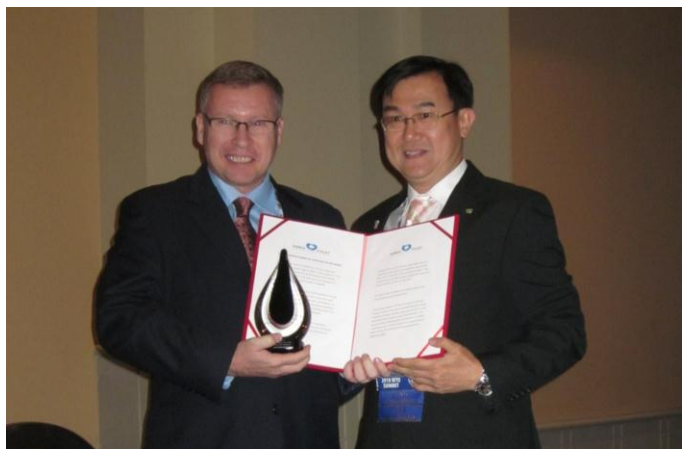


IDE's Sanitation Marketing Project Honored by World Toilet Organization

Philadelphia, USA - November 1, 2010 - Michael Roberts, Country Director for International Development Enterprises (IDE) in Cambodia, has received the World Toilet Organization (WTO) Hall of Fame Award in recognition of the achievements of the Sanitation Marketing project. Announced today at the 2010 World Toilet Summit in Philadelphia, Pennsylvania, the award is granted each year to three individuals who have made significant contributions to the improvement of sanitation for humanity.

The Sanitation Marketing project has applied market principles and world-class product design to the challenge of rural sanitation in Cambodia. A common local latrine was redesigned to make it more affordable, easy to purchase, and easy to install. The resulting 'Easy Latrine' won a prestigious international design award and has also become extremely popular with rural households. In less than one year, nearly 8,000 units have been purchased and installed without any price subsidy.

"The project began by treating people as customers rather than beneficiaries of charity," said Roberts, "and we have seen that many rural Cambodians are able and willing to pay for something that delivers real value".



Michael Roberts (left), Country Director for IDE Cambodia, accepts the WTO Hall of Fame Award from Jack Sim, Founder of the WTO.

The latrine redesign is integrated with a social marketing campaign to stimulate demand; support to local entrepreneurs in the latrine supply chain to help them effectively meet the demand; and coordination with the sanitation programs of the Royal Cambodian Government and other local organizations.

"We are very excited about the rapid progress we have seen toward meeting the Millennium Development Goals for rural latrine coverage," said Roberts. "The collaboration with WTO and others in Cambodia has been a key factor in that success." The Sanitation Marketing project is funded by the USAID MSME Cambodia Project and the World Bank Water and Sanitation Program (WSP) and implemented by IDE Cambodia.

"We really think the work of the IDE team is worthy of praise and this is a very timely opportunity to do it," said Jack Sim, WTO Founder. The World Toilet Organization is a global non-profit organization committed to improving toilet and sanitation conditions worldwide. Founded in 2001, WTO has 235 member organizations in 58 countries working towards eliminating the toilet taboo and delivering sustainable sanitation. For the past 10 years, WTO has organized the annual World Toilet Summit to encourage information exchange and draw media attention to critical sanitation issues.