

USAID Municipal Water, Sanitation, and Hygiene Enhances the Capacities of Stakeholders in Côte d'Ivoire

Abidjan, Côte d'Ivoire, September 30-October 1: The USAID [Municipal Water, Sanitation, and Hygiene \(MuniWASH\)](#) activity trained a dozen sanitation Micro, Small, and Medium Enterprises (MSMEs) to support the market and improve the operational reliability of providers and suppliers of sanitation services and products. The training on *Result=Attitude+Competence+Effort* (RACE), an innovative business approach, is based on the concept that positive outcomes result from a combination of the right attitude, competence, and effort.



Training facilitator taking participants through the RACE approach. Photo Credit: USAID/MuniWASH

This training supports the private sector in Côte d'Ivoire in its pioneering role in offering high-quality and affordable sanitation products and services to meet the needs of customers in the local sanitation market. MuniWASH is building the capacities of business managers and its field monitoring assistants who play the crucial role of providing coaching, field supervision to MSMEs, and data collection.

The RACE approach outlines three essential steps for increased sales results — attitude, competence, and effort. First, the MSME identifies the household's sanitation problems and estimates the medium to long term cost or deterioration of the household sanitation situation, should the problems remain unresolved; then the MSME presents a detailed solution to the household; and emphasizes the value of the solution, including the price and cost benefit.

MuniWASH will continue coaching the MSMEs through its field monitoring assistants to help the business owners recruit, train, and employ their own sales agents to create customer demand.

Walking a day in her shoes: USAID engages Abidjan city officials as gender champions

Abidjan, Côte d'Ivoire, October 27: USAID's MuniWASH activity and the Direction Générale de la Décentralisation et du Développement Local (DGDDL) trained 20 participants, including nine women, on fundamental gender concepts in the local development context. The participants included local elected officials and heads of municipal services from the eight targeted municipalities of USAID's MuniWASH Activity in Côte d'Ivoire.

Participants learned definitions of gender, stereotypes, biases, and the roles society ascribes to men and women in family, community, and professional settings. The participants will promote gender at their respective municipalities, carrying out awareness activities targeting the entire municipal council and advocate for deliberate consideration of gender in the organizational and operational management of the municipality.



Participants at the gender workshop. Photo Credit: USAID/MuniWASH

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About the author



Olivier Konan was the communications specialist at Tetra Tech, an American company with an office in Benin and Côte d'Ivoire. He started his career as a journalist after a professional master's in communication. He therefore mastered the relations with the national and international media, as well as the production process in printed, web and digital media. The last two positions he held combined communication and knowledge management functions. He has developed communication plans for organizations as well as knowledge management projects especially for development projects. He is based in Côte d'Ivoire.