

iDE Final Report to Thankyou



This report provides an overview on iDE's progress against milestones over the course of our pilot grant with Thankyou.

The Year in Summary

Our pilot grant with Thankyou began in July 2020, a period marked by uncertainty and instability around the world. Despite the challenges our first year of formal partnership presented, we continued to be united (and excited) by the causes and values we share. Principally, we felt fortunate to have established a partnership with a funder that is dedicated to learning and improving while driving impact for the world's poorest.

We are proud of our impact over the past year, and of the resilience that our country teams and our customers have shown. **Thanks to support from partners like Thankyou, over the course of our grant cycle we improved the lives of 1.3 million people in 254,000 households, generating USD 214 million in economic benefits.** These accomplishments were made possible because our teams around the globe remained innovative, nimble, and steadfast to ensure that COVID did not erode the

progress we have made over the past decade toward bringing nearly 36 million people out of poverty and ultimately reaching our goal of transforming the lives of 40 million people.

There is always more work to be done, and our mission to power entrepreneurs to make their communities more resilient is more vital than ever. We are appreciative and humbled to be accompanied on our journey by partners like Thankyou.

Program Outcomes

iDE's Global Key Performance Indicators (KPIs) are collected and evaluated on a quarterly basis. Although iDE measures multiple project-level performance and management indicators, the three Global KPIs for organizational and country-level performance are: Scale, Impact and Cost-effectiveness. Each country office is required to submit monthly data on these KPIs using iDE's cloud-based Global KPI system built on Salesforce.

Global

- Scale - 1,299,989 Individuals (254,395 Households)
- Impact - USD 266 per household/year
- Social Return On Investment - 9.7 : 1
- Total Economic Impact - USD 214,982,535

Agriculture/Livelihoods

- Scale - 612,804 Individuals (113,980 Households)
- Impact - USD 391 per household/year
- Social Return On Investment - 9.0: 1
- Total Economic Impact - USD 119,570,828

WASH (Water Sanitation & Hygiene)

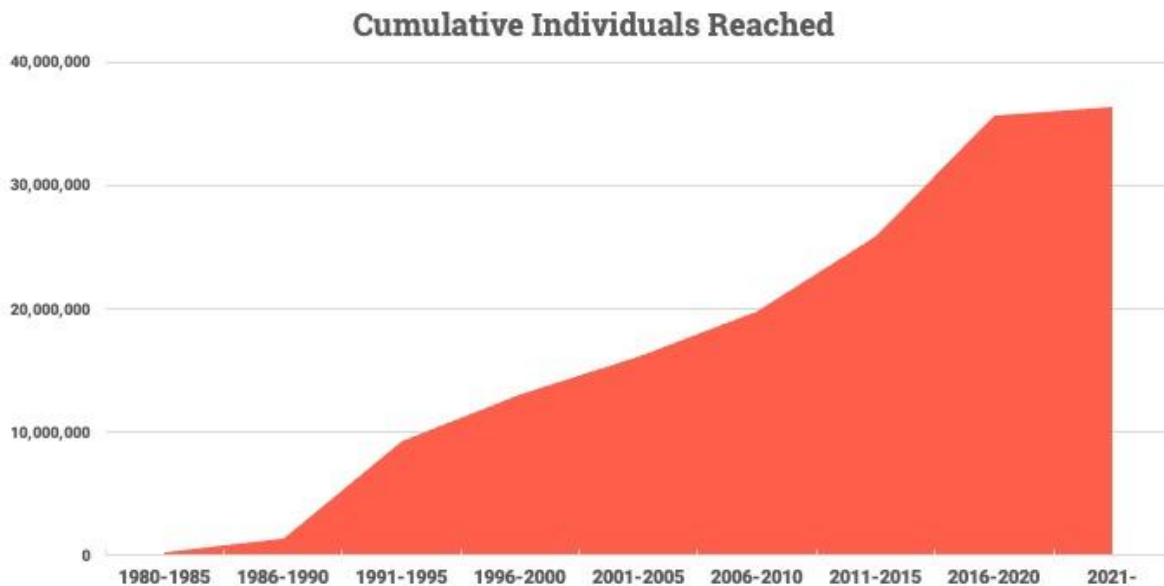
- Scale - 687,185 Individuals (140,415 Households)
- Impact - USD 152 per household/year
- Social Return On Investment - 11.1 : 1
- Total Economic Impact - USD 95,411,706



Monica and her husband stand in front of their agro-input shop in Mozambique. They have participated in iDE's Farming as a Family Business training and are working together to scale their business.

The section below lays out key highlights and progress related to our KPIs:

1 - iDE is more than 75% of the way towards 20 Million More | Taking a longer term view of iDE's work, we are thrilled to have reached 36,317,489 individuals in our history. We are over 75% of the way towards our strategic goal of impacting 20 Million More individuals in a fraction of the time it took us to reach the first 20 million. Based on 2021 and 2022 targets, iDE will reach nearly 39M individuals by the end of 2022, positioning us to achieve the 20 Million More goal by 2023.



2 - Progress towards annual targets is promising | In 2021, we are tracking at 50% of our annual target through June, which means we are on track globally. When looking at the regional and country levels, we see that this varies widely. Mozambique and Nicaragua, for instance, have surpassed their 2021 annual targets, while Zambia, Ethiopia, and Nepal have achieved less than 10% of their 2021 targets. The whole agriculture portfolio is at 80% of its 2021 scale target of 78k households, with most of this coming from Bangladesh. The WASH portfolio has reached 38% of the 200k annual scale target.

3 - Bangladesh's Mechanized Agriculture program (CSISA-MEA) makes up 28% of scale from January -June, 2021 | The CSISA-MEA program in Bangladesh has increased market access and affordability of agricultural machines for 40,527 households in 2021. This is an accomplishment, especially given the challenges of navigating COVID restrictions and leveraging our field staff across the country.

4 - Cambodia Sanitation Development Impact Bond (DIB) progress is very positive | The Cambodia Sanitation DIB has a performance target of 1,600 villages achieving open defecation free (ODF) status, which contributes to the program-wide goal of 1,800 villages. At the time of writing, iDE has catalyzed 1,322 villages to achieve this milestone, which equates to over 107k toilets in rural Cambodia. Additionally, iDE Cambodia is working more closely with extremely poor and climate vulnerable households with new products and targeted subsidies. In 2021, Cambodia's sanitation marketing program accounted for 13% of our global scale.



Thousands of families now live in open-defecation free villages and have access to high quality improved toilet facilities through the work of our team in iDE Cambodia.

5 -Mozambique achieved big things in April | In April, iDE Mozambique rolled out their input and technology fairs (ITTFs) helping over 4,500 new families access and purchase affordable inputs and technologies for their farms, while providing repeated service to over 11,000 in total. This is an important reminder that while we have slowed down in 2021 at reaching new clients globally, **we continue to serve tens of thousands of existing clients** with much needed input supplies, agronomic advice, and market connectivity within Mozambique and elsewhere.



Our team in Mozambique is working with local partners to build input and technology fairs that serve farmers using innovative technology, allowing our clients to increase productivity and access new markets.

6 - We are making critical investments in our KPIs | For many years, the Honduras team was unable to invest in research to test the effectiveness of their democracy, governance, and resource-smart water management programs due to resource limitations and our contractual roles on these projects. To address this issue, iDE Honduras has undergone a restructure of their monitoring and evaluation processes over the past quarter. In partnership with our iDE HQ team, they've built new processes and integrated data management systems that will allow for exciting new indicators to be collected including variables tracking participation by gender and indigenous group. Processes are in place to collect monthly performance indicators across our portfolio as well as to maintain institutional knowledge and lessons learned.

Although several projects in Honduras create and implement climate resilience farm plans in conjunction with farmers, there is a dearth of literature exploring the effect of these plans on farmers' income. Our team saw this as an opportunity, and we are currently implementing the baseline data collection plan for what we believe to be the first impact evaluation to illuminate the impact of training for climate-smart practices and technologies on farms and the livelihoods of farmers.

In addition to these strategic improvements, we are currently planning for a baseline data collection this year to evaluate impact in another arena where there is little literature: the effect of micro-watershed management and conservation on farmer livelihoods. Specifically, we are planning to leverage a natural experiment we have identified in one of our projects to create three treatment groups and a control condition to assess the scale and impact of working with local governments on sustainable and equitable watershed management on farmer livelihoods, in addition to the effects of interventions designed to lower the costs of water, treat water for human consumption, install irrigation systems, and incentivize water conservation. The results of this study will be critical in estimating our impact KPIs globally and in Honduras, while also illuminating the effects of these types of projects in Honduras and Central America.

Zones of Learning

For all of their challenges, 2020 and 2021 presented new opportunities for learning, both internally and through external forums. Internally, the Global WASH team created the "Global WASH Learning Collaborative." Through the Collaborative, iDE team members from across the world gather to learn from their colleagues and gain insights from thought leaders in the sector. For example, the Collaborative hosted Aquaya's Caroline Delaire to share her research on targeted sanitation subsidies in Ghana. Ms. Delaire's presentation led directly to further conversations with the Sama Sama team, and her findings have been critical as we develop our own strategy for subsidies in the country.

Engaging in external forums has been more of a challenge as we adjust to a virtual world. Again, though, we have capitalized on free registrations and low-to-no travel costs to expand the range of iDE voices that we feature. In many cases (such as the FSM6 conference), all iDE presenters have been from our country programs, rather than our HQ. We have been thrilled to see others in the sector taking similar measures, and we hope to find ways to continue the trend when in-person forums resume. We are also experimenting with new strategies to engage more meaningfully in these hybrid environments. For example, we organized a small and informal post-World Water Week discussion with key partners to better understand their takeaways and how learnings from the conference can have an impact on our respective strategic planning.

In addition to the broader trends we are seeing above, below are specific highlights from thought-leadership opportunities that we've leaned into this past year.

Bangladesh - SanMark Systems II for National Coverage through Public-Private Partnerships. As with our other WASH programs, the SanMarkS II project is learning more about household fecal sludge management (FSM) behaviors as a key step in promoting safely managed sanitation. The team is partnering with University of Colorado researcher James Harper to gather and analyze data on FSM behaviors, which will ultimately feed into the project's safely-managed strategy. Mr. Harper has a long track record with iDE in the FSM space. He has published several articles with iDE Cambodia, including one on [FSM intentions of rural Cambodians](#). We should have more to share about this research and what it means for our approach to FSM in Bangladesh over the next several months.

Nepal - Commercial Pockets for Improved Food Security and Resilience. iDE's Resilient Market Ecosystem (RME) approach has grown out of our work in Nepal over the last 10 years with respect to engaging with rural communities and coordinating their planning. Furthermore we have developed the Market Systems Resilience Index ([MSRI](#)) and piloted it in Nepal, Bangladesh and Mozambique. We are now going through the MSRI data and comparing across times, geographies, and projects. We are explicitly linking MSRI and the 11 determinants of resilience to RME so that we can unpack what is working and what can be improved. The MSRI tool and RME concept will be further refined and adapted to each of iDE's country programs in the coming years, leaning on the experiences from Nepal in particular. In the next six months we will be focusing on strengthening the gender and WASH aspects of MSRI to ensure that they are adequately represented and understood so that they can inform current and future projects.

Ghana - Sama Sama Social Enterprise for Inclusive Solutions Across the Sanitation Value Chain. The Sama Sama team is again firing on all cylinders under new leadership from Managing Director Eben Atsugah and Country Manager Damba Tahidu. In May the team finalized their business plan, which includes their vision for continuing to serve low- and middle-income Ghanaians with high-quality WASH services. The plan refines Sama Sama's approach to FSM to incorporate the sale of on-site treatment products such as biodigesters, while using our Shitmaster sludge collection service to contribute to the viability of off-site treatment plants in more peri-urban areas. In addition, the Sama Sama team is exploring targeted subsidies as a means of increasing access to sanitation for very poor customers. This initiative will build from our success with targeted subsidies in Cambodia, as well as the lessons learned by other implementers and researchers in Ghana. We believe that subsidies will be critical in reaching the ultra-poor with Sama Sama's services, and we look forward to learning and driving impact for our poorest customers in the coming years.

Mozambique - Farmer Resilience and Rebuilding Initiative for Post-Shock Recovery and Thriving. In our last report, we highlighted the Input Trade and Technology Fairs (ITTFs) organized by iDE to give farmers the resources and connections they need to upgrade their farming business. During this last quarter, we learned about the value that these fairs were bringing to farmers and suppliers. We conducted an evaluation with 43 input suppliers who participated in the ITTFs. Around 90% rated the fairs as good to very good. In general, they said that the fairs enabled them to create new market links, identify and understand their competitors, and listen to the opinions of their customers and partners. Over 90% said they are now better equipped to respond to the needs of farmers and 56% have plans to expand their businesses. Farmers also reported that, as a result of having improved farming conditions (access to quality seeds and farm tools), they had diversified their product mix

and observed increased yields and better product quality. Importantly, 79% of the respondents said that with the knowledge and skills gained, they feel more resilient.

Cambodia – Targeted Subsidies to Increase Climate Resilience in WASH. Our Cambodia program has often been on the leading edge of new initiatives in the WASH sector. Several years ago, we conducted a randomized controlled trial to test the impact of targeted subsidies on latrine sales to poor households. Since then, targeted subsidies have become a central part of our strategy for achieving equitable sanitation access through the SMSU program. And now, as our focus shifts to providing climate-resilient safely managed WASH services, targeted subsidies are again taking center stage. In June, we finalized an agreement with the DFAT Water for Women program (one of Cambodia WASH’s primary funders) to kick off a new research initiative, this time focusing on the design and deployment of subsidies that consider and select for aspects of climate and gender vulnerability in addition to standard poverty measures. We will conduct the research in Cambodia’s Tonle Sap Lake region, where households are especially vulnerable to climate-related disasters. We are again partnering with the implementation research firm Causal Design to ensure a rigorous approach that results in usable and pragmatic findings. We believe this study will be a cornerstone as we work to build climate-resilient WASH infrastructure and services in the future.

Global Highlight – Roll Out Our Gender Equality and Social Inclusion Policy. Gender equality has been a top priority for our CEO, Lizz Ellis, since she started at iDE eight years ago. We know that gender disparities and biases lead to less inclusive markets and businesses. This further reinforces social and economic inequalities that act as a barrier to prosperity and sustainable improvements in livelihoods. We have always worked to uncover beliefs and practices that perpetuate inequality and to use the knowledge we acquire to design social and behavior-change programming that promotes inclusive access to products and services. One great example is the pivot our iDE Ghana team made in their marketing and sales model for the Sama Sama social enterprise. When we learned that the female in the household is the key decision-maker for purchasing a toilet, we began to recruit more female sales agents and marketed our products in areas such as local marketplaces where women could easily learn about the Sama Sama toilet. This small shift in our operations had a major and lasting impact on increasing sales and sanitation coverage. At the global level, in April 2020 we formally approved our Gender Equality and Social Inclusion (GESI) Policy, which outlines 13 commitments to mainstream GESI into all business units and to integrate GESI strategies into program design, implementation, and assessment. In addition, we’ve hired two Diversity, Equity, and Inclusion consultants and a full-time employee who are leading our efforts in this critical area.