

**PROJECT UPDATE**

# Waste Management Market Acceleration

January 2025

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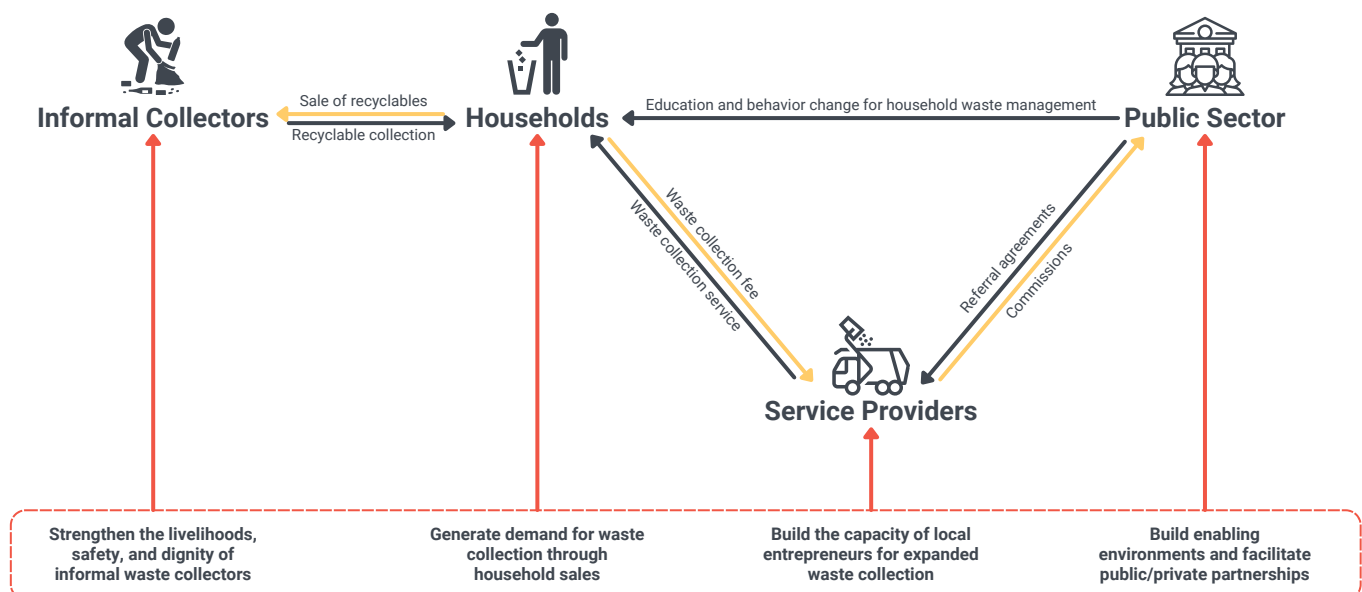


**LONG-TERM VISION:** Catalyze markets for waste collection in all of rural Cambodia. Every household has solid waste collection services at their doorstep.

**SHORT-TERM PROJECT GOAL:** Expand sustainable, environmentally friendly waste collection services to 6,000 rural households and businesses in Boribo District, Kampong Chhnang Province by Sept 2025.

## iDE's approach:

- **Strengthen capacity of waste workers:** Strengthen the livelihoods, safety, and dignity of informal waste collectors through bespoke business and technical training.
- **De-risk business expansion:** Generate demand for fee-based waste collection services through professional sales agents and a community-focused behavior change campaign.
- **Create a supportive waste management business climate:** Collaborate and align objectives with local governments to foster an enabling business climate for rural solid waste management providers. Provide technical support, coaching, and private sector linkages. Team up with local authorities and schools to educate households and children on alternatives to the polluting effects of poor waste management.



# Progress and results to date:

Data as of 31 December 2024

- **Project setup.** Hiring core team, agreements with local partners, kick-off with Provincial and District governments.
- **Baseline analysis of service provider.** Conducted time and motion study to understand baseline routes, number of collection points, bin use, and dumpsite conditions.
- **Developed monitoring, evaluation, research, learning (MERL) systems.** KPIs, data collection systems, dashboards for real-time monitoring.
- **Developed scaling plan.** Identified new territories, truck purchasing timeline, hiring new crews, and projections for financial analysis.
- **Began service expansion.** Sales, support expansion of service, facilitate local government support

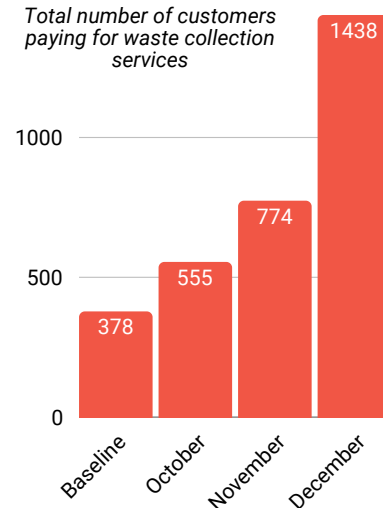
**280%  
customer  
increase**

Compared to a baseline of 378 customers in August 2024, the entrepreneur's waste collection business has expanded 280% to 1468 total customers. The entrepreneur has personally invested in an additional waste truck to meet this increased demand.

**71% sales  
closing  
rate**

When approached by our sales agents, 7 out of every 10 households and small businesses have subscribed to and paid a deposit for weekly waste collection services, indicating a strong demand for waste collection in rural Kampong Chhnang.

Total number of customers paying for waste collection services



## Next steps:

- **Continued implementation.** Expand sales and support entrepreneur to meet increased demand. Continue facilitation of enabling environments through public/private partnerships and support of local authorities.
- **Business capacity building for informal workers.** Strengthen the livelihoods, safety, and dignity of informal waste collectors through tailored gender-focused business trainings.
- **Conduct clean-up events.** Aligned with Ministry of Environment initiatives, support communities to conduct clean-up events.
- **Support school-based community plastic collection points.** Support schools to safely serve as community collection points for plastic bottles.



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