

SuSanA personas

September 18th 2017

- The following slides present information derived from the market survey and qualitative interviews with 20 SuSanA stakeholders. This information was converted into descriptions of ‘average’ profiles of professionals from specific constituencies that are (potentially) using or engaging with SuSanA
- Percentages or ranked preferences (#...) indicate the average responses for the target groups that is represented by the persona (e.g. NGO, Donor, etc.). An overview of the number of respondents that form the basis for these values for each persona is listed on the last slide.
- Text in *italics* are additions that are based on qualitative information from the interviews or the open survey questions or that was added to make the profile more tangible. Some information was also used from the report of WaterAid’s survey on ‘the experiences and perception of SuSanA and Knowledge Management need’.
- Information on what each of the personas likes or dislikes about SuSanA was derived and adapted from individual responses to qualitative questions of the survey.
- Targets and messages are based on working sessions with the SuSanA project team and are initial suggestions that are meant as food for thought not as recommendations.
- In any case where specific organizations are mentioned the intention is to draw a more tangible picture of a representative from a specific target group. This does not reflect the views or behaviour of the organizations mentioned, nor does it describe any real people.

SuSanA Persona 1

THE STUDENT: James (26) from Durban, South Africa

Phd Student, researching (45%) scalability of WASH solutions in the context of urban development in small towns in South Africa at University of KwaZulu-Natal, studied one year in Germany

WASH INTERESTS

- Research, knowledge mngt. (44%)
- Operation and maintenance of water supply and sanitation systems (28%)
- Training, community health promotion (17%)

INTERACTION WITH SUSANA

- Visited the SuSanA website (81%) *a few times, specifically he searched for documents in the library*
- Read the discussion forum (72%); *a couple of the forum posts to find information on technical specifications*
- Posted in the forum (25%), *to ask about scalable sanitation approaches that have proven viable in South Africa*
- *Created an account for the forum but he forgot the account details.*

RECEIVING KNOWLEDGE

Likes to learn through:

- #1: Reads text books, papers, websites
- #2: Through his research activities
- #3: Workshops and conferences, *mostly in South Africa*
- #4: Person-to-person with fellow students, lecturers and those sector professionals he knows

Looks for information in/on:

- #1: Peer-reviewed journal papers
- #2: Websites of key sector organizations (UNESCO-IHE, cawst.org, sswm.info, ircwash.org)
- #3-5: Project reports, books, case studies

Stays up-to-date through:

- #1: Newsletters, *of which he only reads the one from JOSHwaterjobs regularly*
- #2: Websites he follows
- #3: Colleagues and friends
- #4: Social media (facebook (63%) or LinkedIn (44%))

SHARING KNOWLEDGE OLINE

- Post on social media (42%)
- Post in a forum (26%) or blog (13%)
- Upload to an online library or website (25%)

What:

- Links to interesting articles (72%)
- Project information (66%) or case studies (66%)
- Personal knowledge and experiences (59%) or research document - in this case results of his work (53%)

SuSanA Persona 1 (cont.) - THE STUDENT: James (26) from Durban, South Africa

NEEDS

- *Complete his research; seeks information for his research*
- *Position himself to get a job at an international organization.*
- *Support to participate in sanitation-related events*

Website that:

- #1: Provides information that is relevant
- #2: Provides information that has been reviewed
- #3: Is easy to navigate, *why can't knowledge platforms be as intuitive as itunes?!*

CHALLENGES

Finding information on the following topics:

- Mostly: Policy and regulation (46%), technical designs (46%) and links to other sectors (44%)
- Followed by: Financing (43%) and behaviour change (42%)

What prevents him from finding sanitation information:

- #1: Cost of accessing materials
- #2: Too much information to sort through
- #3: Poor internet connection

LIKES ABOUT SUSANA

- Makes information accessible
- Has found interesting publications in the library
- Existence of WG 6 focussing on cities and WG 10 with focus on operation, maintenance and sustainable services
- WG leads and some of the people behind SuSanA seem very knowledgeable, James would like to engage with them

DISLIKES ABOUT SUSANA

- Needs another account with log-in details
- No connection to/interaction with sanitation end-users
- Does not really like the case studies
- Announcements of interesting conferences and events but not in Durban and no support to attend them
- Feels that he does not benefit much, beyond finding some additional publications

TARGETS:

- ❖ James asks other SuSanA members for the information he needs
- ❖ James regularly visits the SuSanA website
- ❖ James chooses research topics that are relevant for or trending on SuSanA (e.g. on-site solutions, etc.)

MESSAGE:

Let the SuSanA community find the most relevant publications for you
Convert your research into future solutions. Access the sanitation community.

SuSanA Persona 2

INGO: Faiham (35) from Khulna, Bangladesh

Programme officer in WaterAid Bangladesh's Urban WASH programme. Has a Msc. in Civil Engineering, 8 years experience and is engaged in design and construction of sanitation facilities (38%).

WASH INTERESTS

- Design and construction (33%)
- Training, community health promotion (33%)
- Management (e.g. organizational strategy, administration) (12%)

INTERACTION WITH SUSANA

- Visited the SuSanA website (74%) *a few times and downloaded the publication 'Sustainable Sanitation in cities: a framework for action' from the Library, when he was conducting a Google search for methodologies he could use for the programme.*
- Read the discussion forum (54%); *when he was looking for more information on a container toiler that was being developed by MoSan in Bangladesh*
- Participated in a Webinar (21%)

RECEIVING KNOWLEDGE

Likes to learn through:

- #1: *His projects (On the job)*
- #2: *Workshops and conferences, at district and national level*
- #3: *Person-to-person with colleagues from WaterAid and other national and international NGOs in Bangladesh*
- #4: *Reading (e.g. text books, papers, websites)*

Looks for information in/on:

- #1: *Websites of key sector organizations*
- #2: *Comprehensive project reports of other WaterAid projects and sometimes*
- #3: *Case studies*

Stays up-to-date through:

- #1: *Colleagues and friends*
- #2: *Websites he follows*
- #3: *Newsletters, possibly including SuSanA's*
- #4: *Attend sector meetings*

SHARING KNOWLEDGE ONLINE

- *Post/share on social media (46%)*
- *Upload to an online library or website (30%), contributed to a few publications about projects that were uploaded to a number of libraries.*
- *Post in a forum (29%) or blog (16%), has compiled some of his experiences in a news items for the WaterAid website*

What:

- *Personal knowledge and experiences (71%)*
- *Case studies (69%) or project information (67%)*
- *Links to interesting articles (52%) or materials (51%)*

SuSanA Persona 2 (cont.) - INGO: Faiham (35) from Khulna, Bangladesh

NEEDS

- *Implement his work well and effectively to meet performance targets and project objectives*
- *Guidelines and tools that can be used for the implementation of specific programme activities*
- *Finding the right information on technical designs, behaviour change, links to other sectors and financing*

Website that:

- #1: Provides information that is relevant
- #2: Guidelines and toolkits
- #3: Information that is easy to understand

LIKES ABOUT SUSANA

- SuSanA Library
- Has found interesting publications in the library
- Existence of WGs 1, 4, 6 and 13
- WaterAid colleagues are engaged in SuSanA and the logo is visible
- Specific focus on Sanitation

TARGETS:

- ❖ Faiham asks other SuSanA members for the information he needs
- ❖ Faiham provides technical expertise / guidance to other SuSanA partners
- ❖ Faiham applies concept of sustainable sanitation in the B-desh context and feeds back to SuSanA what works

MESSAGE:

Let the SuSanA community help you to implement successful project
Find practical information, tools and partners to develop sustainable sanitation facilities

CHALLENGES

Finding information on the following topics:

- Mostly: Technical, behaviour change, links to other sectors and financing (all 45%)
- All others around 40%

What prevents him from finding sanitation information:

- #1: Too much information to sort through
- #2: Poor internet connection
- #3: Cost of accessing materials

DISLIKES ABOUT SUSANA

- Abstract discussions/concepts cannot be applied on the ground
- Lengthy discussions in the forum are not attractive to read
- Prefers face-to-face engagement and the few SuSanA events are not accessible for him
- Not fully understood SuSanA and how it ties in with my work expectations at WaterAid
- Hardly knows any of the forum members - are they knowledgeable about his questions?

SuSanA Persona 3

Sanitation Guru: Jack (64) from Sussex, UK

Recently retired. Worked in sanitation projects for WSP, Oxfam and ODI before becoming an independent consultant. 30 years of experience. Board member in 3 sanitation networks and organizations.

WASH INTERESTS

- *Policy and legislation*
- *Ensuring sustainability considerations are considered during project planning*
- *Identifying success factors for sanitation projects*

INTERACTION WITH SUSANA

- *Participated in several SuSanA member meetings*
- *Made a presentation during a Webinar*
- *Good working relationship with a SuSanA consultant / secretariat staff from previous project*
- *Knows half of the Core Group members personally*

RECEIVING KNOWLEDGE

Likes to learn through:

- #1: Discussions with experienced sanitation professionals
- #2: International conferences
- #4: Reading (e.g. text books, papers, websites)

Looks for information in/on:

- #1: Websites of key sector organizations
- #2: Comprehensive project reports
- #3: Case studies

Stays up-to-date through:

- #1: Colleagues and friends
- #2: Workshops and conferences
- #3: Strategy documents from key sector organizations
- #4: Attends sector meetings

Not very active on social media

SHARING KNOWLEDGE ONLINE

- Has written numerous publications and developed guidelines and toolkits that are available online
- Writes opinion pieces
- Lately wrote his first two articles for the guardian's water column

What:

- Shares personal knowledge and experiences
- Information on successes and failures based on different case studies
- Background information about tools and methodological approaches

SuSanA Persona 3 (cont.) - Sanitation Guru: Jack (64) from Sussex, UK

NEEDS

- *A way to continue conveying his experiences to the WASH community*
- *A means to stay up to date*
- *An audience*
- *Questions related to project challenges*
- *A way of making a contribution without fixed obligations and too much time commitment*

CHALLENGES

Finding information on the following topics:

- New developments (technical and socio-economic)
- New names for the same old stuff

What prevents him from finding sanitation information:

- #1: Not working on the ground anymore
- #2: Too much information to sort through
- #3: Not fond of social media

LIKES ABOUT SUSANA

- Works on a lean budget and is not a typical sector organization
- Recognizes a number of knowledgeable experts
- The intention of establishing 'one voice'
- Provides him a platform to share his knowledge

DISLIKES ABOUT SUSANA

- Does not understand how the forum platform works
- Too much information that is not organized in a accessible way
- Prefers face-to-face engagement and thinks SuSanA should organize an annual conference
- Not fully convinced of the added value of network organizations
- Not fully convinced of the added value of network organizations

TARGETS:

- ❖ Jack shares his experiences with SuSanA members who need to find solutions for project challenges
- ❖ Jack is willing to advise selected projects that are implemented as cooperation system
- ❖ Jack uses his contacts to help position SuSanA well vis-à-vis key sector organizations and donors

MESSAGE:

Share your experience and help the next generation in solving the sanitation challenge
Stay up to date and help shape tomorrow's sanitation community

SuSanA Persona 4

Consultant: Samson (42) from Mukono, Uganda

Independent consultant, specialized in design and construction of sanitation facilities (35%). Works primarily in Uganda in cooperation with local government, international NGOs and GIZ.

WASH INTERESTS

- Design and construction (42%)
- Training, community health promotion (15%)
- Research and knowledge management (14%)

INTERACTION WITH SUSANA

- Visits the SuSanA website (78%) *fairly regularly to find publications*
- Read the discussion forum (65%) *to stay up to date and better understand potential clients*
- Posted in the forum (26%) *has posted a couple of times in the working groups section of the forum to share information about project he worked for*
- *Another consultant he works with closely participated in a TDS (20%), which he then read*

RECEIVING KNOWLEDGE

Likes to learn through:

- #1: *His projects* (On the job)
- #2: Workshops and conferences
- #4: Reading (e.g. text books, papers, websites)
- #3: Person-to-person, *largely in the context of his assignments*

Looks for information in/on:

- #1: Comprehensive project reports, *including project evaluations provided by his contractors*
- #2: Websites of key sector organizations
- #3: Case studies

Stays up-to-date through:

- #1: Websites he follows
- #2: Newsletters, *possibly including SuSanA's*
- #3: Colleagues and friends
- #4: Reads discussion forum posts

LinkedIn is most important social media channel

SHARING KNOWLEDGE ONLINE

- Post/share on social media (45%)
- Post in a forum (35%) or blog (19%)
- Upload to an online library or website (25%), *contributed to a few publications about projects that were uploaded to a number of libraries.*

What:

- Personal knowledge and experiences (75%)
- Project information (73%) or case studies (72%)
- Links to interesting articles (58%)

SuSanA Persona 4 (cont.) - Consultant: Samson (42) from Mukono, Uganda

NEEDS

- *Information on project financing and project tenders and to a lesser degree on technical specifications.*
- *Opportunities to engage with potential clients*
- *A platform to position himself well, e.g. with a profile that shows his skills and experiences (this is why he is active on LinkedIn)*

Website that:

- #1: Provides information that has been reviewed, is accurate
- #2: Project information and case studies are available
- #3: Provides information that is relevant

LIKES ABOUT SUSANA

- Knowledgeable group of participants, including a number of potential clients
- Has found interesting publications in the library
- The idea that you can ask a question and experts provide answers (could ideally save time)
- Newsletter updates, though few links are relevant for him

TARGETS:

- ❖ Samson asks other SuSanA members for the information he needs
- ❖ Samson regularly contributes to the forum possibly in a specific area of interest to him
- ❖ Samson finds relevant tools and publications, uses them in his projects (and lets SuSanA know that he did)

MESSAGE:

Engage with the sanitation community, share experiences and find project opportunities
Make your life easier. Ask the sanitation community.

CHALLENGES

Finding information on the following topics:

- Financing (53%)
- Technical (e.g. design, operation, maintenance) (46%)

What prevents him from finding sanitation information:

- #1: Too much information to sort through
- #2: Cost of accessing materials
- #3: I do not have enough time to look

DISLIKES ABOUT SUSANA

- Needs another account with log-in details (easy participation ranks third for forums)
- Much of the information on the forum is not relevant for him
- Information is not well organized
- Does not understand the concept of being a SuSanA member, because he just wants to access information
- Not really implementing projects or events in Uganda/East Africa

SuSanA Persona 5

National NGO: Priya* (45) from Pune, India

*It is assumed that max. 20% NGO workers are actually women

Project manager for an ODF campaign of an NGO, that focusses on awareness raising (25%) and development of sanitation facilities (29%) in rural areas of Maharashtra.

WASH INTERESTS

- Training, community health promotion (39%)
- Design and construction (23%)
- Research, knowledge management (11%)

INTERACTION WITH SUSANA

- Visited the SuSanA website (75%), more particularly the section dedicated to the India chapter
- Read the discussion forum (54%); *when is looking for specific information and she tends to read what people she knows write*
- Participated in a Thematic Discussion Series (20%) on *the Swachh Bharat Mission (Gramin - rural)*.

RECEIVING KNOWLEDGE

Likes to learn through:

- #1: Workshops and conferences, *mostly in Pune*
- #2: *Her projects* (On the job)
- #3: Person-to-person with colleagues from the NGO community in Maharashtra
- #4: Reading (e.g. text books, papers, websites)

Looks for information in/on:

- #1: Websites of key sector organizations
- #2: Comprehensive project reports *from own NGO, district government and other NGOs*
- #3: Case studies; *particular interest in soft interventions*

Stays up-to-date through:

- #1: Newsletters, *possibly including SuSanA's*
- #2: Colleagues and friends
- #3: Attend sector meetings
- #4: Websites he follows

Facebook is most important social media channel (75%)

SHARING KNOWLEDGE ONLINE

- Post/share on social media (48%)
- Post in a forum (31%) or blog (18%), *has contributed to a few entries in the Hindi Water Portal*
- Upload to an online library or website (26%), *contributed to a few publications about projects that were uploaded to a number of libraries.*

What:

- Project information (74%) or case studies (68%)
- Personal knowledge and experiences (78%)
- Links to interesting articles (55%) or materials (53%)

SuSanA Persona 5 (cont.) - National NGO: Priya (45) from Pune, India

NEEDS

- *Information on project financing and project tenders and to a lesser degree on technical specifications.*

Website that provides:

- #1: Information that is relevant to her
- #2: Project information and case studies
- #3: Information that has been reviewed, is accurate
- #4: Information that is easy to understand

LIKES ABOUT SUSANA

- The SuSanA India section
- That there are many members from Indian organisations she works with
- The Thematic Discussion Series of the India chapter
- Has found interesting publications in the library

TARGETS:

- ❖ Priya tells SuSanA what knowledge / information she needs
- ❖ Priya provides feedback on the usability of tools/concepts/technologies that are shared on the SuSanA platform
- ❖ Priya shares her experiences on promoting sustainable sanitation through her projects

MESSAGE:

Connect and make you work known across the sanitation community
Access global knowledge for more successful local sanitation projects
Share with others what works and what doesn't in your context

CHALLENGES

Finding information on the following topics:

- Financing (60%)
- Technical (47%) and links to other sectors (45%)
- Behaviour change (41%) and community mobilization (41%)

What prevents him from finding sanitation information:

- #1: Cost of accessing materials
- #2: Too much information to sort through
- #3: Poor internet connection

DISLIKES ABOUT SUSANA

- Abstract discussions/concepts cannot be applied on the ground
- In India old-school face-to-face engagement is needed to make a difference. SuSanA does not reach those on the ground.
- The forum is not very accessible: discussions are long and not organized in a ways that she finds what she is looking for.
- Not clear how she could benefit from engaging with SuSanA and the India chapter

SuSanA Persona 6

gov. official: Joseph (45)
from Nairobi, Kenya

Senior officer in the department for rural health services at the Ministry of Health (43% national public sector; 11% engaged in policy). Coordinates projects in Naivasha county and develops the new county health policies.

WASH INTERESTS

- Training, community health promotion (29%)
- Design and construction (27%)
- Research, knowledge management and management (e.g. organizational strategy, administration) (both around 11%)

INTERACTION WITH SUSANA

- Visited the SuSanA website (68%) *a few times and read WG 1's fact sheet. He liked the key messages and read a few more as inspiration for the new county policy*
- A few of his colleagues read the discussion forum (57%) but he thought the threads were too long

RECEIVING KNOWLEDGE

Likes to learn through:

- #1: Workshops and conferences, *at the ministry and workshops with development organizations (preferably outside of Nairobi)*
- #2: On the job
- #3: Reading (e.g. text books, papers, websites)

Looks for information in/on:

- #1: Websites of key sector organizations
- #2: Comprehensive project reports
- #3: Case studies (*submitted for the joint sector review*)

Stays up-to-date through:

- #1: Newsletters
- #2: Colleagues and friends
- #3: Websites he follows
- #4: Attend sector meetings

Facebook is most important social media channel (59%)

SHARING KNOWLEDGE ONLINE

- Post/share on social media (38%)
- Post in a forum (38%) or blog (12%)
- Upload to an online library or website (30%)

What:

- Personal knowledge and experiences (66%)
- Project information (62%) or Case studies (61%)
- Materials (59%)

SuSanA Persona 6 (cont.) - gov. official: Joseph (45) from Naivasha, Kenya

NEEDS

- *A safe space to ask questions without being subject to public or NGO scrutiny that could jeopardize his career*
- *Specific information related to sanitation policies and governance*
- *Guidance to find the rights standards and specifications to be able to engage better with the projects he coordinates*

Website that provides:

- #1: Information that is relevant
- #2: Information that is easy to understand
- #3: Information that has been reviewed, is accurate

LIKES ABOUT SUSANA

- Some of the guidelines are very helpful
- Likes easy to understand key messages, strategies and instruments of the WG fact sheets
- That it is free of charge
- Strong focus on Africa

TARGETS:

- ❖ Joseph refers to SuSanA as the go-to-platform for innovative sanitation solutions
- ❖ Joseph tells SuSanA (members) what type of information he needs
- ❖ Joseph provides feedback how the concept of sustainable sanitation could be supported by public actors

MESSAGE:

Use SuSanA.org. Get your sanitation projects to work!
Engage with the SuSanA community to shape tomorrow's sanitation policy
Tap international expertise for better local sanitation policy

CHALLENGES

Finding information on the following topics:

- Financing (53%)
- Policy and regulation (49%)
- Technical (44%) and links to other sectors (42%)

What prevents him from finding sanitation information:

- #1: Cost of accessing materials
- #2: Poor internet connection
- #3: Too much information to sort through

DISLIKES ABOUT SUSANA

- Besides knowledge dissemination should also provide financial support on a limited basis on topics relevant for sustainable sanitation
- Should find a more suitable format to interact with officials from government and public authorities
- The focus on small scale interventions and academic research is not so relevant
- Should do more than 'talk'

SuSanA Persona 7

donor: Rose (45) from
Mania, Philippines

Officer of ADB's Metro Manila Water and Sanitation Development project. Supports policy development processes (16%) and manages several contracts for the design and construction of sanitation facilities (21%).

WASH INTERESTS

- Design and construction (24%)
- Management (23%)
- Training, community health promotion (19%)

INTERACTION WITH SUSANA

- Visited the SuSanA website (68%) *a few times, particularly when the bank was developing the Water Supply and Sanitation Sector Assessment, Strategy, and Road Map for the Philippines*
- Colleagues of hers posted in the discussion forum (27%) or a Thematic Discussion Series (24%)

RECEIVING KNOWLEDGE

Likes to learn through:

- #1: On the job
- #2: Workshops and conferences, *international, Asia and national*
- #3: Person to person, *mostly in internal workshops, donor group meetings and meetings with consultants and partners*

Looks for information in/on:

- #1: Websites of key sector organizations
- #2: Comprehensive project reports, *particularly ADB project evaluations and interim reports*
- #3: Case studies

Stays up-to-date through:

- #1: Newsletters
- #2: Colleagues and friends
- #3: Websites he follows
- #4: Attend sector meetings

LinkedIn is most important social media channel (57%)

SHARING KNOWLEDGE ONLINE

- Post/share on social media (51%)
- Post in a forum (41%) or blog (13%)
- Present in a Webinar (25%)

What:

- Case studies (72%)
- Personal knowledge and experiences (65%)
- Project information or links to interesting Articles (both 56%)

SuSanA Persona 7 (cont.) - donor: Rose (45) from Manila, Philippines

NEEDS

- *Identify fundable projects*
- *Specific information related to sanitation policies and governance*
- *Guidance to identify sustainable sanitation projects and information that enables her to better engage with the projects she funds*

Website that provides:

- #1: Project information and case studies
- #2: Information that has been selected and organized
- #3: Information that has been reviewed, is accurate

LIKES ABOUT SUSANA

- Knowledgeable experts in charge of the Working Groups
- Seems to be lots of experts that could be reached out to
- Comprehensive library
- Seems like there is actual exchange happening
- Likes easy to understand key messages, strategies and instruments of the WG fact sheets

TARGETS:

- ❖ Rose encourages experts from her projects to engage with the SuSanA platform and network
- ❖ Rose shares information on sanitation financing with SuSanA members
- ❖ Rose explores engagement with/funding for SuSanA to strengthen network and services in South East Asia

MESSAGE:

Work hand-in-hand with SuSanA's expert community to advance sanitation in South East Asia
Let the sanitation community tap you knowledge on financing. It will pay off in better projects

CHALLENGES

Finding information on the following topics:

- Links to other sector (58%)
- Financing (43%)
- Specific to a particular context (40%)

What prevents him from finding sanitation information:

- #1: I do not have enough time to look and Too much information to sort through
- #2: Cost of accessing materials

DISLIKES ABOUT SUSANA

- Government officials are key but not sufficiently engaged
- Website is difficult to navigate and she does not find the information she is looking for easily.
- Forum is not structured in a way that she finds the discussions she is interested in.
- Bias towards small scale interventions and Africa, whereas she is focusing on large scale infrastructure and Asia.
- Missing new topics

SuSanA Persona 8
**CBO: Alex (50) from
Matsagoni (Kilifi), Kenya**

Project manager for the development of a public toilet (22% design and construction) *for the Kilifi Forest Community Group. Has been involved in community politics over the past 15 years. Also owns a shop.*

23% of CBOs engage in awareness raising and 17% in training

WASH INTERESTS

- Training, community health promotion (54%)
- Design and construction (25%)
- Research, knowledge management (7%)

INTERACTION WITH SUSANA

- Visits the SuSanA website (68%) *fairly regularly, when the Kilifi Forest Group is working on a sanitation project*
- Reads the discussion forum (61%) to learn more about how community sanitation projects can be developed
- *A colleague from a neighboring community was invited to a SuSanA meeting once (26%)*

RECEIVING KNOWLEDGE

Likes to learn through:

- #1: Workshops and conferences
- #2: Person to person, *with community members and NGOs active in the area*
- #3: On the job

Looks for information in/on:

- #1: Websites of key sector organizations
- #2: Case studies (*submitted for the joint sector review*)
- #3: Comprehensive project reports

Stays up-to-date through:

- #1: Newsletters
- #2: Colleagues and friends
- #3: Websites he follows
- #4: Attend conferences (local or regional meetings are most important for networking)

Facebook is most important social media channel (68%)

SHARING KNOWLEDGE ONLINE

- Post/share on social media (52%)
- Post in a forum (32%) or blog (15%)
- Upload to an online library or website (26%)

What:

- Project information (73%) or Case studies (63%)
- Personal knowledge and experiences (69%)
- Materials (47%)

SuSanA Persona 8 (cont.) - CBO: Alex (50) from Matsagoni (Kilifi), Kenya

NEEDS

- *Practical documents, templates and designs he can use for the development of the public toilet block*
- *Guidance for community mobilization for the financing and maintenance of the facility*
- *Support to run the facility in a sustainable way (e.g. establishing a business model)*
- *Practical trainings and information on relevant tenders*

Website that provides:

- #1: Project information and case studies
- #2: Information that is relevant to his context (rural Kenya)
- #3: Information that is easy to understand

LIKES ABOUT SUSANA

- Finds some of the discussions very insightful
- Comprehensiveness of the information
- Links to other organizations
- Regular information updates through mail
- That he can ask experts for support

TARGETS:

- ❖ Alex identifies with SuSanA and utilizes / exploits the products of SuSanA.
- ❖ Alex provides feedback which information products are most helpful
- ❖ Alex shares his experiences with SuSanA

CHALLENGES

Finding information on the following topics:

- Financing (55%)
- Behaviour change (50%) and community mobilization (49%)

What prevents him from finding sanitation information:

- #1: Cost of accessing materials
- #2: Poor internet connection and too much information to sort through (both almost same level)

DISLIKES ABOUT SUSANA

- Not enough initiatives to bring members from the region in touch
- Too few members at local level
- Prefers videos over written documents
- *'I only wish I had the confidence and (more importantly) the time to explore more fully the topics of my research interests in the field of sanitation.'*
- SuSanA partners do not work actively in his community
- Not enough sector news

MESSAGE:

Visit SuSanA to get all the information you need to run your WASH business (proposals, examples, templates, guidelines...)
Let us know what knowledge is applicable and we'll source more of it

SuSanA Persona 9

Implementing agency / int. NGO: Michael (36) Bremen, Germany

Planning and back-stopping officer for BORDA's WASH programmes in Western Africa. Rotates between HQ and field offices 3 - 5 years.

WASH INTERESTS

- *Financing, particularly funding opportunities for projects*
- Design and construction (33%) for Decentralized Water Treatment Solutions
- Training, community health promotion (33%)

INTERACTION WITH SUSANA

- Could well be a member already
- Has participated in several SuSanA meetings or events
- Has curated content and led special topic discussions through in-kind contributions.
- *Knows many SuSanA members through the projects he coordinates in West Africa*

RECEIVING KNOWLEDGE

Likes to learn through:

- #1: *His projects (On the job)*
- #2: Workshops and conferences, *at district and national level*
- #3: *Person-to-person with colleagues from WaterAid and other national and international NGOs in Bangladesh*
- #4: Reading (e.g. text books, papers, websites)

Looks for information in/on:

- #1: Websites of key sector organizations
- #2: *Comprehensive project reports of other WatreAid projects and sometimes*
- #3: Case studies

Stays up-to-date through:

- #1: Colleagues and friends
- #2: Websites he follows
- #3: Newsletters, *possibly including SuSanA's*
- #4: Attend sector meetings

SHARING KNOWLEDGE ONLINE

- Post on social media (42%)
- Post in a forum (26%) or blog (13%)
- Upload to an online library or website (25%)

What:

- Links to interesting articles (72%)
- Project information (66%) or case studies (66%)
- Personal knowledge and experiences (59%) or research document - in this case results of his work (53%)

SuSanA Persona 9 (cont.) - CBO: Michael (36) from Bremen, Germany

NEEDS

- Contacts to organizations that do high quality sanitation work in West Africa
- An overview of ongoing activities in West Africa
- Relevant publications and resources for his work in francophone West Africa

Website that provides:

- #1: Information that is relevant (match-making)
- #2: Guidelines and toolkits
- #3: Information that is easy to understand

LIKES ABOUT SUSANA

- After some time he now understands the platform and nows where he can find what he needs
- The exchange with the network has helped in positioning services in the context of the global sustainable agenda
- Possibility to share project results and experiences beyond project timeline
- SuSanA member meetings in Stockholm

TARGETS:

- ❖ Michael engages actively in SuSanA, curating relevant content and contributing to working groups and thematic discussion series
- ❖ Michael provides technical expertise / guidance to other SuSanA partners

CHALLENGES

- SuSanA Platform is not his first priority on a daily basis: the SuSanA work is competing with his responsibility in the projects he manages in his paid job.
- Finding adequate technical specifications for his work context and guidance that considers the cultural context in different countries

What prevents him from finding sanitation information:

- #1: Too much information to sort through
- #2: I do not have enough time to look

DISLIKES ABOUT SUSANA

- That there are a number of very dominant members
- Only the 'usual suspects' engage on the SuSanA platform
- Not enough engagement from the grass roots level and from government officials
- Visibility of SuSanA is low in West Africa, because of lack of events and tangible activities on the ground

MESSAGE: Reach out to more than XX.000 sanitation professionals with your message!
The sanitation opportunity: Position yourself and your organization
Show engagement. Lead the discussion.

Information basis for SuSanA personas

Persona	For target group	# of survey respondents from target group
James	Students & academia	93
Faiham	INGO	493
Jack	Sanitation Guru	Based on qualitative interviews
Samson	Consultant / entrepreneur	442
Priya	NGO	305
Joseph	Government official	171
Rose	Donor	83
Alex	CBO	159
Michael	INGO / implementing agency	576 and qualitative interviews