



Reframing Success: From Delivering Programs to Designing for Scale

Scaling Community of Practice 7.22.2026
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The Hard Part: Reassessing Our Own Models

Successful Interventions

- ✓ **Strong evidence** of impact for participants
- ✓ Sustained **donor investment** and support
- ✓ **Replicated** across multiple contexts



Scalable Solutions

- ✓ **Simple enough** for local doers to implement
- ✓ **Affordable enough** for local payers to finance
- ✓ **Cost-effective** use of limited resources
- ✓ **Sustainable** within local systems at scale

The hardest lesson: Interventions designed to achieve impact are not always designed to achieve scale.

The Pivot: Designing With the End in Mind

HOW WE DESIGN

Start with the end state

Who will do it?

Who will pay for it?

What must be true when CARE exits?

Design for local ownership:
adoption, implementation,
financing and expansion by
local systems.

HOW WE WORK

Co-design from the outset

Government

Private Sector

Civil Society

Adapt proven solutions to fit
the realities, capacities, and
constraints of future owners.

THE ROLE WE PLAY

**From Implementer
To System Enabler**

Scaling Partner
Convener
Technical Advisor
Capacity Builder

The essential mindset shift: Designing for durable scale means designing for CARE's exit.

Example: Lean Market-Based Sanitation, Zambia

-  Government
-  Private Sector
-  Civil Society



SYSTEM STRENGTHENING

- Regulations 
- Standards + quality assurance  
- Coordinate WASH system actors  
- Technical capacity building   



DEMAND GENERATION

- Awareness + behavior change   
- Community engagement   
- Local champions + early adoption  
- Broader community uptake  



SUPPLY DEVELOPMENT

-   Market assessment
-   Supply + distribution networks
-   Product availability + affordability
-    Entrepreneurial training + finance

Resources



Lean Market-Based Sanitation Partnership Blog

A partnership in scaling, and a commitment to learning in public. In this series, CARE, iDE, and IDInsight share the lessons, challenges, and emerging insights from our effort to design market-based sanitation programs for scale from the start and build solutions that can achieve lasting impact through local systems.

CASE STUDIES

FILTER BY TOPIC

Lean Market-Based Sa... ▾

FOOD AND WATER

Where to test a model built for scaling: Lessons from our market-based sanitation program in Zambia

By IDInsight - July 9, 2026

CARE, iDE, and IDInsight partnered to identify the most suitable location to pilot a scalable market-based sanitation model in sub-Saharan Africa. A data-driven site selection process led to Zambia's Southern Province, highlighting the importance of using evidence, testing models in representative contexts, and validating assumptions through on-the-ground research to improve prospects for scale.

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FOOD AND WATER

Radical collaboration: Why we're building a sanitation partnership the hard way

By CARE Water+ Team - June 18, 2026

In the development sector, true partnership is rare. Learn how CARE, iDE, and IDInsight are overcoming "Not-Invented-Here Syndrome" through a lean, three-way experiment in Zambia to test how market-based sanitation (MBS) can scale sustainably under real-world conditions.

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FOOD AND WATER

Designing for scale: Rethinking what and how we build

By CARE Impact at Scale Team - June 15, 2026

How CARE's inquiry into scale has reshaped our approach to impact. In this first post of a new series, we examine why successful pilots often fail to expand globally and explore what it truly takes to challenge deeply held assumptions and design for lasting, system-level scale.

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