

Exploring gendered experiences within iDE Cambodia's SMSU3 WASH Program: Photo-stories

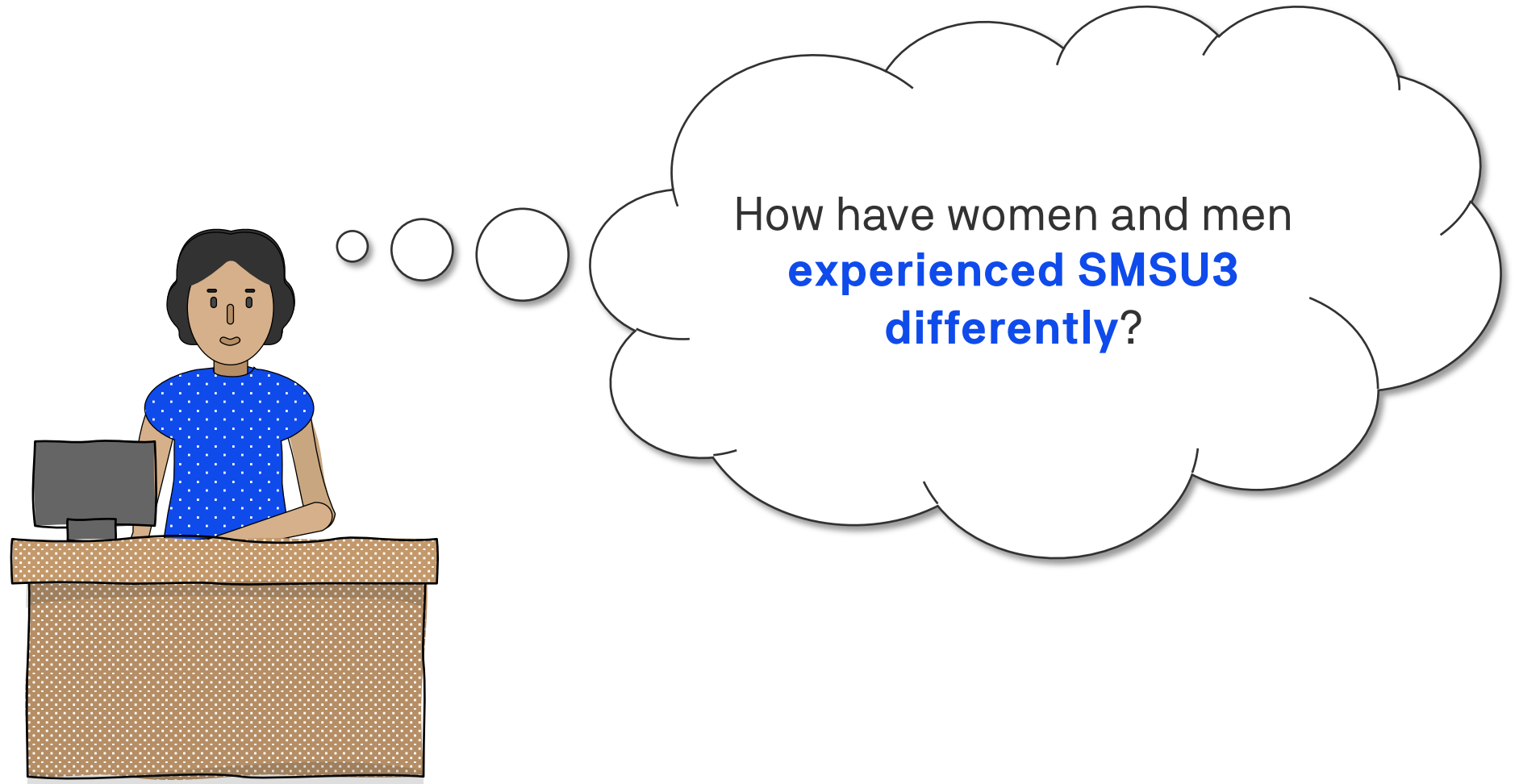
Project Background

Water for Women is Australia's flagship water, sanitation and hygiene (WASH) program supporting improved health, equality and wellbeing in Asian and Pacific communities through socially inclusive and sustainable WASH projects. Water for Women is delivering 18 WASH projects in 15 countries together with 11 research projects (2018-2022).



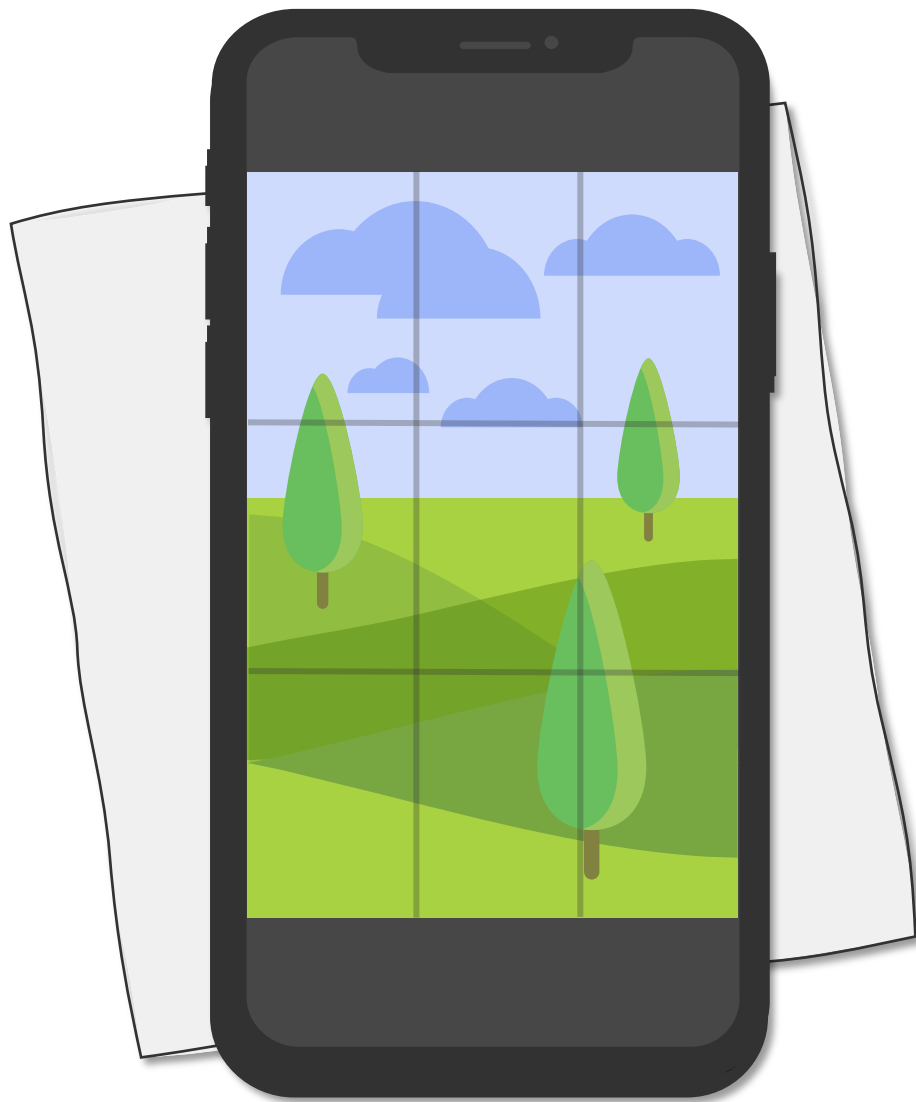
Sanitation Marketing Scale-Up Program 3 (SMSU3), a water and sanitation intervention implemented by iDE Cambodia contains multiple funding streams including DFAT's Water for Women fund. The program operates in six rural provinces supporting the promotion and sale of latrines, water filters, faecal sludge management and handwashing systems through private enterprises.





SMSU3 is seeking changes for beneficiaries, change agents (LBOs) and staff. Ideally, the program is hoping to create gender transformative change.

This research seeks to understand how SMSU3 is experienced by different people differently, with a specific focus on gender.



Differences were collected using **photovoice**.

Photovoice is participatory photography approach, which encourages participants to take photos through their own 'lens'.

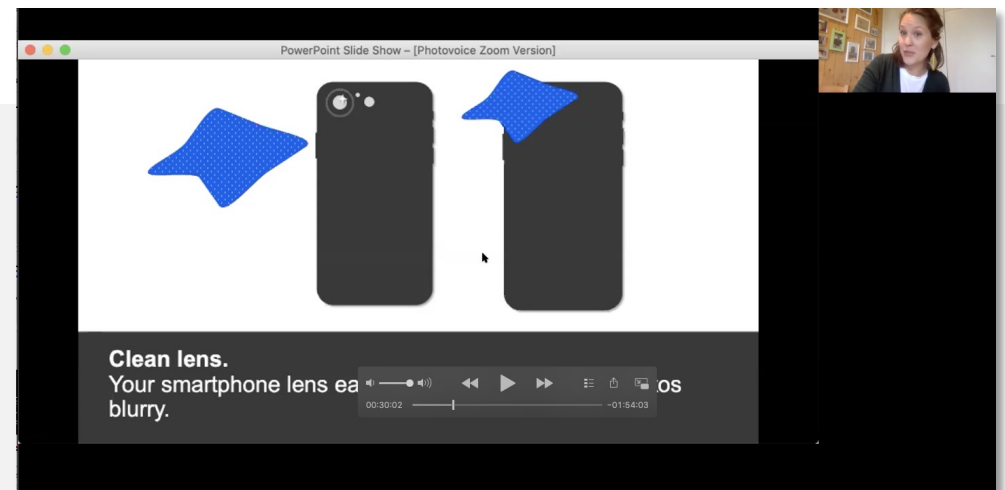
An invitation was sent out to all national level staff in iDE Cambodia, with a first response for 20 openings. 20 iDE staff working in the Phnom Penh office with strong English skills and access to a smartphone with photo capability.

The prompts solicited aspects of gender equality focused on differences. Participants submitted between 1 and 3 photos with captions and titles.

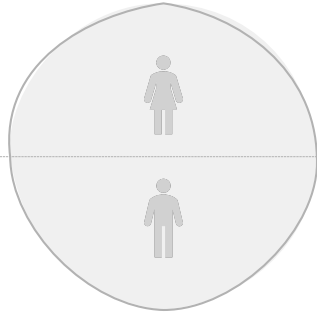
20 iDE Cambodian staff participated in the research.

32 photos were submitted. 25 photos had gender-related content.

1. Introduce the concept of photovoice as a monitoring and evaluation approach
2. Build capacity and confidence of participants in photography skills
3. Introduce the concept of ethical photography
4. Introduce the photo submission and selection process
5. Introduce prompts through an activity to collect GESI-related photographs



Kick-off Workshop



- **Please give your photograph a title.**
- **What is this photograph representing?** *What happened? Where? When? Who was involved? How did it end?*
- **Why did you choose to share this particular photo?**
- **How does this photograph make you feel?**
- **Why do you think this photo is important to gender equality?**

Photo Prompt

Workplace (n=6)



Local Businesses (n=9)



Beneficiaries (n=9)



Personal Life (n=1)

21% (7/32) photos did not have a gender focus

Theme



Context Spheres



Activity



What gender-related photos were shared?

Photo analysis (n=25)

| | | | | | |
|----------|----------------------|---|-----------------|-----------------|----------------|
| V | Value | What is the outcome of the change? | Positive 94% | Neutral 6% | Negative 0% |
| O | Occurrences | How widespread is this type of change? | Very 47% | Somewhat 44% | Not 9% |
| I | Importance | How important is this change to you? | Very 85% | Somewhat 15% | Not 0% |
| C | Contributions | How much has the project been involved? | Very 75% | Somewhat 25% | Not 0% |
| E | Expectations | Was the change surprising to you? | Very 78% | Some 22% | Not 0% |
| | | Will this change last? | Yes 31% | Maybe 34% | No 34% |

What is the **context** and **significance** of these photos?

Participant coding of stories (VOICE)

Workplace

The working woman

Sar Sovaneath

For this photo, I want to talk about the activities of a woman, **even though she is pregnant, she can still come to work normally.**

This photo makes me feel excited and happy.

Even though she is pregnant, she is able to come to **work with the encouragement and support of the team.**



Ladies in social training

Krech Kimhong

In this picture we see ladies participating in a social training that I joined last week. The training was in Aceda Institute of Business and focused on woman behaviour change, critical consciousness woman and woman wellbeing. After the training, we have all understood the content instructions. Furthermore, we are ready to apply it to our real lives effectively.

I chose this photo because it shows that the woman can join many activities.

Gender equality? Because the training content has woman behavior change, critical consciousness woman and woman wellbeing



DPM random list clients for QAO check toilet quality

Poy Dy

In this photo we can see a Quality Assurance Officer (QAO) making a plan to check the quality of installation.

Gender equality? This is important to gender equality, because the client list is women.



Chromebook Training for Village Mobilizers

Anonymous

Since October 2019, iDE has been conducting Chromebook training with all Village Mobilizers. Village Mobilizers use their Chromebook (like a computer) for daily activities such as supporting the claims for open defecation free declaration for villages.

Village mobilizers are male and female and all have Chromebooks.

The main of our WASH projects is to ensure that villages are open defecation free (ODF), so the department very important. But some of the mobilizers find using their Chromebooks difficult as it's different from a normal computer.

This photo is from a training in Kampong Thom.

Gender equality? Because Male and female are have chance to attended



How to Submit Case by Taroworks

Anonymous

In this photo, the district sales manager shows sales agents how to file a complaint through Taro-Works (an online survey system). Here, the district sales manager holds a mobile phone showing three sales agents in Ba Phnom District, Prey Veng Province. The complaint management system is important to our project. But our team cannot train all sales agents, because they are based in the field. Even if we invite them to train at the provincial office, we have to pay a lot, and they could miss their sales targets. Therefore, we only teach to some office staff, such as district sales managers. And then, they share this knowledge with each of them at a specific time. In this way, we have trained all sale agents, whether male or female.

iDE created this complaint management process to ensure that all products and services can be used confidently and safely. In short, all sales agents can understand the system and are determined to use the system to support better work. In addition, our sales agents can transfer this skill to new sales agents or communities to promote our work and organization.

I chose this photo because this photo makes me feel to be surprised as they actively teach and get new experiences.

Gender equality? Because they sit the same in the space and have the same things like a bag, notebook, pen, and mask. They have the chance to attend the training from their direct supervisor.



Village Sanitation Mapping

Ros Khemra

Village sanitation mapping is part of village activation and is implemented by a Village Mobilizer (VM). This photograph was taken in the Ou Kralagn village, Kralagn Commune, Kralagn District, in Siem Reap province. Normally, VM invites village leaders, including the village chief, deputy chief, and member, to draw a village map to identify and collect the household's status and help villages to become ODF (Open Defecation Free). The process of village sanitation mapping contains 4 steps. First, the group draws the main and sub road in the village. Next, they identify the status of each household and their names. Next, they mark who has and doesn't have a latrine. Finally, they verify the map and add a legend.

In this process, VMs involve local authorities - and especially women - to map out non-latrine owners in the community. They can map out clearly the poorest household in the villages and plan to for supporting and helping them to access latrine. In the past, leaders would never invite women to join such meetings because they consider that only men can do such planning. When we allow women to attend such meetings, they can advocate more specifically to the commune council to support the poorest households to access latrines. VMs provide capacity building and coach local authorities to do this mapping. This helps them figure out the current open defecation (OD) households. They set up their plan to encourage those households to purchase latrines.

It is important for gender equality in the community.



Personal Life

Group Cycling Adventure on the weekend

Krech Kimhong

Group Cycling Adventure is an activity that happens every weekend and we cycle around the community near by the town with a group of friends – we are making a habit of this. We decided to start cycling for three reasons. First is for adventure in rural area, second is to see changes in community development, and third is for health during this the Covid situation.

In fact, I have noted that it is a big change for people who live in the city day by day who can now ride much further. They are changing their habits, and their thinking.

And last by not least, more and more women have been joining our group cycling adventure. One told me that, 21st century women are independent, they can work and join social activities.

We all took photos because it makes us feel good. When we see something, there is something in our gut, or in our heart, that compels us to take a photograph.

Often I think photographs are important in sharing emotion and soul when making images and memories. I often think a lot about the composition, how “good” the photos will be, and how many “likes” we will link to real life activities.

Gender equality? Because this photo has women participating in a new activity.



Local Businesses

Conducted business incubator training to own business latrine in Kandal Province, Cambodia.

Nhek Sreytey

This photograph shows latrine business owners participating in business training. This presentation is helping business owners to think about the next 5 to 10 years of their business. During a training course on business incubator on October 24, 2020, this presentation took place at the iDE office in Kandal province. This training course lasts for 8 days, once a month for a total of 4 months, and ends in January 2021.

I took this picture because I am impressed that this course is important for them, and what is even more special is that they, as business owners, are attentive and act well from the reflection of their business owners. They have mutual respect, especially for male participants, which shows that they have a better understanding of gender action and meaning and greater respect for women.

Gender equality? Because many of the participants are men, but they understand the importance of gender, so I expect to increase gender awareness activities after completing this training.



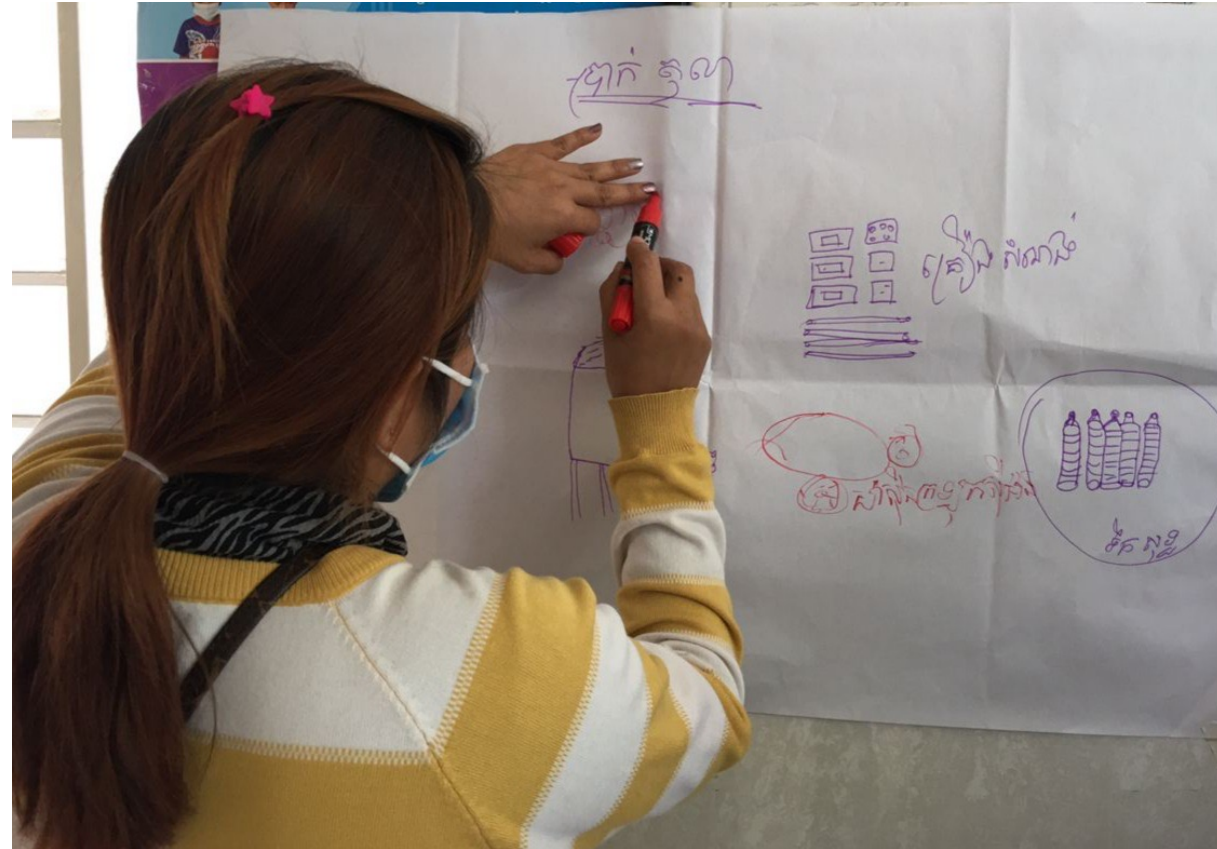
Business goal drawing activities

Nhek Sreytey

This photograph is of the wife of a latrine business owner. She is thinking about her role in the business and what the business could be like in the next 10 years. It is one of the training course activities on the basics of business organized by IDE Cambodia at the Kandal provincial office, where the participants own the toilet business. And this training course will end in January 2021.

This picture makes me feel proud that she can think and show her dreams, she is not very talkative and shy, but she can do it.

Gender equality? This photo for me is that she is a woman who comes alone and does not talk much and is still young, but because of curiosity about doing more business, she came to study.



A strong woman behind a successful man

Chuon Pisey

Mr. Sun Samnang is a latrine business owner in Oddour Mean Chey province. He has been working with iDE for many years since the SMSU2 program. He always goes to households to install and deliver latrines to customers. His wife, Khoem Phoeun, is a housewife, and she also manages labor and production quality. She keeps the business records and sells latrines from home. Mr Samnang said that his wife is his personal assistant and he cannot run the business without her. In summary, although women are physically weaker than men, if both of them join together, they can make something magical. A successful family or business requires women and men to come together.

Gender equality? Women and men work together with the same goal.



The Couple Latrine Business Owner who just investing in an Interlocking Brick Machine

Anonymous

Mr. Phang Samoeurn and Ms. Thun Vantha are located in Prey Veng province and own a latrine business. They have just expanded their latrine business by purchasing Interlocking Brick Machine from Thailand. The couple has been received technical training from iDE Sanitation Engineering Team from 20-22 October 2020. The technical training was successful, and they can manufacture bricks from the machine.

I'm very impressed that both the husband and wife are very confident about the new product in their market.

Gender equality? The couple has decided together, and they went to the Cambodia-Thai border to bring this machine into their shop. The decision on the investment has been made between husband and wife so they will run this business altogether, and as usual, when the wife joins and helps in the WASH business, the company always runs very well. We are very proud of this LBO team who understands the market demand during working with the iDE-Cambodia team. So they are ready to invest more and expand their business more to catch up with the current market demands.



A vision board by LBOs

Koh Samrach

Mr. Hor Ratha and his wife, Ms. San Theary, are a Latrine Business Owner (LBO) team in Kandal province. They are attending the training and so active in the class. They work on their business together and make their own future goals for the business and family. They learned and understood the basics of gender equality. iDE provided business incubator training and also business technical training. For short-term impact, they have changed their mindset on business and start to build their business capacity. For long-term impact, they will be a good part of the open defecation free achievement in their areas and more latrine coverage in the community.

There is a gender change because they're keen to improve their business and are learning about business together.



Beautiful Interlock Brick

Sok Phearom

This photo represents how latrine business owners have made up bricks. I wanted to show our this new product, that looks beautiful.

Gender equality? Because it shows that men and women are able to work and expect to earn income the same



The interlocking brick

Lay Kimheng

This photo represents one type of interlocking brick called "the standard interlocking brick." It was taken at a latrine business owner's manufacturing place in Prey Veng Province, Cambodia. Currently, this interlocking brick has prompted a huge increase in profitability and effectiveness for latrine businesses. This should increase their business sustainability. The bricks mean that building latrine shelters or even house walls is speedier and requires less-skilled workers as the blocks are assembled dry and stacked on one another.

In terms of manufacturing, these bricks require less-skilled workers and take less energy, which means both men and women can easily do this work.



Ideas

Kheang Ratana

The soil for manufacturing interlocking bricks in Prey Veng was hard to use, especially during the rainy season, 14th October 2020. Therefore, the local business owner started to design this own machine which could respond to his need. He has now designed a simple machine to break down the soil from extra materials from his home and local markets. It costs a lot less than buying a brand new machine. Also, by using extra materials, this machine is good for the environment.

I felt that that machine looked complicated, but he could make it, and all materials he took for it were easily accessed.

Gender equality? Because his wife also understood how it works and the process.



Beneficiaries

ADP changed her life

Phoung Punlork

Mrs. Vong Raksmei, 39 years old, is a farmer living in Pro Ma village, Svay Yacommune, Svay Chrum district, Svay Rieng province. She has a husband named Sun Hy, 42 years old, a construction worker, and has three children living in the family.

Back in 2014, Mrs. Raksmei's husband purchased a latrine because of difficulty in defecating, a lack of hygiene, and concern for the safety of children when defecating in the forest. After he built the toilet, his family became healthier. They also gained respect from the neighbors.

But after five years of using the toilet, the toilet pit was full and leaking out. The waste caused a foul odor that made the neighbors unhappy, and it caused his family to get sick through flies and other pests. He added that he spends about 800,000 riel for medical treatment every year.

In April 2020, he met with iDE Cambodia's outreach agency in Svay Rieng and consulted on his issues. The agency explained the hardships, harms, and losses he continued to use full toilets and recommended an ADP (Alternating Dual Pit). After he built an ADP by iDE LBO, his toilet was reusable and odor-free. His neighbors praised his solution, and his family stopped suffering from poor hygiene. Now he can save a lot of money, about 500,000 riel from cost reduction by using a safe sewer, and he also feels happy.

Gender equality? She has the right to make decisions in the family equally with her husband for the development of their family.



ADP Product Group Sales Presentation

Anonymous

This is the sales event on the alternating direct pit latrine product. During the sales event, iDE Sales Agents first learn the current problems and costs for toilet owners during pit emptying. The event has been supported by the local villager chief so that our sales agent can promote this product to the clients and the clients can decide to buy.

Gender equality? Many female participants are responsible for taking care of their house and can explain this solution to their family members. As we can see, most attendees are female, and they can share what they are challenging with their current sanitation problems even though they have a toilet.



Home have good sanitation

Nhoem Pechbrathna

This picture shows a model of one of iDE's new latrines. People that purchase this latrine can have good health and happiness in their families. When families know about the importance of sanitation, it can start families on the path to better health. It finishes when they know about the importance of sanitation in their daily life, family, community, and social lives.

Gender equality? This photo is related to the decision to buy a latrine. So they need to discuss with the whole family.



Want to Have a Happy Family, Wash Your Hands.

Pun Soly

This photograph represents that all people have to wash their hands whenever their hands are dirty. It is a simple message to remind people about this important habit and makes the community better.

Gender equality? Because this photo shows that all people need to care of their health, all people need to clean their hands - men, women, and children.



Role of Village Sanitation Champion to Bring Open Defecation Free

Ros Khemra

Hout Sokchea is a village supporting member. She is nominated by the commune chief and council as village sanitation champion as part of her current role. Her village has 328 households. There are 9 non-latrine owners in this village. As a sanitation champion, she needs to educate and encourage those 9 non-latrine households to purchase latrines. She wants her village to become ODF (Open Defecation Free) by the end of 2020. So, she needs to work hard to find the best solutions for the poorest households to have the ability to purchase latrines. This represents the changes in women's role to support the community to become ODF. She said that she is very happy that she can work in the community to help poor households to access latrines. She said that "women know women better than men do." Thus women play an important role in supporting other women in the community.

Hout Sokchea received training and coaching from iDE's village mobilizer (VM). After completing the training, the VM set up a clear monthly plan to meet with households to purchase latrines. Usually, she sets up a work plan and encourages them to buy latrines.

Gender equality? This photo shows the unique role of women in bringing a community to become open defecation free.



Happy to get a latrine

Anonymous

I took this photo during a field visit with a sale agent at Prey Veng province on 27 October 2020. It was just the sale agent, customer, and me. The picture is from the end of a sales meeting. She was so happy after she registered to install a latrine. I want to show other people in the community the change in behavior in using a latrine. Previously women were always asking her husband to purchase a latrine. But now it seems that they understood each other very well, which it means that they are involved together to make thing well in his/ her families

Gender equality? The woman can decide to purchase a latrine by herself.



Sales presentation

Klann Mab

This photo represents a main part of the SMSU3 project – selling.

The photo is from the Prey Veng province and involves a district sales manager.

Gender equality? In this photo we can see women participating within the program.



Direct Sale Presentation

Sok Phearom

This photo represents the process for new clients to access a new latrine.

I chose this photo because it is part of our working and coaching sale.

Gender equality? This photos is about gender equality, because most often in the community men are the decision makers. But in this one, the woman is standing to make the decision.



Interlocking Shelter Latrine

Sok Phearom

This interlocking shelter is a new latrine product from the iDE team. In designing it, we have considered people with disabilities who can access it easily and beneficiary to their living life.

I felt joy with this photo and love the product that my people can access, **especially people with disabilities.**

Gender equality? Because it is representing that all people can access an improved latrine, **especially people with disabilities.**



A toilet under the rain

Yoem Vichet

Last October, I traveled to Oddar Meanchey Province with the project administration manager for the quality control of Easy Latrine for business owners there. I was surprised to see a toilet with multi-colored zinc walls that have just been built. I interviewed the toilet owner, and they replied that they used the materials they already had, such as plywood left over from the house construction and old zinc for the building of the toilet.

They like the toilet very much, especially when it is raining, because they do not have to walk through the rain to the bush behind their house anymore, and they no longer worry about their daughters and young kids. **Now they feel warm and safe every time.**

I shared this photo because I want to show that toilets are essential for men, women, and children. We do not need to build expensive toilets; we can use the materials that we already have to build the toilet shelter, reducing the costs. Toilets help keep families healthy, hygienic, and safe. They ensure privacy and promote gender equality.

