

Gender equality and women in water, sanitation and hygiene (WASH) enterprises in Cambodia

A SYNTHESIS OF RECENT
STUDIES | June 2020



Water For
Women



Institute for
Sustainable
Futures



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CHAPTER 1

Introduction and Context



SYNTHESIS OBJECTIVE AND APPROACH

This synthesis of recent studies compiles **literature and practical experiences of Civil Society Organisations (CSOs) working with women in WASH enterprises in Cambodia**. It is designed to bring these studies and evaluations into one easily accessible document, with insights and recommendations across the studies brought together to inform practice.

The Institute for Sustainable Futures (ISF-UTS) reviewed **relevant and current published studies in English**, as well as directly **contacting WASH CSOs** and requesting access to any reports, studies or materials they were able to share, with respect to their work with female WASH entrepreneurs in Cambodia. Subsequently, four CSOs contributed their work to this Synthesis: East Meets West Cambodia, iDE, SHE Enterprises, and WaterShed.

This Synthesis has been developed under the Water for Women grants from the Australian Government. It is designed to inform CSOs, donors and government agencies working with WASH entrepreneurs, with a focus on **inclusive private sector engagement**.



WEwork participant at their latrine business

INTRODUCTION

There are an **increasing number** of opportunities for small-scale enterprise in WASH

Previous research showed **low participation of women**

There are **strong imperatives to involve women and marginalised peoples** – as part of an inclusive approach, to ensure their needs are addressed, and so they may access jobs, leadership and economic opportunities

Women are known to **face barriers related to working in and running enterprises** though it is not well understood how they are affected by involvement in WASH economic activity

This **synthesis presents studies from Cambodia** related to women involved in WASH enterprises, as well as evaluations of the effectiveness of approaches taken by civil society organisations and industry associations.



Roles that women play in rural WASH enterprises in Cambodia



EXAMINING GENDER EQUALITY IN THE WATER SECTOR IN CAMBODIA

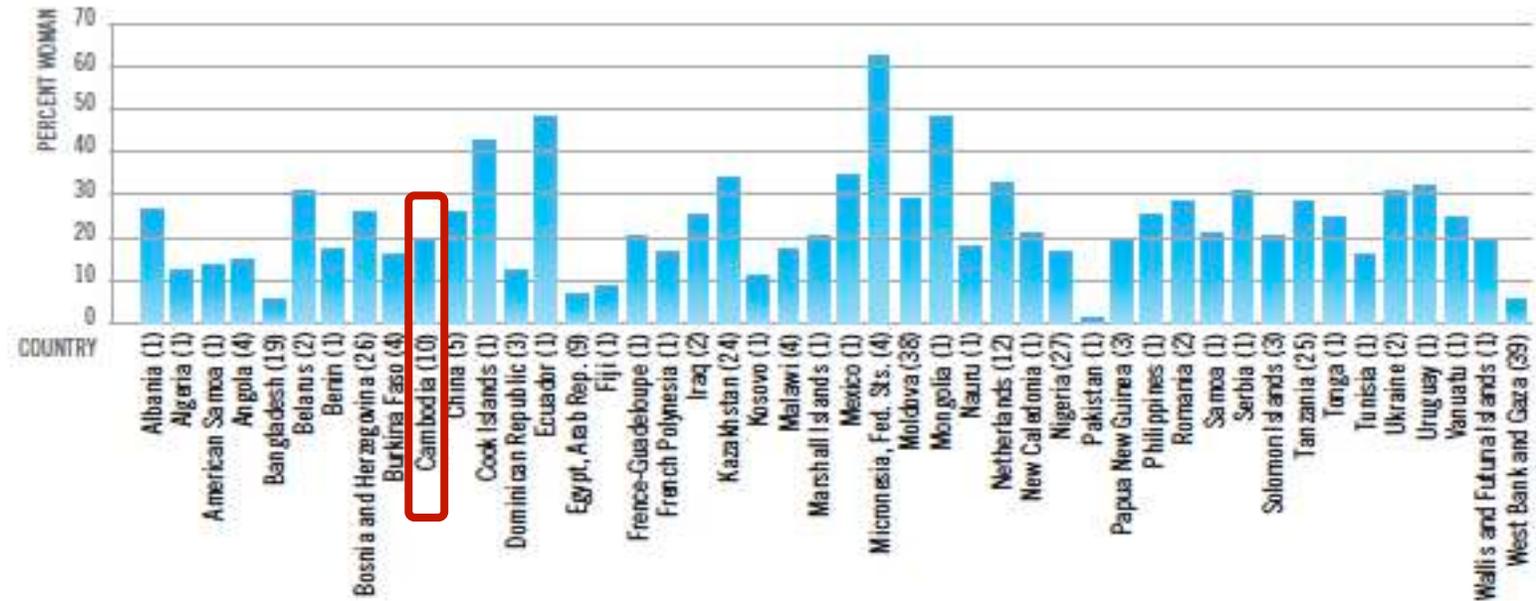
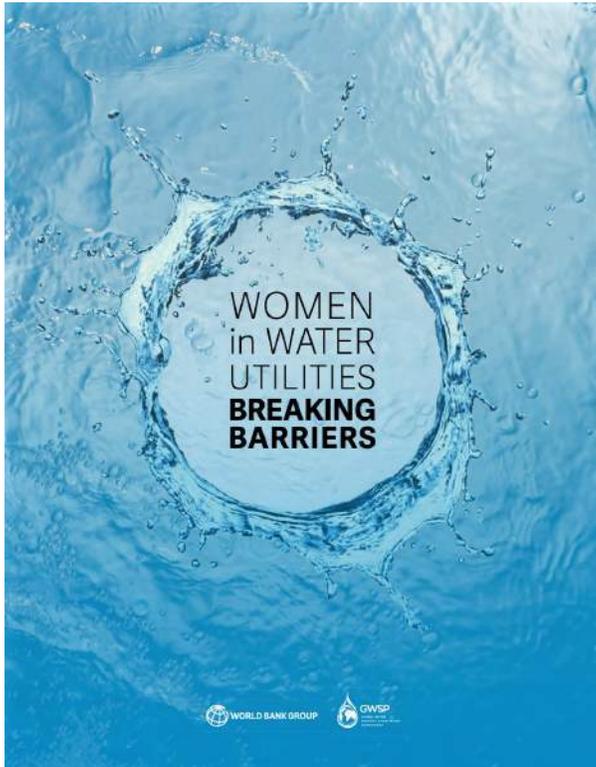
Women in Water Utilities in Cambodia

Research from the World Bank (2019) identified that women make up approx. 10% of the Cambodian water and sanitation utilities workforce.

This is based on completed questionnaires from 10 utilities in Cambodia.



- Battambang Provincial Water Supply Unit
- Kampong Cham Provincial Water Supply Unit
- Kampong Thom Provincial Water Supply Unit
- Kampot Provincial Water Supply Unit
- Monduliri Provincial Water Supply Unit
- Preah Sihanouk Provincial Water Supply Unit
- Pursat Provincial Water Supply Unit
- Siemreap Provincial Sewerage and Wastewater Treatment Plant
- Stong Water Supply Unit, Kampong Thom province
- Stung Treng Provincial Water Supply Unit



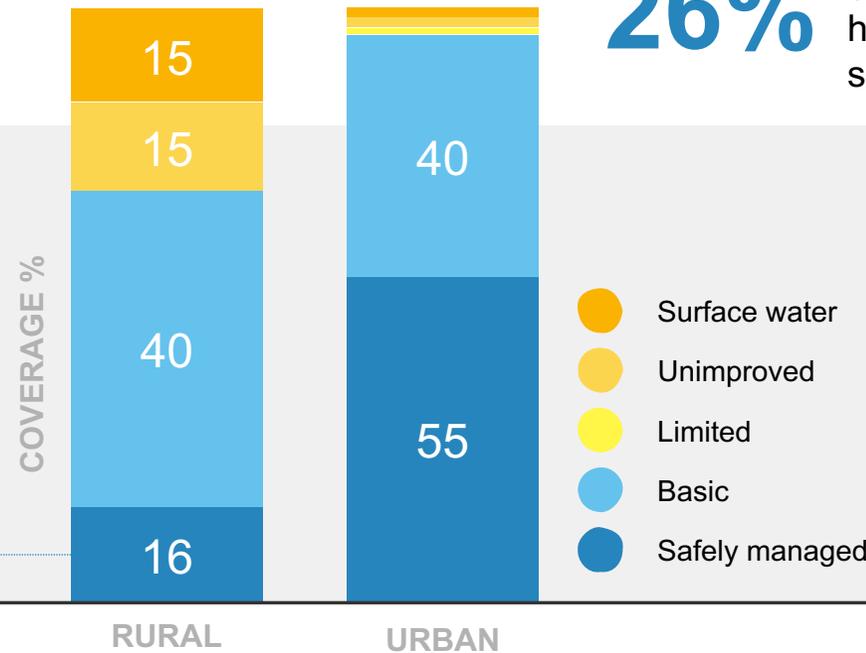
Sources: IBNET 2015; World Bank Utility Survey 2018–19.

Note: Each number in parentheses represents the total number of utilities included on average for each country. In total, data from 263 utilities are included.

Safely Managed Water in Cambodia

In rural areas, approximately 16% of Cambodians have access to safely managed drinking water, and of this, only 11% is piped (JMP 2015).

26% of Cambodians (across urban and rural areas) had access to safely managed drinking water services in 2017 (JMP, 2019)

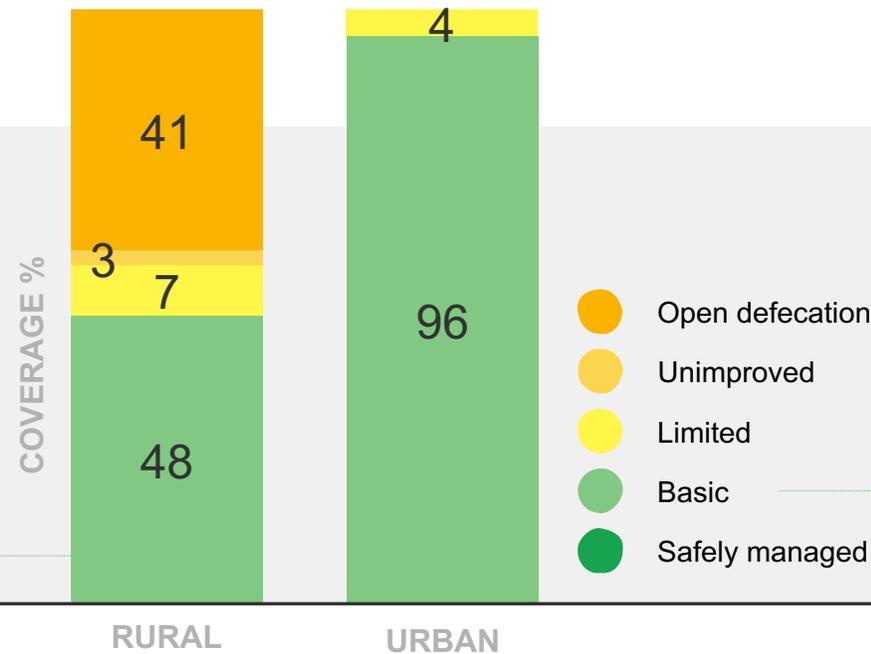


Source: JMP 2015, JMP 2019

Safely managed
Located on premises
Available when needed
Free of faecal and priority chemical contamination

Safely Managed Sanitation in Cambodia

In rural areas, approx. 48% of Cambodian have access to basic sanitation with 41% still practicing open defecation (JMP, 2019)



Basic sanitation

Private improved facility
(not shared with other households)

Separation of excreta
from human contact

Source: JMP 2015, JMP 2019

59%

of Cambodians had access to basic sanitation, with no data currently available on safely managed sanitation in 2017(JMP, 2019)

Organizations working with WASH Enterprises in Cambodia

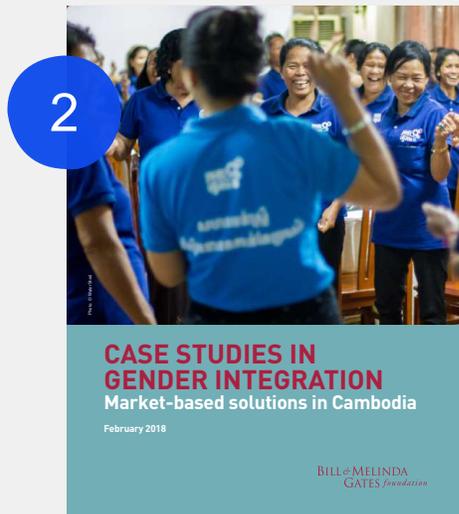


Studies included in this synthesis

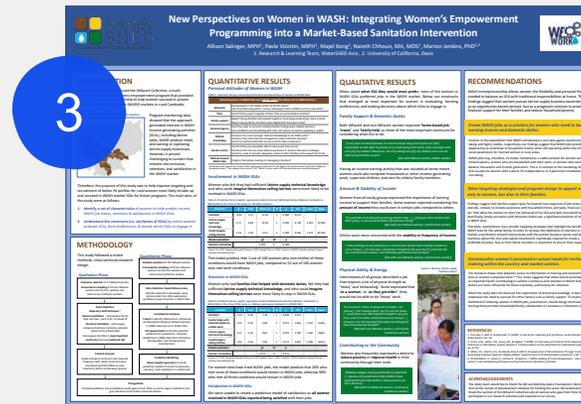
Studies 1-4



IF-UTS (2017)
Female Water Entrepreneurs in Cambodia: Considering enablers and barriers to women's empowerment.



WaterSHED (2018)
Case studies in gender integration: Market-based solutions in Cambodia



WaterSHED (2019)
New Perspectives on Women in WASH: Integrating Women's Empowerment Programming into a Market-Based Sanitation Intervention – poster.



SHE/iDE (2019)
Creating Impact by Supporting Women in WASH Entrepreneurship Training in Siem Reap, with iDE Cambodia

Studies included in this synthesis

Studies 5-8



iDE (2019)
Cambodia Sanitation Marketing Scale-Up 2.0: SMSU 2.0 Final Evaluation Report



iDE (2014)
Sanitation marketing scale-up: End of project report



ISF-UTS (2020)
Cambodian Water Association and East Meets West (women's training program evaluation): Analysis

CHAPTER 2

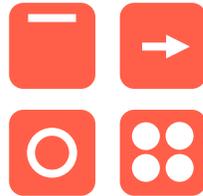
Comparing the Selected
Studies



WOMEN'S EMPOWERMENT FRAMEWORKS

Across the studies

Study 1 ISF-UTS (2017)



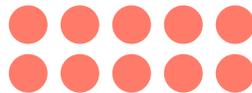
ISF-UTS drew on conceptions of women's empowerment, including economic empowerment, which consider the transformation of power relations in ways that promote women's rights and social justice. This conceptualisation of empowerment considers four types of power: 'power within', 'power to', 'power over' and 'power with' [Rowlands (1995), VeneKlasen & Miller (2002); Eyben, Kabeer & Cornwall (2008); Perezniето & Taylor (2014)].

Study 2 WaterShed (2018)



Bill & Melinda Gates Foundation's conceptual model of women's and girl's empowerment. The research was designed to capture empowerment along eight dimensions: decision-making, self esteem/self-efficacy, mobility, collective action, control over resource and assets, norms, gender-based violence, and leadership.

Study 3 Watershed (2019)



Mixed methods study tested women's attitudes with respect to ten domains including: past experience/background, family support, time constraints, personal agency, skills/knowledge, safety/security, restricted mobility, physical demands, gender norms, overall attitudes toward WASH jobs.

WOMEN'S EMPOWERMENT FRAMEWORKS

Across the studies

Study 4 iDE (2019)



Two dimensions of empowerment were the focus of the study, self-confidence and decision-making. A weighted scoring method was applied in order to assess increases, or changes, in these two dimensions of empowerment.

Study 5A iDE (2019)

No specific empowerment framework was employed, but included a gender analysis that explored the impact of female involvement in latrine businesses.

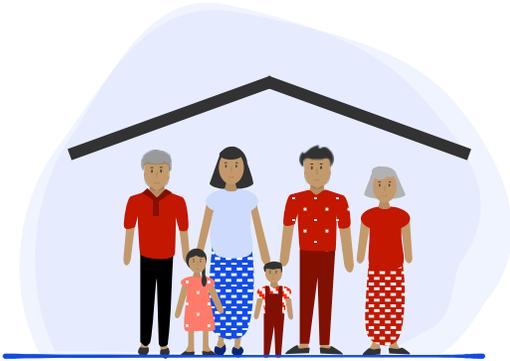
Study 5B iDE (2014)

No specific empowerment framework was employed, but changes in latrine coverage and uptake were monitored, including differences between men and women.

Study 6 CWA (2020)

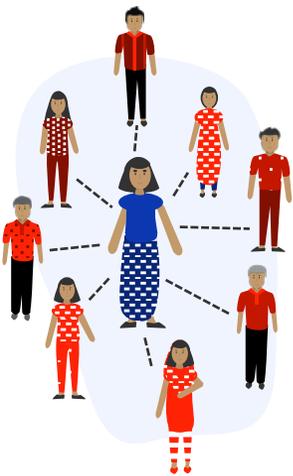
Not applicable. This study involves the evaluation of training provided by CWA and EMW in relation to capacity development outcomes as reported by female participants.

Similarities in findings across the studies



Importance of family support

Studies found that support for women in terms of household duties and agreement with/support for their income generating activity was a significant predictor of retention in WASH income generating activities (WaterShed 2019, SHE/iDE 2019) and ISF-UTS found that women expressed the importance of support from the family in their decision to establish, and ability to manage a piped water scheme (ISF-UTS, 2017).



Importance of training and networking

Collective action with female entrepreneurs through training and networking opportunities increased female entrepreneurs' decision-making ability, sense of community and confidence through the sharing of ideas, best practice and information (SHE/iDE, 2019, WaterSHED 2018 and ISF-UTS, 2017 studies).

Similarities in findings across the studies

Double burden of work

The “double burden” of household and care responsibilities with income generating activities limited women’s ability to manage their WASH enterprise or achieve required sales outcomes, primarily due to time constraints

[WaterSHED (2018) and ISF-UTS (2017)].



Limited mobility and its impact

Female entrepreneurs and sales agents experience challenges in relation to their ability to travel safely and with confidence. Women in the WaterSHED (2018) and ISF-UTS (2017) studies reported that they were unable to travel far from home due to safety and reputation concerns, as well as limited access to sanitation facilities. Related to this, studies found that the home-based nature of some WASH income generating activities, such as managing the accounts of a piped water scheme, (ISF-UTS, 2017) suited women well, and WaterShed recommended that the flexibility of these jobs was an important aspect in attracting female staff (WaterShed 2019).

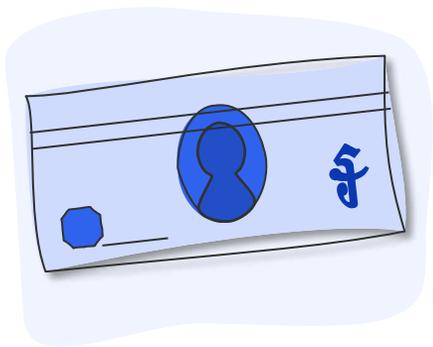
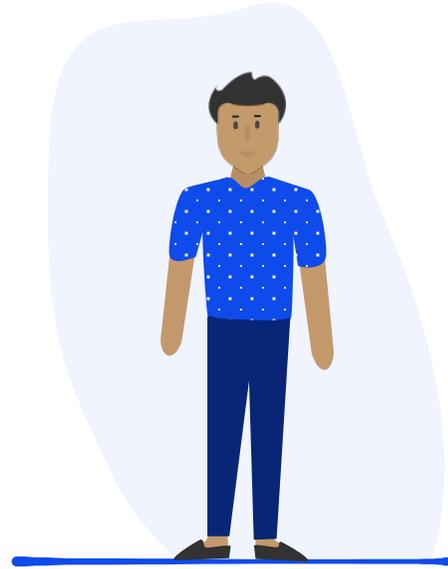
Note: this issue was also identified as a difference in some studies, please see following slides.



Similarities in findings across the studies

Importance of involving men

It was found that it was advantageous for CSOs, associations and governments to involve men (particularly husbands) and family members in the promotion and socialisation of women's involvement in WASH enterprises, to minimise backlash and enable women to stay in their roles as they wish (SHE/iDE 2019, WaterSHED 2019 and ISF 2017).



Financial barriers limited female entrepreneurs ability to manage their enterprise

Limited access to low interest loans/finance and customers not paying on time were concerns experienced by women in the WaterSHED (2018) and ISF-UTS (2017) studies and resulted in negative impacts on their businesses, and reduced economic empowerment.

Similarities in findings across the studies



Tension between perceived capabilities and gendered capabilities

Female WASH entrepreneurs reported having the same perceived capabilities as men and able to “do any job men can do”, however, gender norms in society and perceptions that promote men as more mobile and stronger were also articulated (WaterSHED 2019 and ISF-UTS 2017).



Giving back to the community

Women expressed a desire to reduce poverty or improve the health of people in their community through their WASH income generating work (ISF-UTS 2017 and WaterShed 2019). Women’s altruistic motivations were found to be important drivers of why women became involved in WASH income generating activities.

Differences in findings across the studies

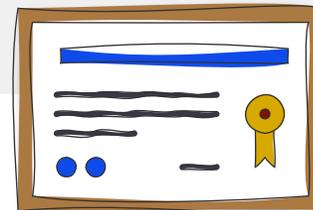


Mixed findings on limited mobility

iDE (2014) did not find the same limitations to mobility as the ISF-UTS (2017) and WaterSHED (2018) studies. They found that the female sales agents, who were primarily young university students, were able to travel to remote villages and even stay overnight so as to achieve higher sales outcomes.

Mixed findings on need for training

The ISF-UTS (2017) study found that **women sought training as a key area of need**, while the WaterShed (2019) study found that family support was of much greater importance in enabling WASH income generating activity (as did the ISF study). Despite WaterShed's slight difference in emphasis around training needs, both studies suggest the need to contextualise women's perceived or actual needs for technical training within the country and market context, and ISF-UTS (2017) recommended further research be conducted to ascertain exactly what training was needed by piped water entrepreneurs.



Varied employee and customer influence

WaterSHED (2018) found that women had limited employee/ management and customer influence, yet this was not found to be an issue in the ISF-UTS (2017) study in which female entrepreneurs reported managing male team members/employees confidently, though these were often family members (husbands, sons) which could explain this difference. The ISF-UTS study did find that female water entrepreneurs wanted greater engagement with the community around the importance of clean water (customer influence) in order to boost demand for service.

RECOMMENDATIONS across studies

Thematic focus	Examples of recommendations from studies
Training	<ul style="list-style-type: none">• Technical training, personal leadership training and education was sought by entrepreneurs and should be incorporated into program activities, including formal training, mentoring and peer-to-peer learning (WaterSHED 2019; iDE 2019; ISF-UTS 2017). WaterSHED (2019) recommended personal leadership training in order to promote women's participation in work-related decision-making; while iDE (2019) suggested that women's increased involvement in the financial/administrative components of businesses provides a potential entry point for targeting female capacity building or training.• However, appropriate care should be taken to ensure that training and capacity building exercises are not increasing the unpaid burden of work for the women (iDE 2019); must take account of child care duties and restricted mobility issues women have (ISF-UTS 2017); and be contextualised within the country and market context (WaterSHED 2019).
Involve men/ families	<ul style="list-style-type: none">• WASH stakeholders should ensure buy-in from family members, including husbands, in the involvement of women in WASH jobs to minimise potential backlash (ISF-UTS 2017) and ensure women are able to fully engage in any program activities (iDE 2019). Tailor targeting strategies, program design and training to appeal not only to women, but also to their families, allows the whole family to understand the value of any given program (WaterSHED 2019).• WaterSHED (2019) recommends framing WASH jobs as a solution for women who need to balance earning income and domestic duties, with iDE (2019) promoting tailored training for women to create sustainable business for themselves in order to be able to provide financially for their families.
Networks/ peers	<ul style="list-style-type: none">• More focused engagement of women, and consideration of gender difference, in programming through activities such as female professional networks, peer to peer support and learning opportunities between female WASH professionals can lead to better outcomes for all participants (WaterSHED 2019; ISF-UTS 2017).

RECOMMENDATIONS across studies

Thematic focus	Examples of recommendations from studies
Finance and resources	<ul style="list-style-type: none"> • Ensure women being targeted with WASH income generating activities have access to resources associated with entrance and retention in WASH jobs including time, capital, finance support (low interest loans, up front capital) knowledge/skills and family help (WaterSHED 2019; ISF-UTS 2017).
Understanding/ analysis and M&E	<ul style="list-style-type: none"> • The ISF-UTS (2017) and WaterSHED (2018) studies both recommended conducting a gender analysis in order to build an understanding of gender differences and challenges into programming, in order to better design interventions that address barriers to gender equitable engagement in the sanitation sector. • WaterSHED (2018) recommended integrating gender-sensitive and/or empowerment outcomes to a programs M&E approach, as well as the use of sex-disaggregated data, in order to assess program impact and inform program adjustments. Similarly, from the iDE (2019) study, for future analysis they plan to include a more nuanced measure of female involvement and expand the sample size to increase statistical rigor.
Non-gender related recommendations	<ul style="list-style-type: none"> • ISF-UTS (2017) identified a number of non-gender related recommendations including: communication between stakeholders needed to address operational challenges and WASH stakeholders can support this by advocating enterprises needs to government; support for professional feasibility studies so that entrepreneurs can plan their water schemes optimally; and community education campaigns about the benefits of clean water and of connecting to the scheme could assist in creating more demand from community members.

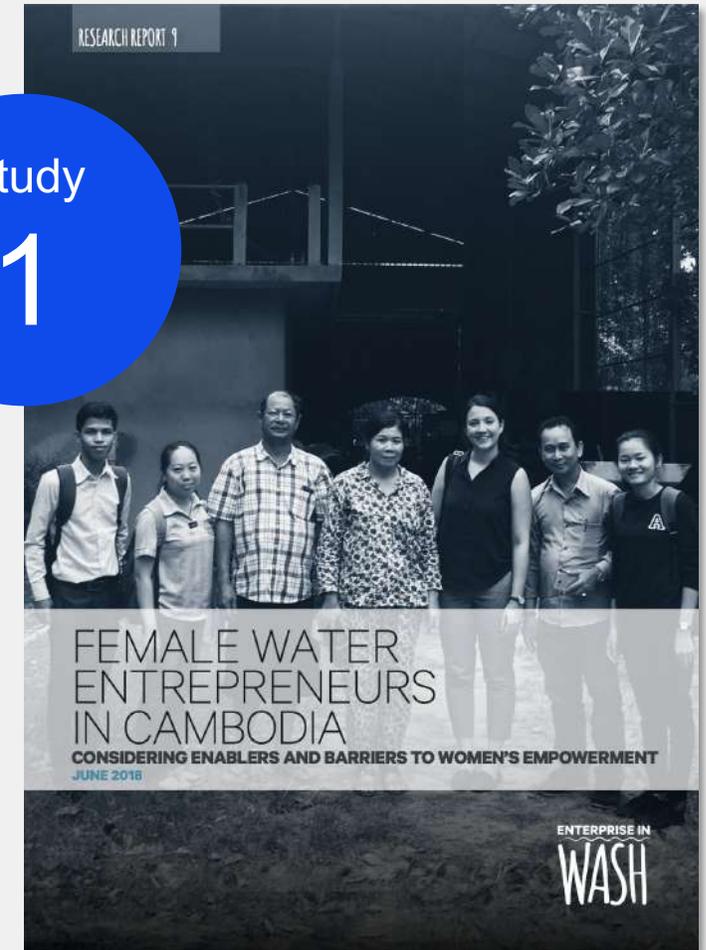
CHAPTER 3
Selected
Studies



ISF-UTS (2017)

Female Water Entrepreneurs in Cambodia: Considering enablers and barriers to women's empowerment.

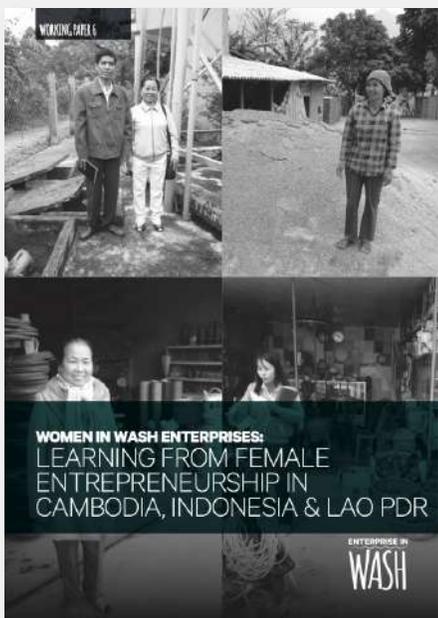
Study
1



Barriers to female entrepreneurship

Findings from Lao PDR, Cambodia & Indonesia

ISF-UTS conducted a literature review on barriers and opportunities for entrepreneurship in Cambodia, Indonesia, and Lao PDR. It found 8 key barriers to entrepreneurship across the three country contexts:



Leahy et al. (2017)

Limited access to finance



Socio-cultural barriers



Regulatory barriers



Corruption



Education and training barriers



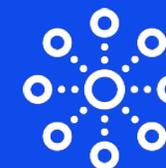
Limited access to business development services



Religion



Networks and networking



Research Questions

1

To what extent are women empowered through their management of water supply schemes in Cambodia?

2

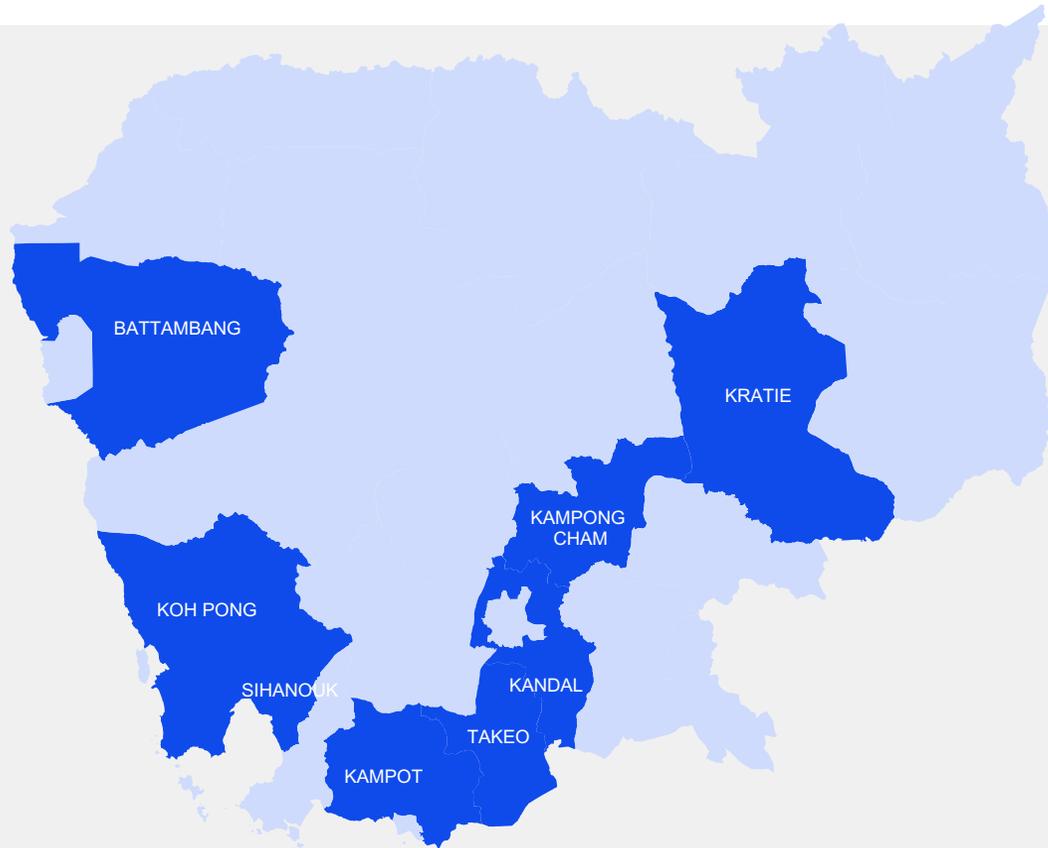
What needs to be done, and by whom, to support female water entrepreneurs in Cambodia to achieve empowerment, including economic empowerment, outcomes?

Conducting interviews with female water supply scheme entrepreneurs in Cambodia



METHODS

Locations of empirical research



Primarily qualitative research which took place in December 2017, with interviews conducted by the Cambodian Water Association (CWA) and East Meets West (EMW)

Underpinned by a literature review on the barriers and enablers for female run enterprises in Cambodia

Women's empowerment conceptual framework utilised in analysis process

METHODS

Stakeholders interviewed for the research

- 27 people interviewed in total
- 15 interviews with female entrepreneurs
- 12 interviews with female and male government and NGO stakeholders

National (n=3)	<ul style="list-style-type: none">• Ministry of Industry and Handicraft• Department of Rural Water Supply• Cambodian Women for Peace and Development
Provincial (n=5)	<ul style="list-style-type: none">• Provincial Department of Women's Affairs• Provincial Department of Industry and Handicraft• Provincial Department of Rural Development
Commune (n=4)	<ul style="list-style-type: none">• Commune Chiefs and Deputy Chiefs
Private Water Entrepreneurs (n=15)	<ul style="list-style-type: none">• Female piped water entrepreneur

FRAMEWORK Empowerment framework used in study

	Types of power	Explanation ¹	Examples of empowerment ²	Examples of economic empowerment ³
	'power within'	people's self-understanding, self-esteem, sense of entitlement to fulfilment of their rights, self-belief to make changes in their lives, as well as ability to recognise individual differences while respecting others	perception that women have capabilities equal to men and are entitled to make own choices	learning business skills or financial literacy to feel prepared to start or manage an enterprise and have self-belief to make changes in their lives.
	'power to'	decision-making roles in the household, community, and economy - extending to areas traditionally considered as men's occupations or domains, as well as potential of every person to shape his or her life.	leadership by women in village-level committees and government agencies	Women managing decisions within their own piped-water enterprises
	'power over'	access to and control over financial, physical and knowledge resources	ownership and control over land, housing and freedom of movement	access to credit, paid employment and income-generating activities
	'power with'	process of group conscientisation and mobilisation to agitate for rights and change the labour and market conditions, including finding common ground among different interests	women claiming space with each other and forming networks to challenge social norms related to their roles and how they are treated by others.	forming cooperatives, associations, unions and group-based financial services

¹ Based on Rowlands (1995); VeneKlasen and Miller (2002); Eyben, Kabeer & Cornwall (2008); and Perezniето & Taylor (2014)

² Adapted from Eyben, Kabeer & Cornwall 2008

³ Adapted from Perezniето & Taylor 2014

KEY FINDINGS

Top four thematic challenges faced by female water

SCALE

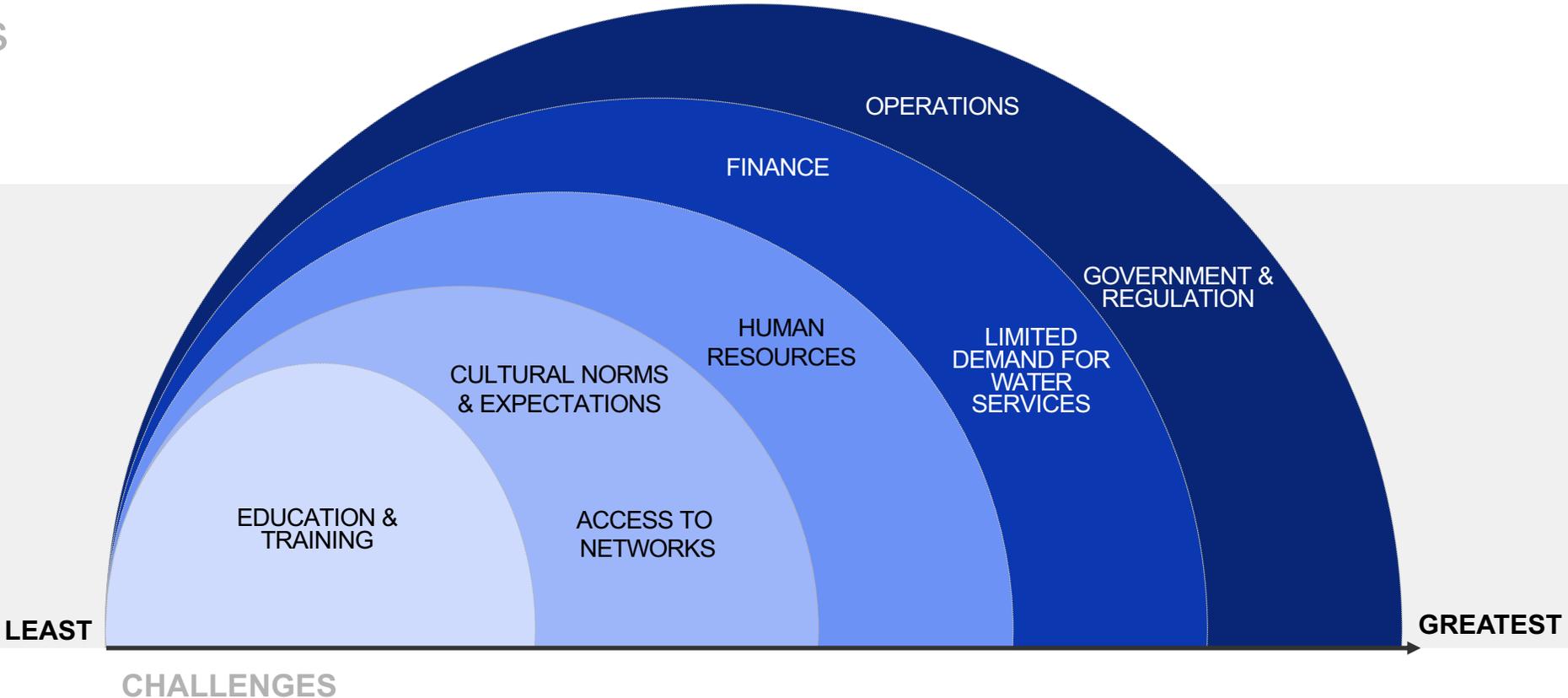
- 1= "not a challenge at all"
- 2= "not too much of a challenge"
- 3= "somewhat of a challenge"
- 4 = "a big challenge"



Challenges	Definition	Private Stakeholders	Government Stakeholders		
		Entrepreneurs (n=15)	National (n=3)	Provincial (n=5)	Commune (n=4)
Operational issues	Including high expenses such as electricity, rental etc.; insufficient or irregular access to water resources all year round; equipment that breaks down.	3.1	2.3	2.8	3.0
Government & regulation issues	Include government requirements to pay fees or taxes, policies that make it hard to run a water enterprise, lack of government support, inconsistent approaches to subsidies.	3.1	2.7	3.0	2.3
Financial issues	Include a lack of financing options for enterprises or their customers, high interest rates, customers not paying on time, and challenges to reach economies of scale especially in remote areas.	2.9	2.3	3.4	3.0
Limited demand for water services	Include low or irregular demand which might be due to seasonal variations in water supply or demands; and lack of information about potential customers and what their needs are.	2.9	2.7	2.4	2.8

KEY FINDINGS

Overview of all challenges faced by female water entrepreneurs



KEY FINDINGS

Social and economic enablers, as well as program support reported to have supported entrepreneurs to set up their water supply scheme

Social Enablers

- Support and encouragement from family and friends
- Witnessing other women succeed in managing a water supply scheme



Economic Enablers

- Capital investment: loan from bank, micro-credit institutions, family or private savings



Program Support

- Technical and financial training
- Peer-to-peer networking
- Provincial government support: promotion of women to be leaders in their communities, providing credit to projects supporting entrepreneurs, and encouragement of women to participate in the private sector and public works





KEY FINDINGS

Empowerment

POWER WITHIN

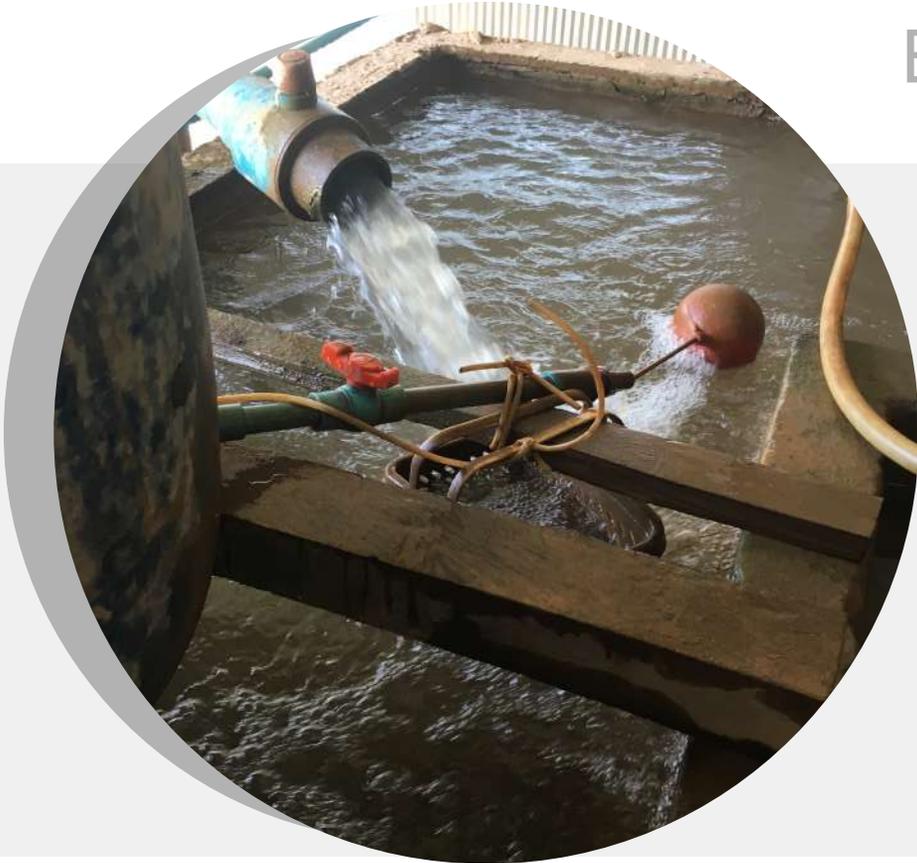
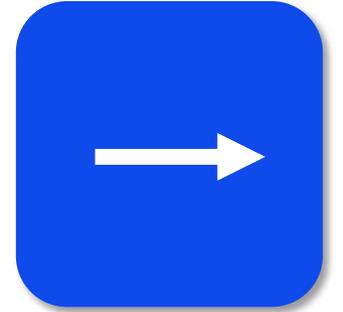


- The majority of entrepreneurs in this study expressed ‘power within’, in terms of their perception of having the same capabilities as men to manage a water supply scheme (10 of 15)
- Yet, societal norms and perceptions which promote men as more mobile and stronger workers were also articulated (by women and men).
- Entrepreneurs reported benefits from training provided by a number of organisations, and said that this training facilitated their economic empowerment and preparedness to start a business
- They also highlighted a need for continued and more targeted training.

KEY FINDINGS

Empowerment

POWER TO

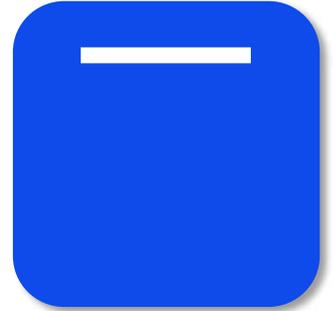


- Entrepreneurs had 'power to' manage financial decisions and increased independence, including financial independence.
- All entrepreneurs were involved in decision-making roles on household expenditure and the majority of entrepreneurs also reported managing the finances of their water supply scheme (10 of 15).
- Most of the water supply schemes were family businesses, where husbands and family members also played significant roles, and joint financial decision-making was commonly reported

KEY FINDINGS

Empowerment

POWER OVER

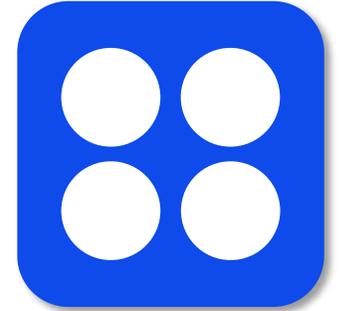


- Entrepreneurs had confidence managing the finances, yet had concerns about high interest rates, access to finance, freedom of movement, and a need for additional technical training.
- Limits to women's economic empowerment were high interest rates on loans, the double burden of work (housework and running a business), and worries about the financial status of their enterprises.

KEY FINDINGS

Empowerment

POWER WITH



- Entrepreneurs expressed a desire to help other women establish water enterprises if they were interested and had information and financial support.
- Entrepreneurs also gained inspiration from other female entrepreneurs in feeling able to establish a water enterprise
- Benefits of female entrepreneurs supporting each other was evident in the research, however evidence of ‘power with’ (mobilisation) through collective action and networking was not evident, other than through family connections.

KEY FINDINGS

How would female water entrepreneurs like to be supported?

Technical Support



Including training and support related to water management and water quality (n = 11 of 15)

Community Mobilization



Dissemination of information to the community on the importance of clean water (n = 2 of 15)

Subsidy Support



Subsidies for poor households (and remote households to connect to a water supply) (n = 1 of 15)

Financial Support

(n = 10 of 15)



Connections

Support for water entrepreneurs to share experiences and understanding related to water supply schemes (n = 2 of 15)



RECOMMENDATIONS

It is important to build an **understanding of gender differences and challenges into programming** given they were found to be relevant to women's experience as a piped water entrepreneur.



Communication between stakeholders is needed to address operational challenges such as roads being dug up and destroying pipes. Associations and NGOs can support by advocating enterprises needs to government

Support is warranted for professional feasibility studies so that entrepreneurs can hire qualified companies to conduct feasibility assessments to determine the best location for the water sources and treatment plants, and plan their water schemes optimally.



Finance support is needed to help entrepreneurs identify low interest loans, and assist with up-front finance overall.



RECOMMENDATIONS

Community education campaigns about the benefits of clean water and of connecting to the scheme were sought from entrepreneurs.

Technical training and education was sought by entrepreneurs, including formal training, mentoring and peer-to-peer learning. NGOs and education providers should identify how training can be gender sensitive, and account for child care duties and restricted mobility issues for example.



CSOs, associations and governments should **involve men** (particularly husbands) in the promotion and socialisation of female-led private water enterprises to minimise backlash.



Peer to peer support and learning between water enterprise owners and staff would be useful, given the way in which knowledge of water enterprises is shared in rural Cambodia.



FURTHER RESEARCH NEEDS identified through the study

GENDER-RELATED RESEARCH

- How female entrepreneurs double burden of paid and unpaid work (household, childcare duties) impacts management of their business
- Actual financial benefits (or losses) experienced by female water entrepreneurs
- What types of technical training is most needed
- Potential benefits of women-only forums or networks for female entrepreneurs

ENTERPRISE-RELATED RESEARCH

- Government and regulation issues and how these impact management of water enterprises
- Demand creation for piped water services through behavior change communications
- How best to support entrepreneurs to expand their piped water business



Research Report 9: Enablers and barriers to female water entrepreneurs' empowerment in Cambodia

Summary




SUMMARY OF RESEARCH REPORT 9

FEMALE WATER ENTREPRENEURS IN CAMBODIA: CONSIDERING ENABLERS AND BARRIERS TO WOMEN'S EMPOWERMENT

JUNE 2018

This summary report presents research findings examining the extent to which women's ownership and management of water supply schemes led to their empowerment, including economic empowerment, in Cambodia.

Introduction

Small-scale privately owned and operated water supply schemes are playing an increasing role in rural Cambodia, particularly in rural growth centres. Yet little is known about the different experiences of men and women in the sector, or how gender norms influence their experiences and business opportunities.

In 2015 there were an estimated 300 privately managed water supply schemes in rural Cambodia, serving over one million people (World Bank, 2015, p. 15). In recent years, a range of policies has been put in place by the Cambodian Government to promote gender equality within the rural water and sanitation sector. One such policy is the Cambodian National Strategy for Rural Water Supply (2011-2025), which includes provisions to increase gender equality. One of the ways the strategy aims to do this is by 'Mainstream[ing] gender in the [rural water supply] sector' (Cambodian Government, 2011, p.10).

However, there are major knowledge gaps related to how gender norms intersect with the rural water sector, and with the growth of water enterprises in Cambodia. These gaps include: a lack of knowledge about how gender influences who becomes a water entrepreneur; what the experiences, challenges and opportunities of water entrepreneurs are; and how water entrepreneurship relates to women's empowerment, including economic empowerment.

To begin to address these knowledge gaps, this study examined the extent to which women's ownership and management of water supply schemes led to their empowerment, including economic empowerment. This study, and a related concurrent study in Indonesia, are the first of their kind to systematically look into the experiences and needs of female water supply scheme entrepreneurs (henceforth referred to as 'entrepreneurs'), and the first

to explore their experiences with reference to women's empowerment frameworks. The research was a collaboration between the Institute for Sustainable Futures-University of Technology Sydney (ISF-UTS), East Meets West (Cambodia) (EMW), and the Cambodian Water Supply Association (CWSA).

The purpose of the research was to inform and support NGOs, donors and Cambodian government agencies to develop an enabling environment which is not gender blind, can support women's empowerment, and will contribute to sustainable piped water services in rural areas.

“Women can show their courage, success and involvement in the development of the economy, society and country as a whole.”
Female water entrepreneur, Cambodia

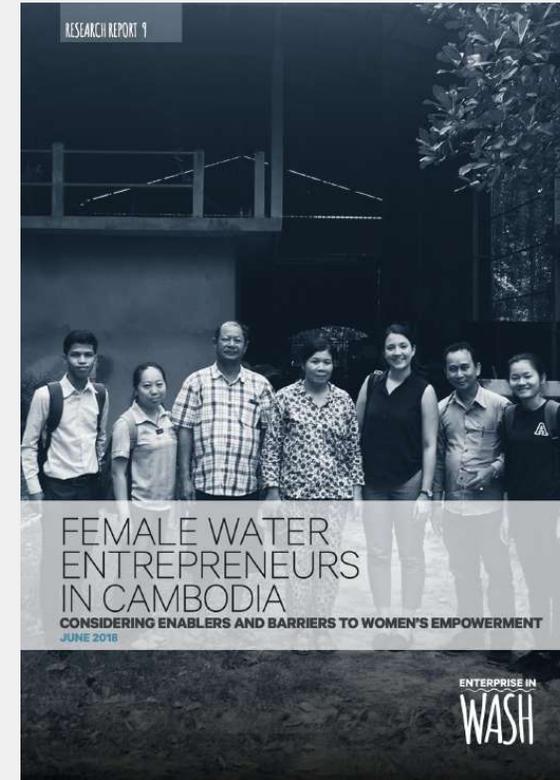
FIGURE 1 RESEARCH TEAM MEMBERS (INTERVIEWED) FIFTEEN FEMALE WATER ENTREPRENEURS IN CAMBODIA



Summary of Research Report 9: Female water entrepreneurs in Cambodia: Considering enablers and barriers to women's empowerment 1

Summary version also available in Khmer

Full report



WaterSHED (2018)

Case studies in gender integration: Market-based solutions in Cambodia.

Study
2



**CASE STUDIES IN
GENDER INTEGRATION**
Market-based solutions in Cambodia

February 2018

BILL & MELINDA
GATES foundation

PROGRAM BACKGROUND

WaterSHED Program Approach

WaterSHED was founded in Cambodia in 2009

WaterSHED uses market-based approaches to drive better sanitation outcomes, supports 300 local sanitation enterprises and has recruited 2000 sales agents since 2009.

Sanitation marketing based approach

To support market mechanisms and build local capacity, the WaterSHED approach includes three components:

1. Enterprise development
2. Social marketing
3. Government engagement

Supporting women's empowerment

In 2016 WaterSHED developed a female professional network called the WEwork Collective with a focus on women's empowerment.

The program is a training and mentorship network of women working in rural sanitation in which skills training (professional training and coaching) is combined with peer mentorship, including 'talk groups' which selected participants of the program lead for other program participants in their commune.



WEwork participants during a workshop

METHODS

WaterSHED Case Study Research

Objectives

- The primary objective of the study was to unpack and understand the role of gender differences driving sanitation outcomes, and how WaterSHED programs could seek to address these differences.
- The study sought to uncover the underlying reasons for women's low rates of participation in small to medium enterprises, and (lower than men's) performance as sales agents.
- WaterSHED were also interested in determining whether the program promoted gender equality and women's empowerment, and how to improve in this respect.

Data collected through WaterSHED's programs

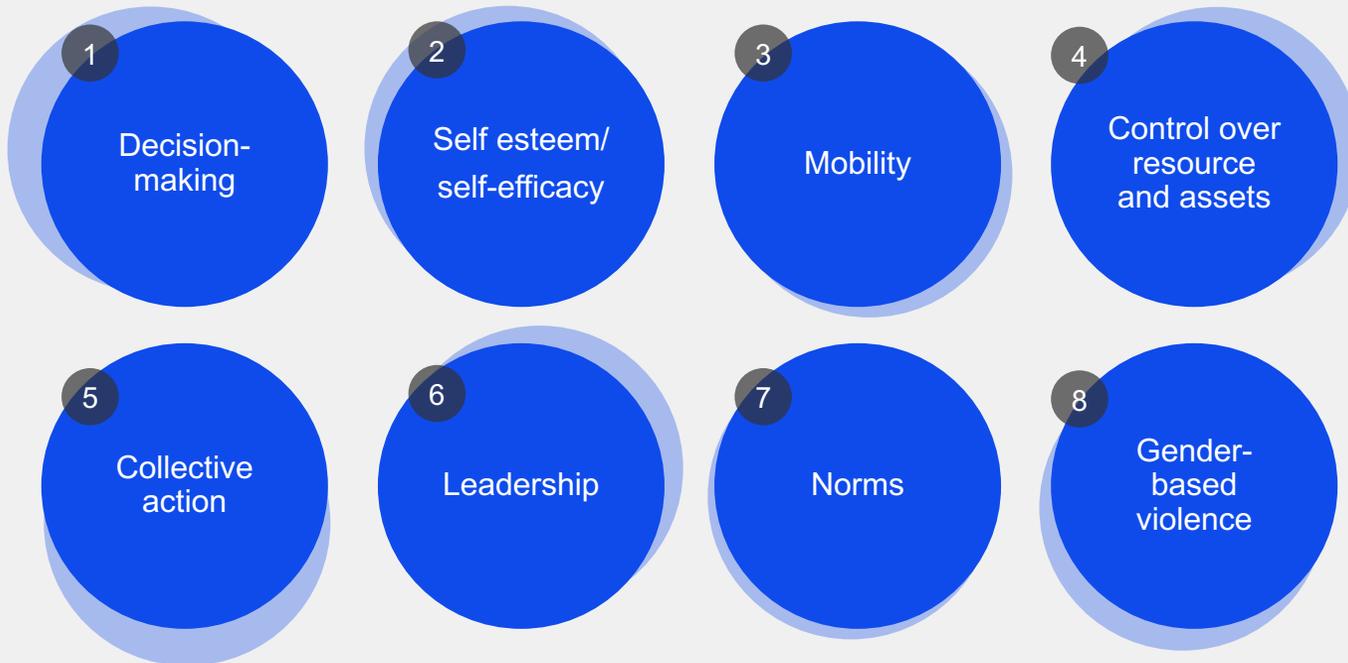
- Baseline, midline and endline gender analysis data collected through interviews with 300 women participating in the WEwork network.
- Ongoing program-wide data collection and analysis on WaterSHED's sanitation marketing approach.



Source: WaterSHED

METHODS

Assessing Empowerment



WaterSHED developed a framework with eight dimensions of empowerment which was based on the Bill & Melinda Gates Foundation (2017) “Conceptual Model of Women’s and Girl’s Empowerment”.

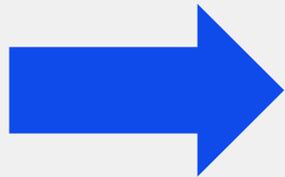
The eight dimensions of empowerment framework was used in a comparative assessment of baseline and six-monthly mid-line, as well as use of a life-cycle approach (to analyse women’s challenges relative to men’s).

KEY FINDINGS

Gender-related barriers and opportunities for entrepreneurs and business owners

Both female and male entrepreneurs and business owners involved in the WaterSHED program struggled with financial issues:

1. Pricing
2. Cash flow management
3. Access to capital



These struggles were linked to customers not paying on time and cancelled orders, which reduced profit margins.

The gender analysis found two key challenges for female entrepreneurs and business owners:

- 1 Customer acquisition: challenging for women to build new relationships with customers due to limited professional network opportunities.
- 2 Limited employee and customer influence: female business owners struggled to chase late payments from male customers and some male employees would not follow their instructions.

KEY FINDINGS

Gender-related barriers and opportunities for sales agents

Gender analysis found four main barriers for female sales agents:

- 1 **Limited social and professional networks:** e.g. struggled to make and maintain relationships with small business owner and suppliers.
- 2 **Challenges with information and communication:** e.g. many sales agents felt unable to share detailed information about latrine benefits because they had limited access to detailed documents and marketing materials due to their smaller professional networks.
- 3 **Time constraints:** e.g. competing household responsibilities limited women's capacity for full time sales agent work.
- 4 **Mobility restrictions:** e.g. women did not want to travel alone to remote areas due to concerns about damaging their reputation, not having access to sanitation facilities and fear of physical and sexual violence.



Pilot workshop related to the WEwork Collective initiative in Kampong Cham province.

KEY FINDINGS

Measuring empowerment outcomes

In applying the eight dimensions of empowerment framework, WaterSHED identified the following key empowerment outcomes for its program participants at the midline:

Key findings related to sanitation hardware suppliers:

- Female suppliers were more involved in business and trading activities after involvement in the WaterSHED program (increased from 36% at baseline to 57% at midline).
- Female suppliers showed increased influence over decision-making power within household.

Key findings related to sales agents:

- Midline showed improvements in women's social networks, agency and communication within the household.
- Female sales agents did still appear to struggle with communications and sales, safe and flexible mobility options, and network and relationship building outside their communities.



WEwork participant being interviewed

RECOMMENDATIONS

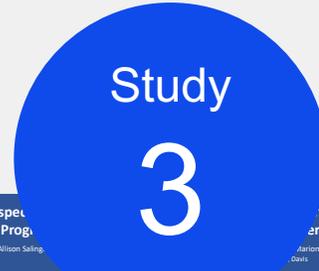
- 1 Program gender gaps can be revealed by conducting a gender analysis, which can then help to inform the design of interventions that address barriers to gender equitable engagement in the sanitation sector (WaterSHED, 2018, p.8).
- 2 Integrating gender-sensitive and/or empowerment outcomes to a programs monitoring and evaluation approach, as well as the use of sex-disaggregated data, are important to both assess program impact and inform program adjustments.
- 3 More focused engagement of women, and consideration of gender differences, in programming through new programs or activities can lead to better outcomes for all participants, not just women.



WEwork participants during a program workshop

WaterSHED (2019)

New Perspectives on Women in WASH: Integrating Women's Empowerment Programming into a Market-Based Sanitation Intervention – poster.



INTRODUCTION

In 2016, WaterSHED introduced the WASH Collective, a multi-dimensional women's economic empowerment program that provided technical support and mentorship to help women succeed in plastic waste collection and hygiene (WASH) markets in rural Cambodia.

Methodology

This study followed a mixed methods, cross-sectional research design.

QUANTITATIVE RESULTS

Personal Attitudes of Women in WASH

Statement	Strongly Disagree	Disagree	Agree	Strongly Agree
Women who have had WASH jobs are more likely to be satisfied in WASH jobs.	1.00	1.00	1.00	1.00
Women who have had WASH jobs are more likely to be satisfied with their jobs.	1.00	1.00	1.00	1.00
Women who have had WASH jobs are more likely to be satisfied with their income.	1.00	1.00	1.00	1.00
Women who have had WASH jobs are more likely to be satisfied with their work.	1.00	1.00	1.00	1.00

RECOMMENDATIONS

WASH entrepreneurship shows women the flexibility and personal freedom needed to balance an IGA with traditional responsibilities at home. The findings suggest that women-owned and -operated businesses are more likely to be successful than those owned and operated by men. To support women's economic empowerment, it is important to provide an opportunity-based network, but also a program that provides financial support for their families and culture-bound jobs.

ACKNOWLEDGMENTS

The study was made possible by the Bill & Melinda Gates Foundation's support and the staff of the WASH Collective and WASH Empowerment Intervention. We thank the women and men who participated in the research activities and helped to make this study possible.

STUDY BACKGROUND

New Perspectives on Women in WASH

PURPOSE

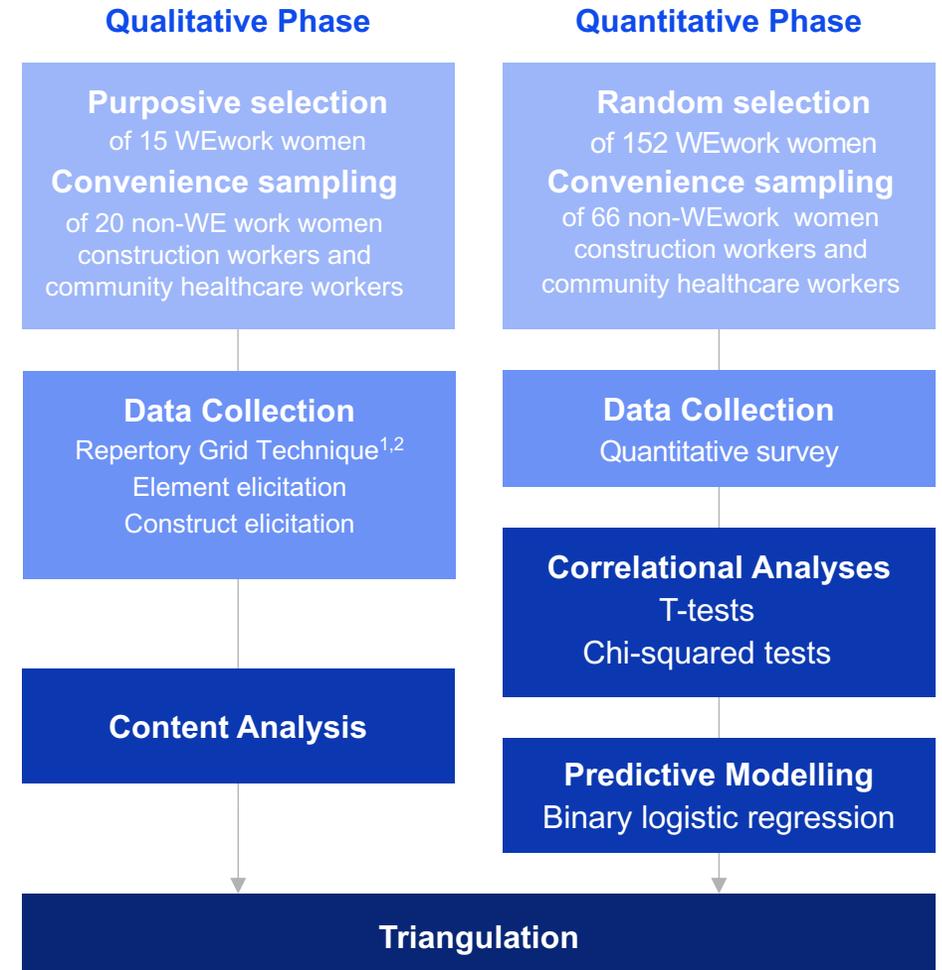
Help improve targeting and recruitment of better-fit profiles for rural women more likely to take up and succeed in future WASH market programs

AIMS

- 1 Identify a set of characteristics in women to help predict current WASH job status, retention and satisfaction in WASH income generating activities (IGAs)
- 2 Determine the extent to which construction workers and community healthcare workers fit this set of characteristics
- 3 Understand the attributes of income generating activities by which women evaluate these activities, form preferences, and decide which activities to engage in.

METHODOLOGY

This study followed a mixed methods, cross-sectional research design.



Results

Attitudes of women in WASH income generating activities

WEwork women in WASH IGAs were MORE LIKELY than those not in WASH IGAs to...	
Networks	<ul style="list-style-type: none"> • Know people in the WASH sector to ask for advice† • Feel that observing others' success would give them confidence to try new IGAs
Time	<ul style="list-style-type: none"> • Feel that they spent majority of their time on work-related activities
Family support	<ul style="list-style-type: none"> • Report having families that worked together to increase productivity, share income • Report having family members who helped with domestic duties
Personal agency	<ul style="list-style-type: none"> • Feel they need to consult husbands before making work-related decisions • Feel confident communicating with men and women as well as speaking in public
Skills & Knowledge	<ul style="list-style-type: none"> • Perceive they have 'enough' technical knowledge to do WASH jobs • Perceive they have financial management skills useful for business • Feel they had few skills that can be used for IGAs or business
Gender norms	<ul style="list-style-type: none"> • Feel that they are physically able to do any job men can do • Perceive that men are more likely to persevere in work or business challenges • Feel they need to provide adequate reason to their families to be away from home
Attitude toward WASH IGAs	<ul style="list-style-type: none"> • Imagine themselves owning or managing a business

RESULTS

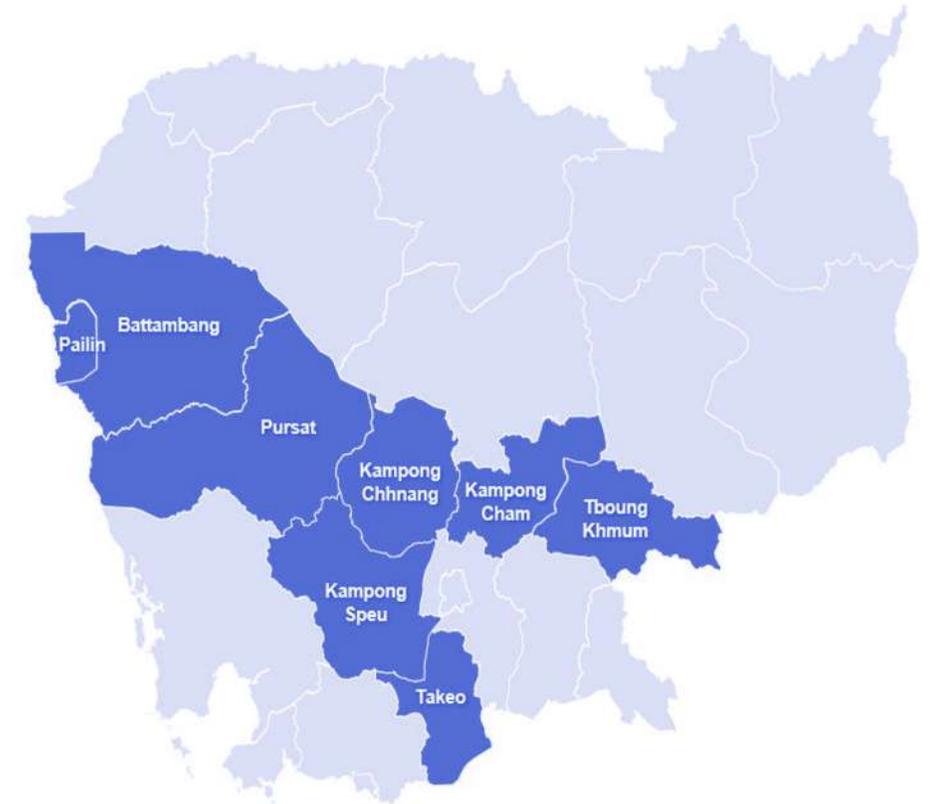
Attributes of women in WASH income generating activities

Women who felt they had sufficient latrine sales agent technical knowledge and who could imagine themselves selling latrines, were more likely to be involved in WASH IGAs.

Women who knew someone who had been a latrine sales agent and could ask them for advice, made work-related decisions on their own, and did not feel vulnerable to harassment at work were more likely to be involved in WASH IGAs.

Women were more likely to stay in WASH IGAs if they felt they had sufficient latrine sales agent technical knowledge and perceived that the majority of their time each week was spent on IGAs

All women involved in WASH IGAs reported being satisfied with their jobs.



Provinces targeted by the program

RESULTS

Attitudes of women in WASH income generating activities

Women involved in the study reported **'home based job', 'travel' and 'family help'** as three of the most important constructs for considering what IGA to do.

When asked what IGA they would prefer, **none of the women involved in WASH chose WASH IGAs as most preferred.** The most preferred jobs were grocery retail, rice farmer and then village-level official. The reasons provided for this preference was ability to work from or near home, energy and physical strength required for the job, amount and frequency of income/stability of the job, ability to contribute to society.

Women expressed the **importance of earning income** to support their families, and some considered the amount they could earn in some jobs compared to others.

“

[I can] work at home because it is hard to travel away from home as I [am] responsible to look after my family so if I work away from home, who is going to take care [of] my children? Moreover, not only taking care [of] my children, but I can do other work at home as well.

RGI with WEwork woman, WASH retailer

RESULTS

Attitudes of women in WASH income generating activities

Some women were more concerned with **stability or frequency of the income**.

Some women outlined the **challenges** that WASH IGAs presented for their **physical strength**. They described such WASH jobs which required a lot of physical strength as 'heavy' and 'exhausting', with some explaining that 'as a woman' or 'as they get older' they would be be able to do such heavy work.

Women frequently expressed a desire to **reduce poverty or improve the health of people in their community** through their work (social motivations).



WEwork participant working in her home based latrine business.

OVERARCHING FINDINGS

WASH Entrepreneurship allows women flexibility and personal freedom needed to balance income generating activities with traditional responsibilities in the home

Women pursue latrine supply business ownership as a pragmatic solution to provide financial support for their families

Family assistance with domestic duties was a significant predictor of retention in WASH IGAs.



WEwork latrine business owner participant.

RECOMMENDATIONS

1

Frame WASH jobs as a solution for women who need to balance earning income and domestic duties

3

Personal leadership training should be incorporated into program activities in order to promote women's participation in work-related decision-making.

4

Ensure women being targeted with WASH income generating activities have access to resources associated with entrance and retention in WASH jobs (time, capital, knowledge/skills and family help).

2

In order to garner buy-in from family members and help ensure their support, practitioners should tailor targeting strategies and program design to appeal not only to women, but also to their families.

5

Women construction workers should be considered as potentially viable candidates for participation in the WASH market

6

Contextualise women's perceived or actual needs for technical training within the country and market context

SHE/iDE (2019)

Creating Impact by Supporting Women in WASH Entrepreneurship Training in Siem Reap, with iDE Cambodia: iDE WASH Impact Evaluation Report.

Study
4



Creating Impact by
Supporting Women in WASH
Entrepreneurship Training in
Siem Reap,
with iDE Cambodia

IDE WASH IMPACT EVALUATION REPORT
2019



PROGRAM BACKGROUND

iDE + SHE Investments Program



SHE workshop participants.

iDE has implemented a sanitation marketing program in Cambodia since 2009.

In January 2019, iDE Cambodia with SHE Investments supported eight female micro-entrepreneurs and four iDE field staff through a six-month business training and mentoring program in Siem Reap.

The objective of the program was to provide skills training and knowledge for latrine business owners to improve and scale up their businesses.

METHODS of the evaluation

Key areas of the evaluation

- Family and household changes
- Business development and expansion
- Personal confidence and decision-making power

Evaluation methodology

- Four key outcomes and indicators of success were identified and evaluated:
 1. Improvement in women's financial, business and problem-solving skills
 2. Increase in income for women and families
 3. Improvement in savings, debt and assets
 4. Improvement in women's confidence and decision-making power, network building, and creation of female leaders in communities

Data collection:

- Baseline data (program applications & surveys) and final data (surveys & interviews) were measured against the *outcomes and indicators of success* (quantitative)
- Most Significant Change (qualitative data)



SHE program participants.

METHODS

Assessing Empowerment

Self-confidence

**Decision-making
power**

Two dimensions of empowerment were assessed in the evaluation through a weighted scoring method (self-confidence and decision-making power).

A series of questions, each with a weighted score totalling 100%, were used to assess whether a woman had "high" or "low" self-confidence and decision-making power in their household and business.

Data was collected at two time points in order to measure any change in scores over time.

KEY FINDINGS

Finances and skills

After the program, iDE found the following significant changes from data and reported by participants:

Incomes for women and their families were increased

- Average increase in monthly revenue was 100% for program participants (lowest increase at 4.7% and highest increase at 241%)
- Income was slightly higher in dry season compared to the wet season

Financial, business and problem-solving skills were improved

- All business owners after the program were regularly tracking finances
- Majority of participants separated business from personal/family finances post program
- Majority of women began paying themselves a salary after the program

“

I increased of my business management skill such as I tracked business finance regularly, paid myself wage, calculated cost of product, product development, and saving.

Female participant case study example
Most Significant Change qualitative analysis
(iDE 2019, p. 10)

KEY FINDINGS

Finances, confidence and decision-making power

Savings were increased, debts were reduced

On average 65% increase in savings per woman; decrease in debt of 1.28% and increase in bank accounts or assets owned by women was 37%

Women's confidence and decision-making power improved, with increased networking opportunities created and female leadership encouraged

Reported **decision-making power at home** stayed almost the same (29.13% decision making power at home at baseline, and 29.25% at end of program)

Reported **decision-making power in the business** rose slightly (18.63% decision-making power at baseline, and 18.88% at the end)

Women reported a strong sense of community created through the program, as well as feeling compelled to share what they had learnt in workshops with families, friends and close employees.

“

I found that I improved the relationship with my husband because I tracked business expense and income regularly so I could talk to my husband about finance more confident with the evidence and it allowed us focused more on discussion about how to improve business rather than fighting each other about the money. Moreover, I knew how to do the cash flow for my business and it help me a lot of managing cash of my business for I clearly know when I should use money and when I should not.

RECOMMENDATIONS

Tailor training to give women the skills they need to create sustainable businesses for themselves. In the study, this approach resulted in less dependence on their husbands and the ability to provide financially for their families.

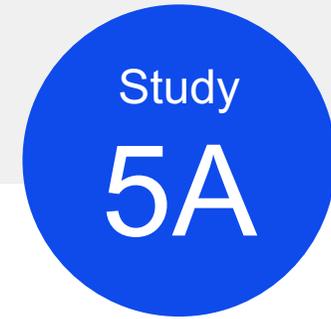
It is important to engage husbands from the outset because the husbands can then understand the value of the program and the women will be able to fully engage in the program as they have familial support



SHE program participant

iDE (2019)

Cambodia Sanitation Marketing Scale-Up 2.0: SMSU 2.0 Final Evaluation Report



PROGRAM BACKGROUND

iDE Sanitation Marketing Program (2.0)

The iDE Cambodia Sanitation Marketing program began piloting in 2009.

The original pilot demonstrated that developing markets for sanitation can contribute to significant increases in latrine coverage.

This report outlines findings from iDE's monitoring and evaluation efforts throughout the Sanitation Marketing Scale-Up (SMSU 2.0) program across seven provinces in Cambodia from November 2014 to June 2018, with a specific focus on their gender analysis.



METHODS of the evaluation

Objective of evaluation

To evaluate the success of the iDE Sanitation Marketing program across six key indicators:

1. Sales through project-connected enterprises
2. Sales to poor households through project-connected enterprises
3. Sales through non-project-connected enterprises in project areas
4. Sales through non-project-connected enterprises outside project areas
5. Increase in latrine coverage (and associated diarrhea rates as self-reported)
6. Consistent use by adults (self-reported) (iDE, 2019, p.5).

Evaluation methodology

Quantitative analysis of regular monitoring and evaluation data collected from 2014 to 2018.

Quarterly business profile update from each active latrine business, including a one-time gender analysis studying the impact of female involvement in latrine businesses (not female latrine business owner's):

- Two assessments were conducted in June 2017 to rate the (1) degree of female involvement in the latrine business (which was owned by a man) and (2) the latrine business performance (factors included quality of record keeping and client support, inventory management, working capital and cash management, reliability, and willingness to take risk and/or change).
- The latrine business performance score was then combined with sales data (cancellation rates, delivery rates and order-to-deliver time).
- Sample of eligible latrine business owners (LBOs) for analysis resulted in a sample size of only 60 LBOs.

KEY FINDINGS Gender and performance

Gender analysis

- Due to the small sample for analysis (60 LBOs), no statistically significant results were found.
- However, a positive relationship between increased female involvement in the latrine business and better latrine business performance was established.

Female Latrine Business Owners

- There was no evident pattern linking gender and performance.
- 22 (9%) of LBOs were women at the start of the program, with only half of those female LBOs still active today; making it hard to find any statistically significant trends among female LBO performance.

Recommendations

- Recommendations for future analysis include a more nuanced measure of female involvement and expanding the sample size to increase statistical rigor.
- Research finding that women were more likely to be involved in the transactional/financial/administrative components of businesses provides a potential entry point for supporting female business partners for capacity building or training support.
- Appropriate care should be taken to ensure that training and capacity building exercises are not increasing the unpaid burden of work for the women.

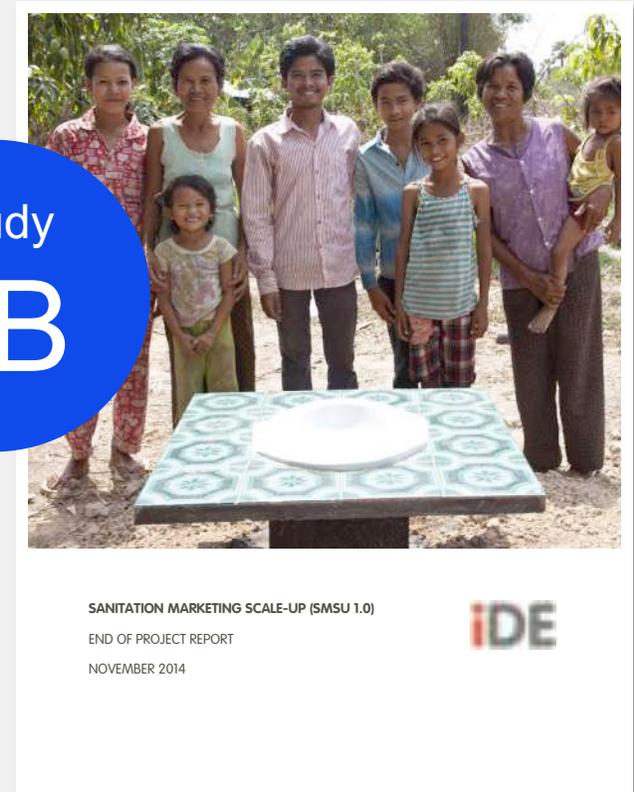
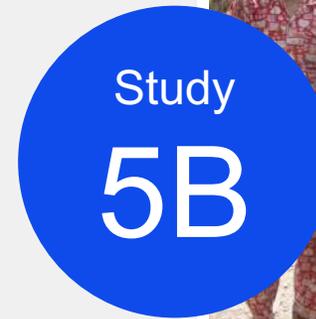


Latrine Business Owner Couple participating in the SMSU program

iDE (2014)

Sanitation Marketing Scale-Up (SMSU 1.0)

End of project report



PROGRAM BACKGROUND

iDE Sanitation Marketing Program (1.0)



iDE client in front of
Interlock Shelter

The iDE Cambodia Sanitation Marketing program began piloting in 2009.

The original pilot demonstrated that developing markets for sanitation can contribute to significant increases in latrine coverage.

From 2011-2014, the iDE Sanitation Marketing program aimed to scale up its program activities to national level across seven provinces.

iDE also included program activities to research and design new products, strategies and approaches that would lead to greater sanitation market penetration and government engagement.

METHODS of the evaluation

Objective of evaluation

To evaluate the success of the iDE Sanitation Marketing program across six key indicators:

1. Sales through project-connected enterprises
2. Sales to poor households through project-connected enterprises
3. Sales through non-project-connected enterprises in project areas
4. Sales through non-project-connected enterprises outside project areas
5. Increase in latrine coverage
6. Consistent use by adults (self-reported) (iDE, 2014, p.63).

Evaluation methodology

Quantitative analysis of regular monitoring and evaluation data collected from 2011 to 2014 including:

- Bi-weekly collection of sales data from project-connected enterprises
- Ongoing verification of latrine-business sales
- Annual latrine count
- Quarterly business profile update from each active latrine business

KEY FINDING

Women as successful sales agents

Sales agents

- The most successful and dedicated* sales agents were often women in their early twenties who had left school.
- The women's youthful energy resulted in some being willing to stay overnight in villages in order to achieve higher latrine sales during weekend.
- Female sales agents were able to more easily relate to the women in the household.

Latrine Business Owners

- There was no evident pattern linking gender and performance.
- 22 of the 329 latrine business owners working with iDE were women.

Recommendations

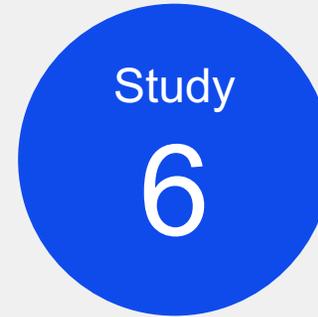
- Based on the positive performance of female sales agents in the SMSU 1.0 project, iDE recommended the increased recruitment of female sales agents in order to improve team sales performance.



ISF-UTS (2020)

Cambodian Water Association and East Meets West Foundation:

Women-Led Water Operators
Capacity Development training
program evaluation



STUDY BACKGROUND

Training program for twenty female piped water enterprises

In June 2018, East Meets West, the Cambodian Water Association and ISF-UTS completed a study on female water enterprises in Cambodia.

One of the key findings and recommendations from the study was to provide entrepreneurs with training (as requested), conduct more investigation on what they wanted to be trained in, and to consider mobility, child care and other factors to enable women to attend training.

Technical training and support was identified by entrepreneurs as their greatest need (area of greatest requested support), and this included calls for training and support related to water scheme management and water quality monitoring.

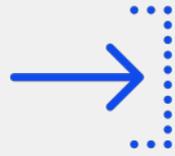
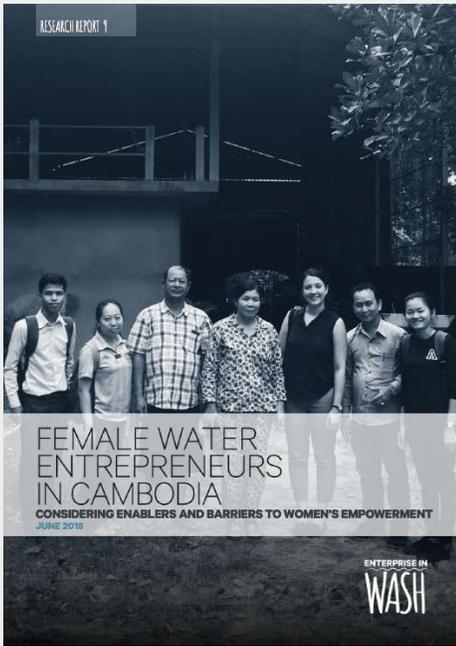
RECOMMENDATION

New and existing training programs (including formal training, mentoring and peer-to-peer learning, for example) that take account of gender differences such as child care duties, financial barriers, and limited mobility are needed. This may involve holding training in regional locations to make it easier for female entrepreneurs to attend, and support for family members to attend training together with entrepreneurs.



PROGRAM HISTORY

Water-Led Water Operators Capacity Development Program



Responding to the recommendation, in late 2019, East Meets West and the Cambodian Water Supply Association provided training to 20 female water entrepreneurs

The training involved a focus on the following topics:

- *Roles and responsibility of water operator*
- *Water quality*
- *Water treatment operation and maintenance*
- *Key performance indicators*
- *Billing system—issue bill and collect payment*
- *Basic accounting and Taxation*
- *Marketing tools and market intervention*

Pre and post surveys were conducted, and the following presents the results from these surveys.

PROGRAM BACKGROUND

Water-Led Water Operators Capacity Development Program

When asked why they had joined the “Women-Led Water Operators Capacity Development” program, participants offered ideas related to:

- general capacity building
- financial management and support
- technical skills (mixing chemical substances for water treatment)
- energy conservation
- women’s leadership

“

The reason I joined the workshop was “to share experience with and get new knowledge from the workshop, and I want to know how to become a strong leader.”

RESULTS

Learning needs

When asked what they most wanted to learn, and why, participants offered more detail around the areas of:

- Management, including financial management
- Billing and record keeping
- Water quality management
- Energy consumption
- Increasing connections to the scheme
- Coordinating with Government
- Reducing water loss

“

I want to learn “*general knowledge & capacity: Very important for me because when I have better capacity, the more I understand, the better business will be.*”

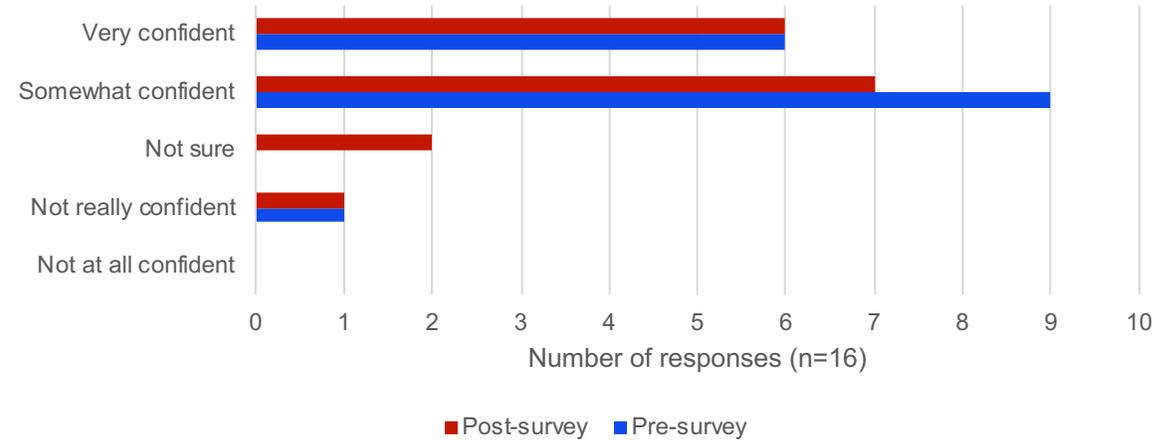
RESULTS

Changes in Confidence

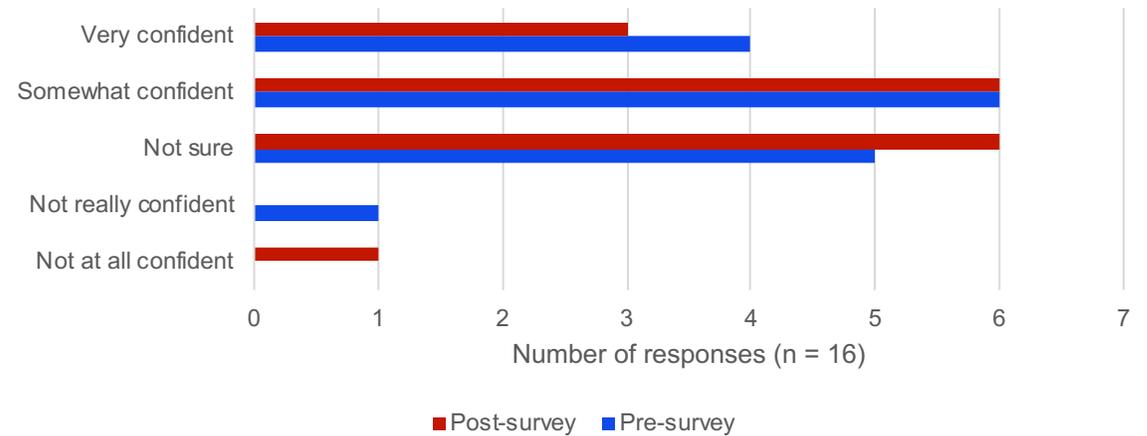
The results show that the **overall confidence** of the entrepreneurs declined slightly after the training course. This is a common finding in adult learning, possibly because of the phenomenon “the more we know, the more we realize we don’t know”. Follow up training and support is warranted in the areas that entrepreneurs do not feel confident in (e.g.. Finances and management overall).

Participants were also asked how confident they were to maintain **financial record keeping** and explain a financial report. Again, confidence dipped a little after the training course, with one participant selecting ‘not at all confident’ indicating a need for further support in this area.

Confidence in roles and responsibilities



Confidence in financial record keeping



RESULTS

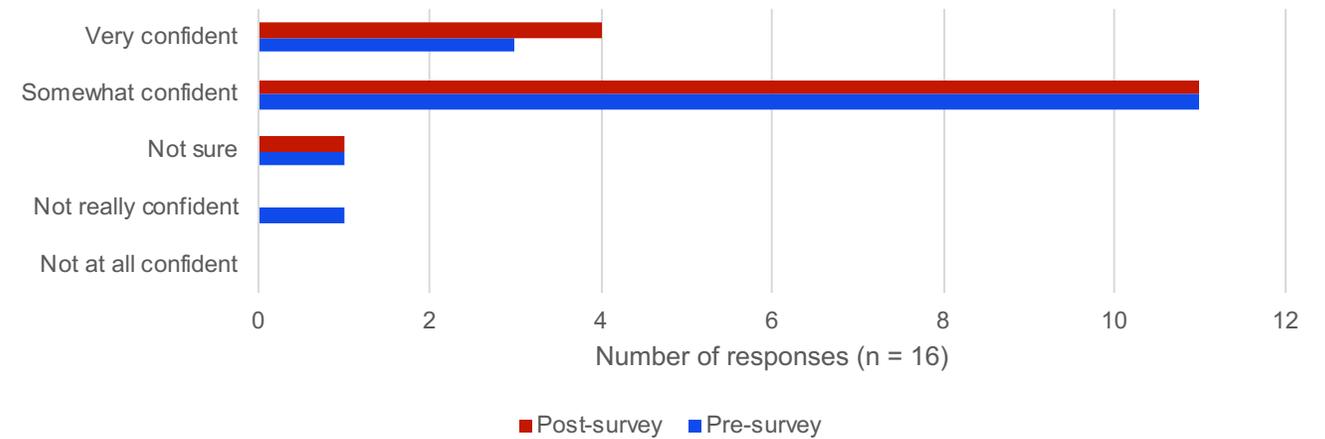
Changes in Confidence

Confidence in marketing water businesses:

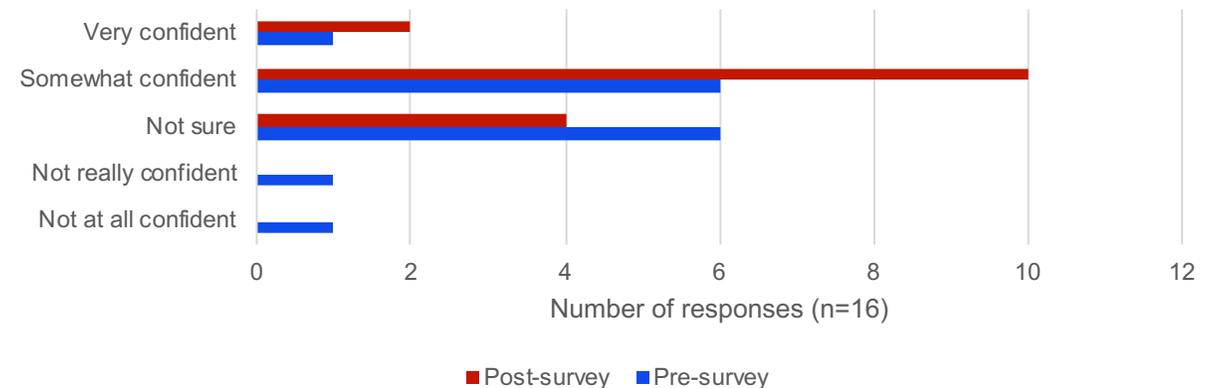
Confidence slightly increased in this area, with one more participant feeling “very confident” after the training course.

Confidence to improve water supply system to reduce costs (e.g. reduce energy use, reduce water loss and reduce chemical consumption): Confidence increased in this area following the training.

Confidence in marketing the water business



Confidence in identifying ways to improve service to reduce costs



RESULTS

Women-Led Water Operators Capacity Development program

“

Organizing this kind of learning is great, it can give a chance to the water business people to discuss and find solutions to problems and get new knowledge that we don't know yet. If possible, ask the association to organize such learning as often as possible.

“

My interest is to thank the community for making this project, which mainly provides a better opportunity for women to build and enhance their capacity in running a better business. Also much thanks to the support of EMW organization.

“

Thanks to the association who called me to learn in order I can bring such the knowledge to supply clean water to the people in our village and commune.

Female water entrepreneurs and training participants





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**Thank you to all the organisations who
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GLOSSARY

CWA: Cambodian Water Association

EMW: East Meets West

IGA: Income Generating Activity

ISF-UTS: Institute for Sustainable Futures, University of Technology Sydney

LBOs: Latrine Business Owner

SDGs: Sustainable Development Goals

WASH: Water, Sanitation and Hygiene

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