Civic Champions: Inspiring Sustainable Change in Cambodia

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Civic Champions: Making the Impossible Possible

#1 Drivers

#2 Inspiration

#3 Concepts

#4 Success

#5 Lessons
# 1. Driver: Uneven change

Latrine coverage

Village

A | B | C | D | E

0% | 40% | 100% | 100% | 20%
# 2. Inspiration: Great Leaders

Mr. Sun Chhoeun  
Village Chief  
Kampong Speu Province  
Cambodia

“It is possible - 100% sanitation access in 4 months.”
# 3. Concept: Discover, Develop, Deliver

The iterative learning cycle: created by Leadapreneur to promote learning & behaviour change
# 3. Concept: Discover

**Vision:**
A better future

**Purpose:**
Strategic space

**Responsibility:**
Conscious commitment to create, protect and/or sustain something
# 3. Concept: Develop
# 3. Concept: Deliver
Civic Champions in Action
# 4. Success

![Graph showing latrines sold in Kampong Speu Districts from Nov 2013 to July 2014.](image)

**Kampong Speu Districts**

- **Kong Pisei District (SanMark + Civic Champions)**: 59%
- **Oudong District (SanMark + Civic Champions)**: 29%
- **Barseth District (SanMark only)**: Number not specified

**Graph Details**

- **Y-axis**: Number of latrines
- **X-axis**: Kampong Speu Districts

- **Legend**: Water, Sanitation & Hygiene Enterprise Development
# 5. Lessons

1. People are willing to pay for a quality program
2. Attrition is not failure
3. Provide for flexibility in program delivery
4. Peer-determined awards motivate
5. Leadership development can sow the seeds of long-term transformational change
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