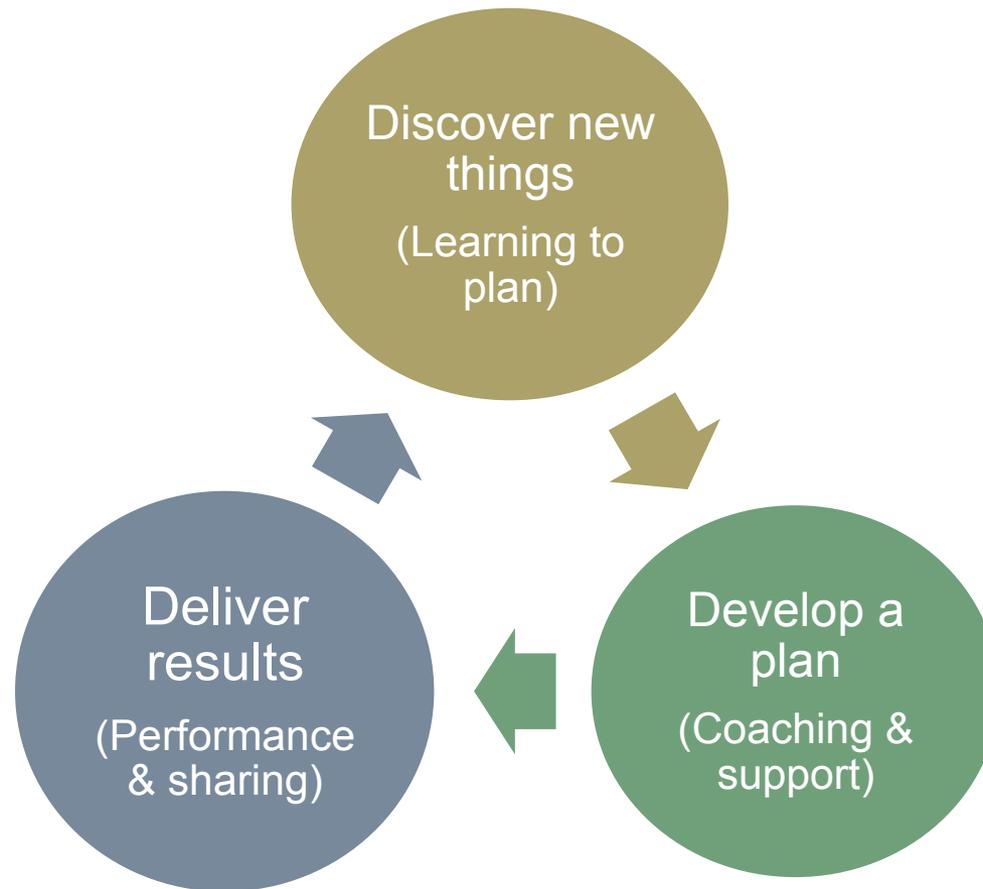
Real Action



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

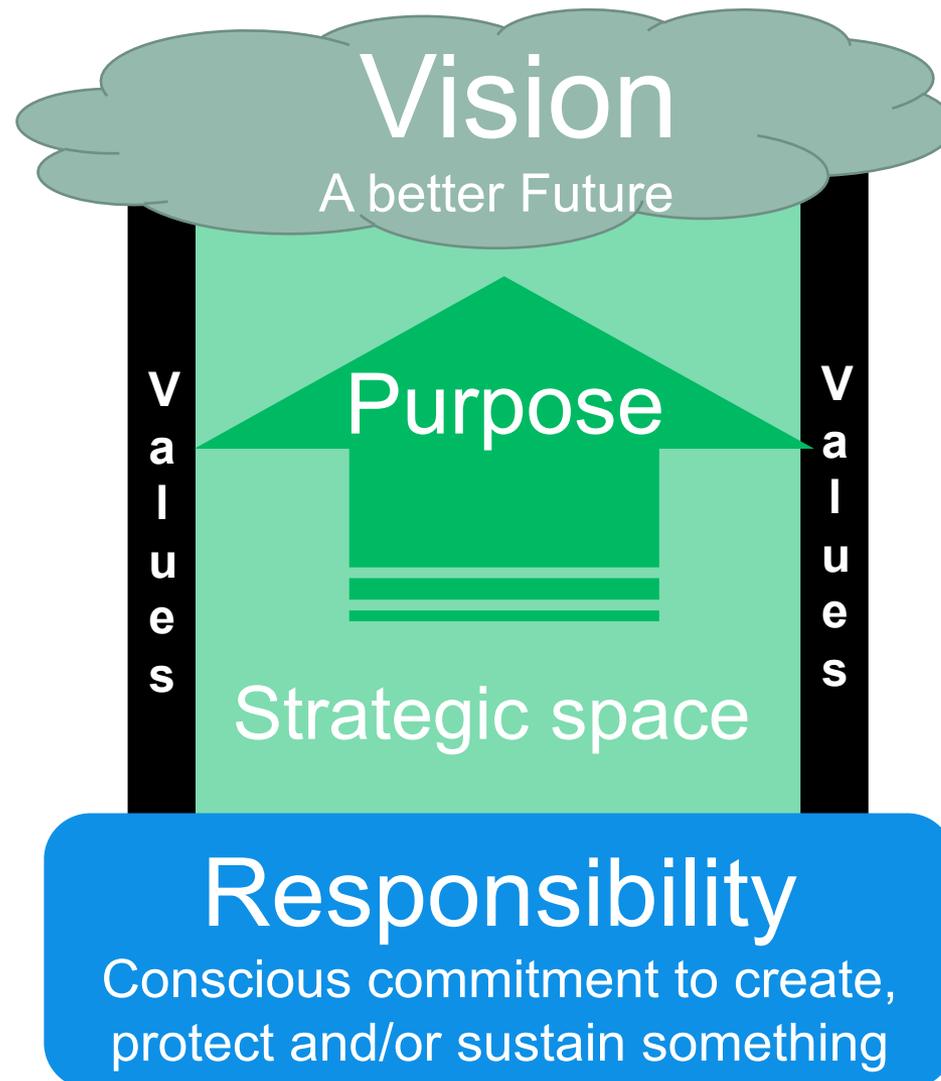
• *Mr. Sun Chhoeun, Village Chief. Cambodia*

# # 3. Concept: Discover, Develop, Deliver



The iterative learning cycle: created by Leadapreneur to promote learning & behaviour change

# # 3. Concept: Discover





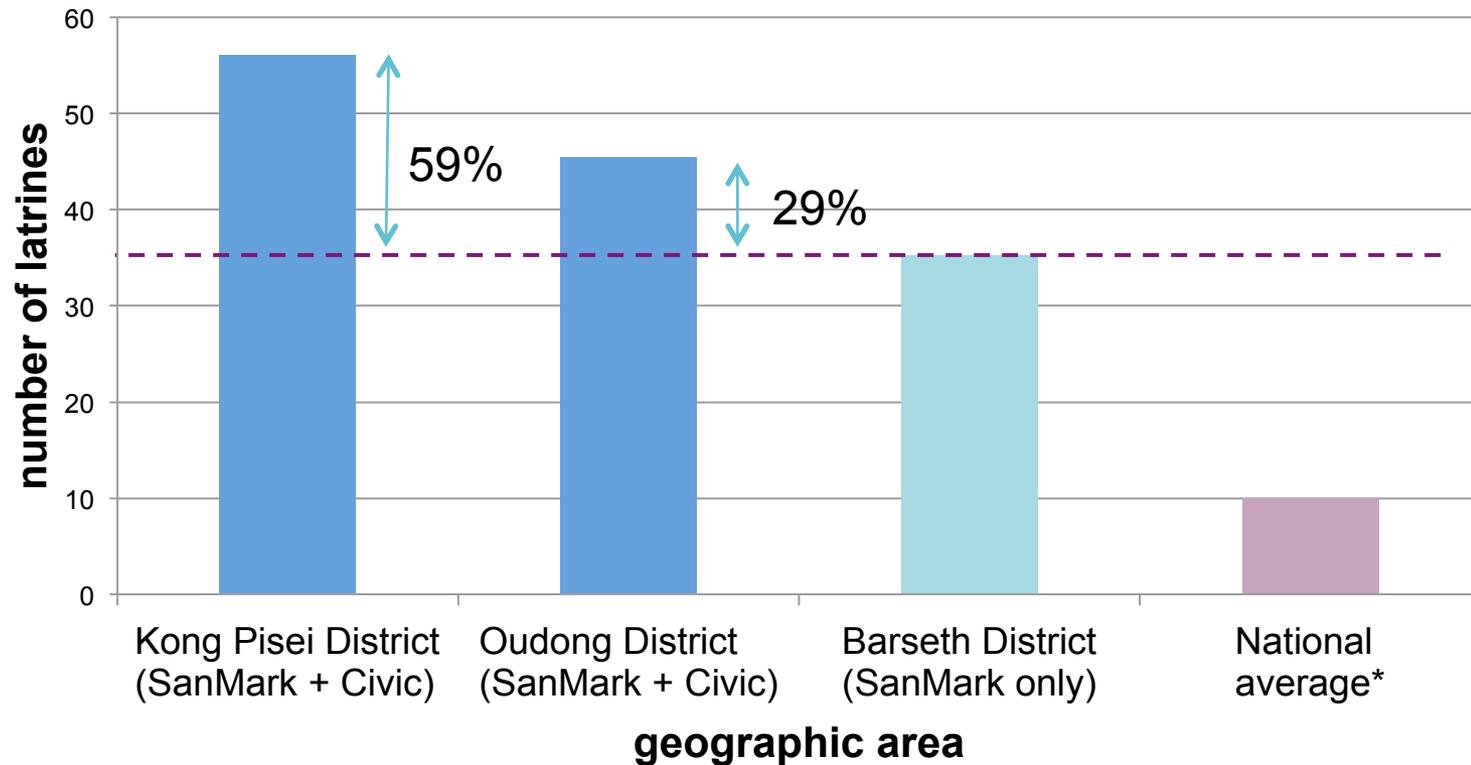
# # 3. Concept: Deliver



# # 4. Success

## Latrines sold / 1000 HH without a latrine

Nov 2013 - Jul 2014



\* 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



Project funded by:

Grand Challenges Canada™  
Grands Défis Canada<sup>MC</sup>



## Consultant



Please visit us at:

[www.watershedasia.org](http://www.watershedasia.org)

[www.facebook.com/watershedasia](https://www.facebook.com/watershedasia)