

[Press Releases: UVA Darden School, Concordia and U.S. Department of State's Office of Global Partnerships Announce Sanitation Marketing Systems in Bangladesh as Winner of 2017 P3 Impact Award](#)

Media Note
Office of the Spokesperson

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[The University of Virginia Darden School of Business](#) Institute for Business in Society, Concordia and the [U.S. Department of State's Office of Global Partnerships](#) is pleased to announce during the 2017 Concordia Summit in New York City today, the winner of the fourth annual [P3 Impact Award: *Sanitation Marketing Systems in Bangladesh*](#).

A model public-private partnership (P3) between the Bangladesh Department of Public Health Engineering (DPHE), the Swiss Agency for Development and Cooperation (SDC), UNICEF, iDE, and Rangpur Foundry Ltd. (RFL), the partnership seeks to strengthen the sanitation system in Bangladesh and prevent the spread of disease by facilitating scalable, sustainable access to improved sanitation.

The partnership has, as of June 2017, trained 340 latrine producers – 32 percent of whom are women – who sold over 37,000 improved latrines. Long-term social and economic impacts include improved health and wages saved from avoiding illness, as well as increased skills and employment for latrine producers.

Sanitation Marketing Systems in Bangladesh and four award finalists were featured in a special edition P3 Impact Award article series within the Darden School's thought-leadership publication, [Darden Ideas to Action](#). The series features leading practices and actionable insights from the winner and finalists. It will also continue to be used to develop teaching cases and other materials to share and advance best practices with other public-private partnerships around the world. In addition, *Sanitation Marketing Systems in*

Bangladesh will receive a full scholarship to attend a week-long Darden Executive Education course.

The 2017 award finalists included: [The Accenture and Upwardly Global Partnership](#), [CARE-Cargill Partnership: Nourishing the Future in Central America](#), [Goldman Sachs 10,000 Women](#), and [Partnering for Poultry](#).

For further information, please contact the Office of Global Partnerships at partnerships@state.gov or visit <http://www.state.gov/s/partnerships/>. For media inquiries, please contact Anita Ostrovsky at ostrovskya@state.gov.

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