

## REGIONAL DISSEMINATION OF A NV ECO-CONSTRUCTION MARKET

The territorial deployment methodology is based on the mobilisation of local civil society operator partners (CBO's etc.) and endogenous trainer masons. It combines various components realised over several years, at municipal and regional levels:

- the development of know-how in the eco-construction sector through the training and employment of young rural people and local artisan;
- a response to private and community construction needs;
- the establishment of an incentive scheme for green building for rural families;
- the mobilisation of a panel of stakeholders allowing the emergence of a business environment conducive to the sustainability of the NV market.

**In order to meet the expectations of Sahelian populations, AVN proposes the iterative deployment of this methodology in new zones, resulting in a regional and national network of distribution centres for the NV eco-construction market.**



### STRONG POINTS OF THE PROPOSAL

- ➔ **The support of AVN's solutions and systems** by operator partners from local communities who are well established in the areas of intervention;
- ➔ **A cascading deployment allowing a functional integration of the different actors:** AVN branch offices, local and regional operator partners, endogenous trainer masons, etc. ;
- ➔ **The transfer of skills in favour of operator partners** enabling them to act effectively on the emergence and growth of the market, including in threatened and insecure environments;
- ➔ **A municipal approach:** choice of municipalities according to the targeting of operator partners, concerted implementation of the methodology by the three main stakeholders (operator partners, endogenous trainer masons, and AVN), viral dissemination of the eco-construction market to neighbouring municipalities;
- ➔ **A regional approach:** choice of regions based on the targeting of partner umbrella organisations responsible for coordinating, at scale and over time, the deployment of the methodology and the growth of the NV market;
- ➔ **The inclusion of this territorial deployment methodology in a nationwide dissemination system.**



### EXAMPLES OF INSERTION IN INTEGRATED DEVELOPMENT SYSTEMS

- Rural development
- Vocational training and employment
- Climate adaptation and mitigation
- Water, sanitation and hygiene
- Gender
- Public policies
- Infrastructures

### DOCUMENTATION

**Diffusion of the NV : Strategy, methodology and partner roles**

**Deployment of the programme** (FR)

**Results and impacts**

