

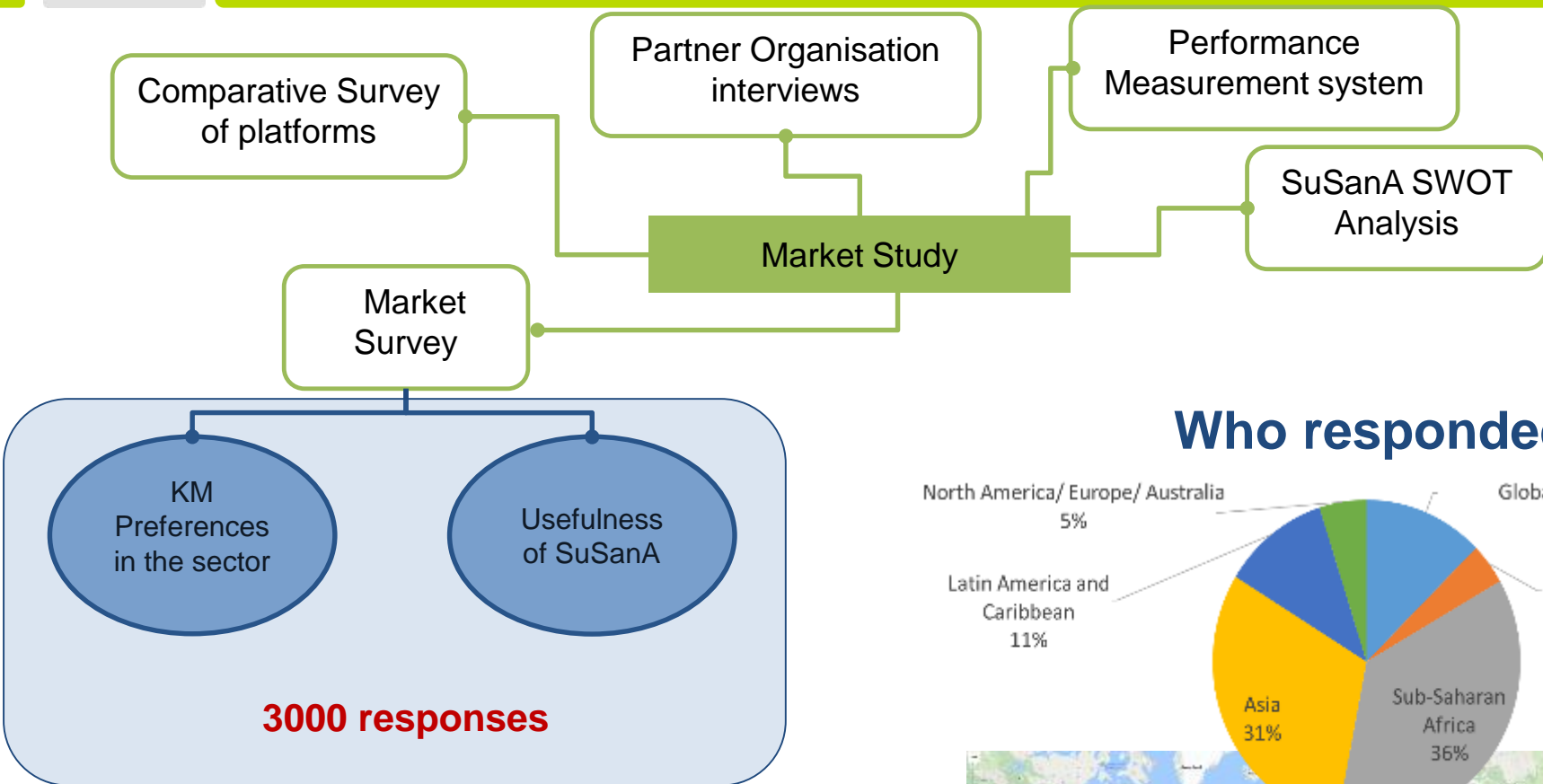


sustainable  
sanitation  
alliance

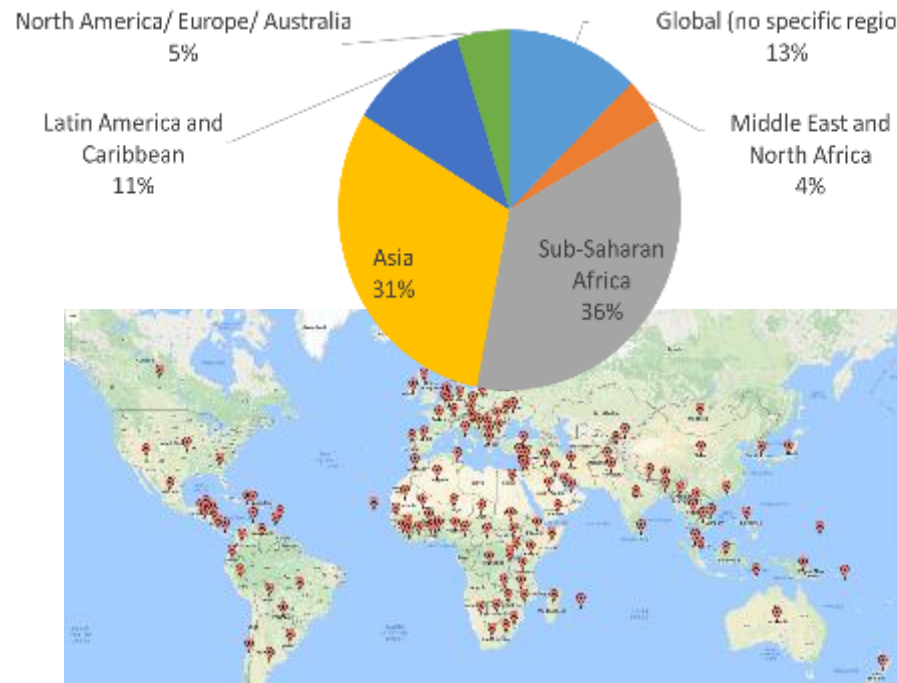
## **Understanding the Knowledge Management and Capacity Development needs of SuSanA's stakeholders**

Shobana Srinivasan  
SuSanA Secretariat

# Market Study

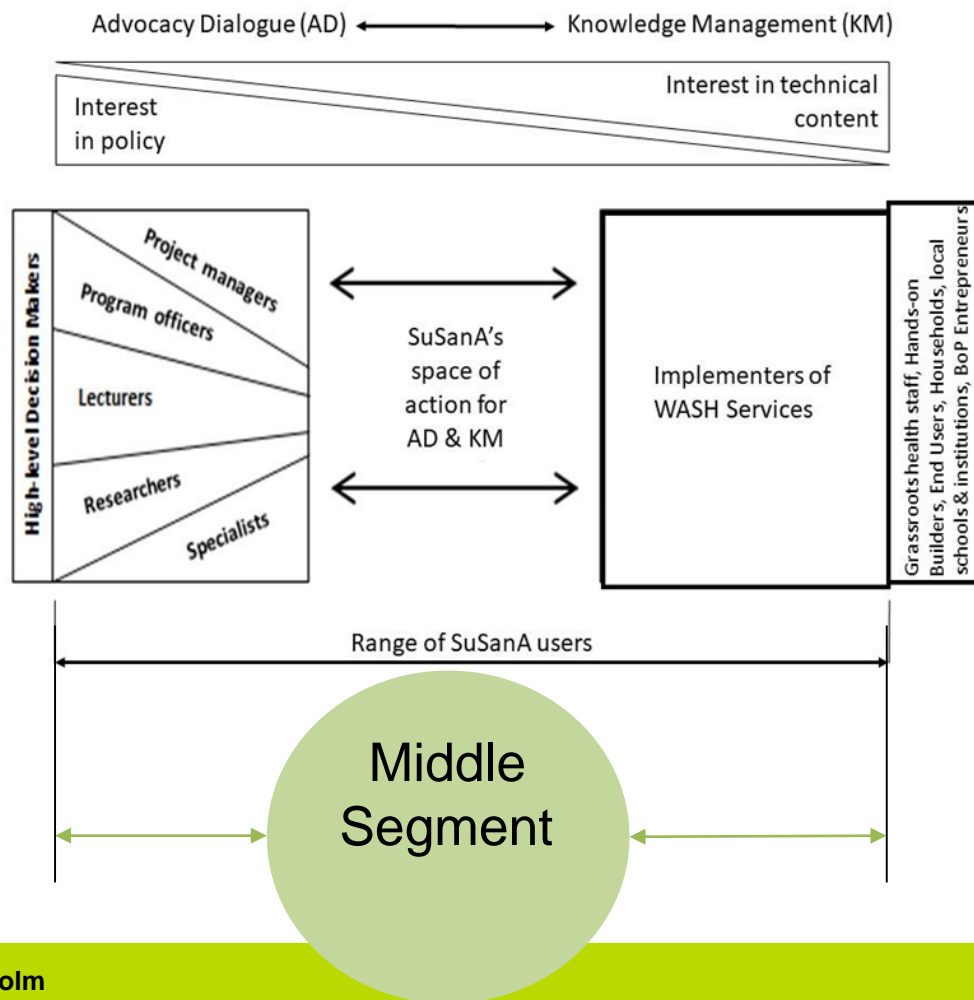


## Who responded ?

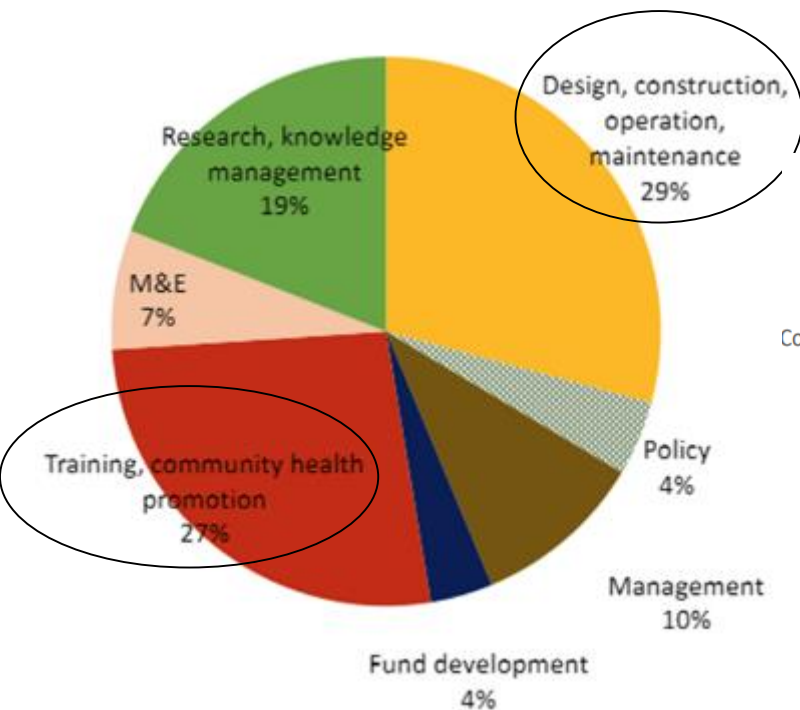


# Core components of the Stakeholder Study

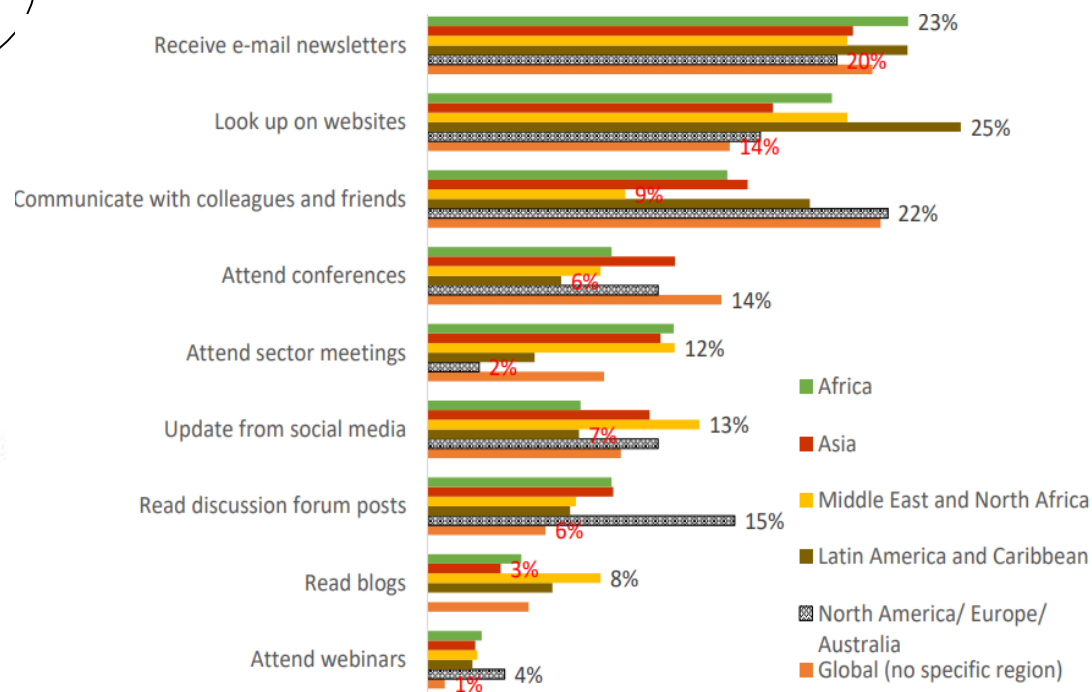
- Information management
- Knowledge sharing
- Learning processes
- Communication



## Area of interest

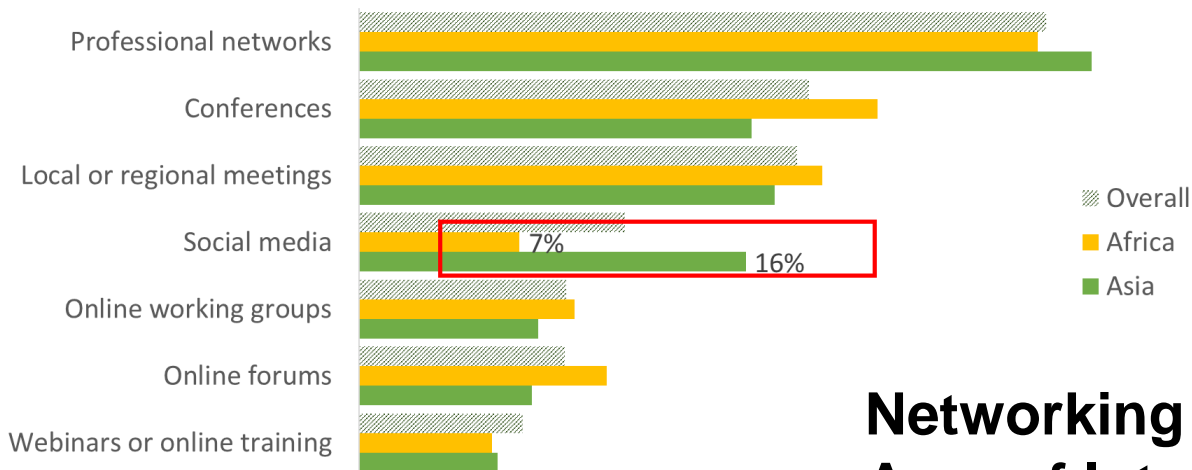


## Preferences for staying up to date

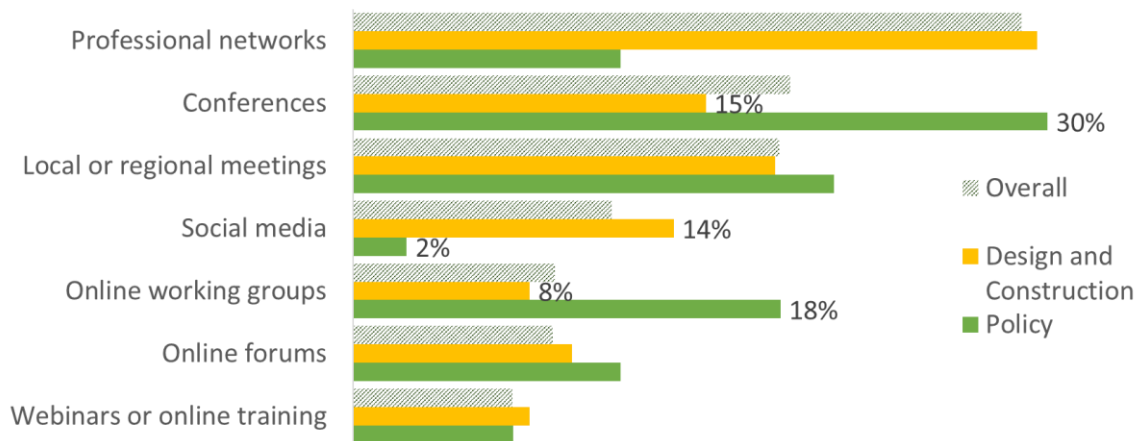


# Survey Results

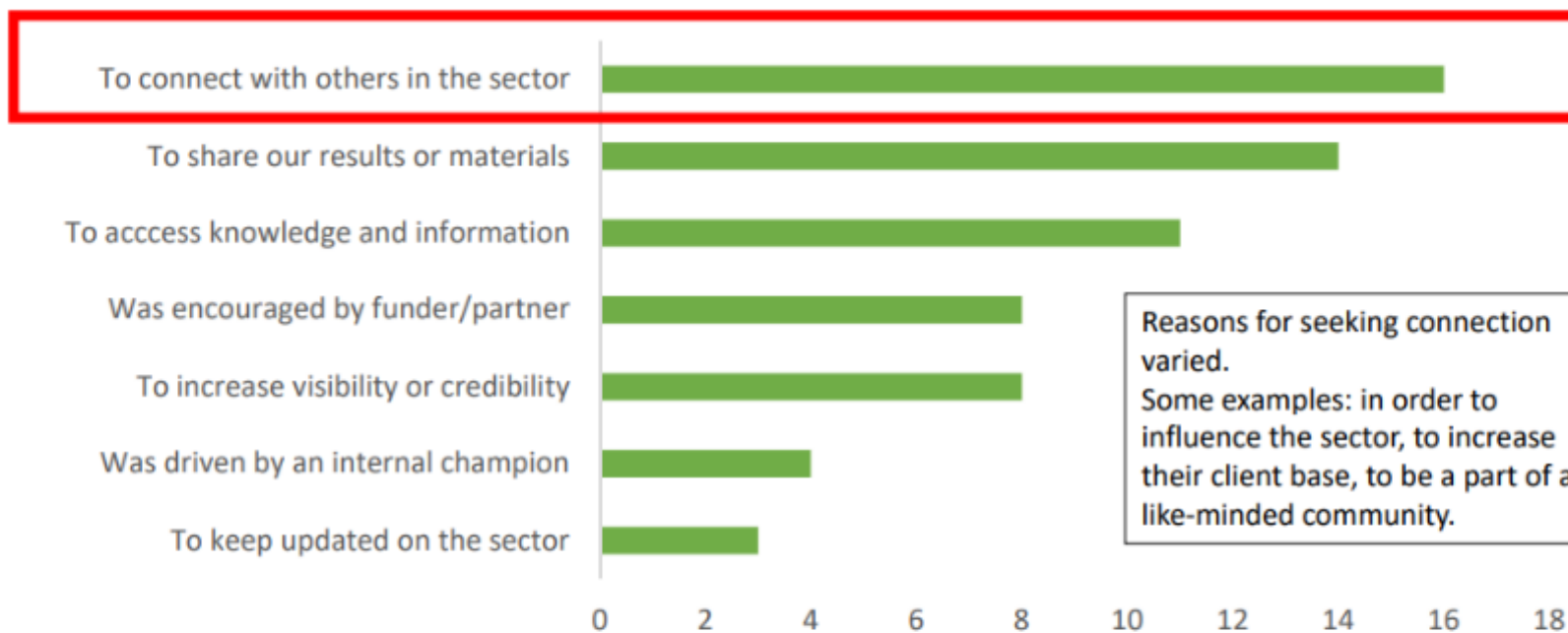
## Networking Preferences – Regional



## Networking Preferences – Area of Interest

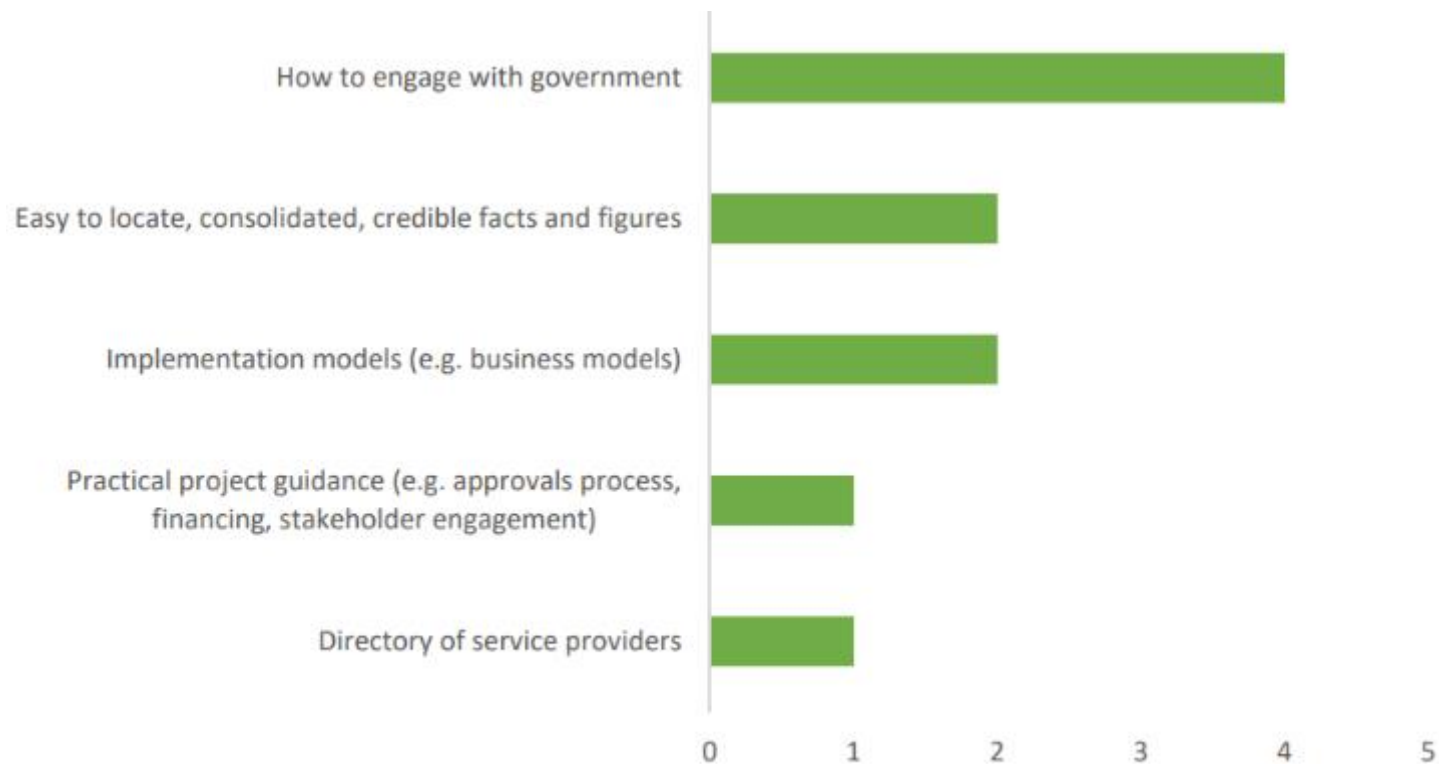


## Reasons to connect with SuSanA



Reasons for seeking connection varied.  
Some examples: in order to influence the sector, to increase their client base, to be a part of a like-minded community.

## Knowledge gaps

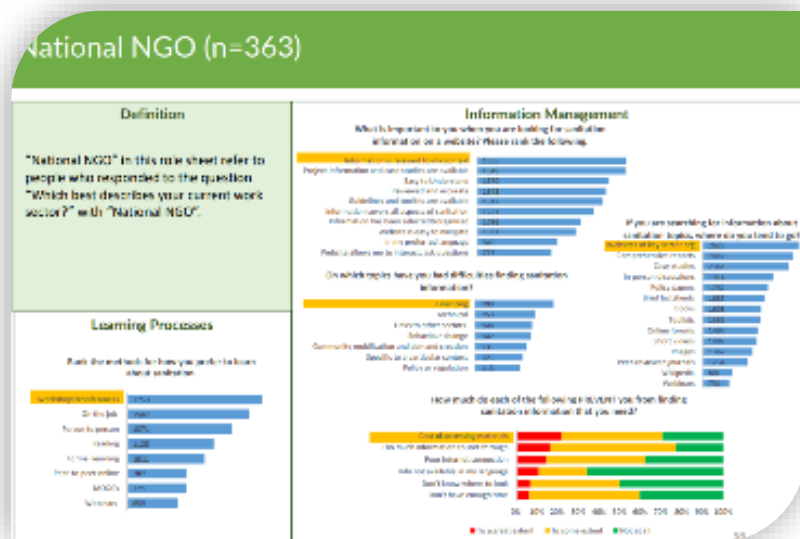


## How can KM be improved to support SDG 6

- Increase in transparency
- Consolidation, validation and curation
- Regional information
- Advocacy
- Public awareness
- Informing decision makers
- Link to the bigger picture
- Connecting finance opportunities
- Information is reliable
- Need more face to face interaction
- Link public and private sector
- Monitoring beyond the project
- More collaboration
- Linking civil society with universities, engage with other sectors



# Persona Concept



Consolidation of survey results

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

**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 her 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

**LIKES ABOUT SUSANA**

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

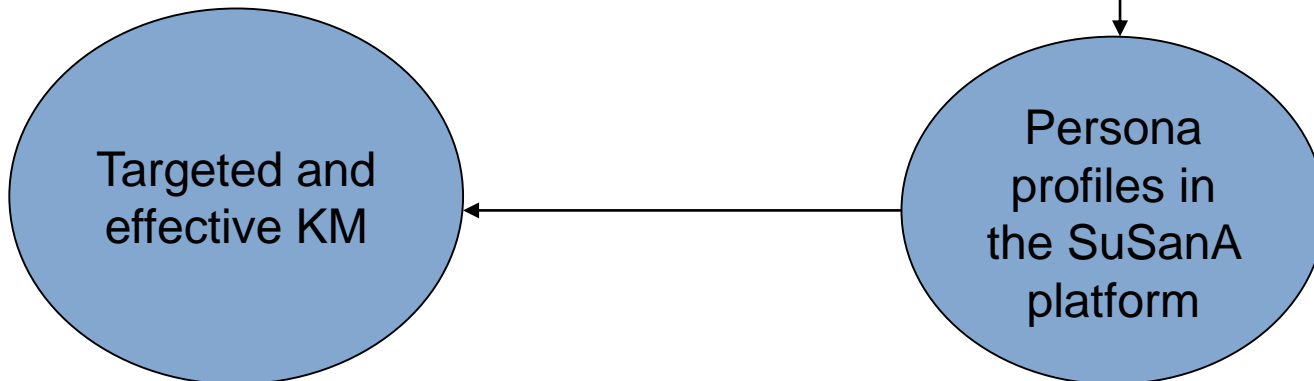
**TARGETS:**

- Priya engages more regularly in the forum to source relevant information for her projects
- 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

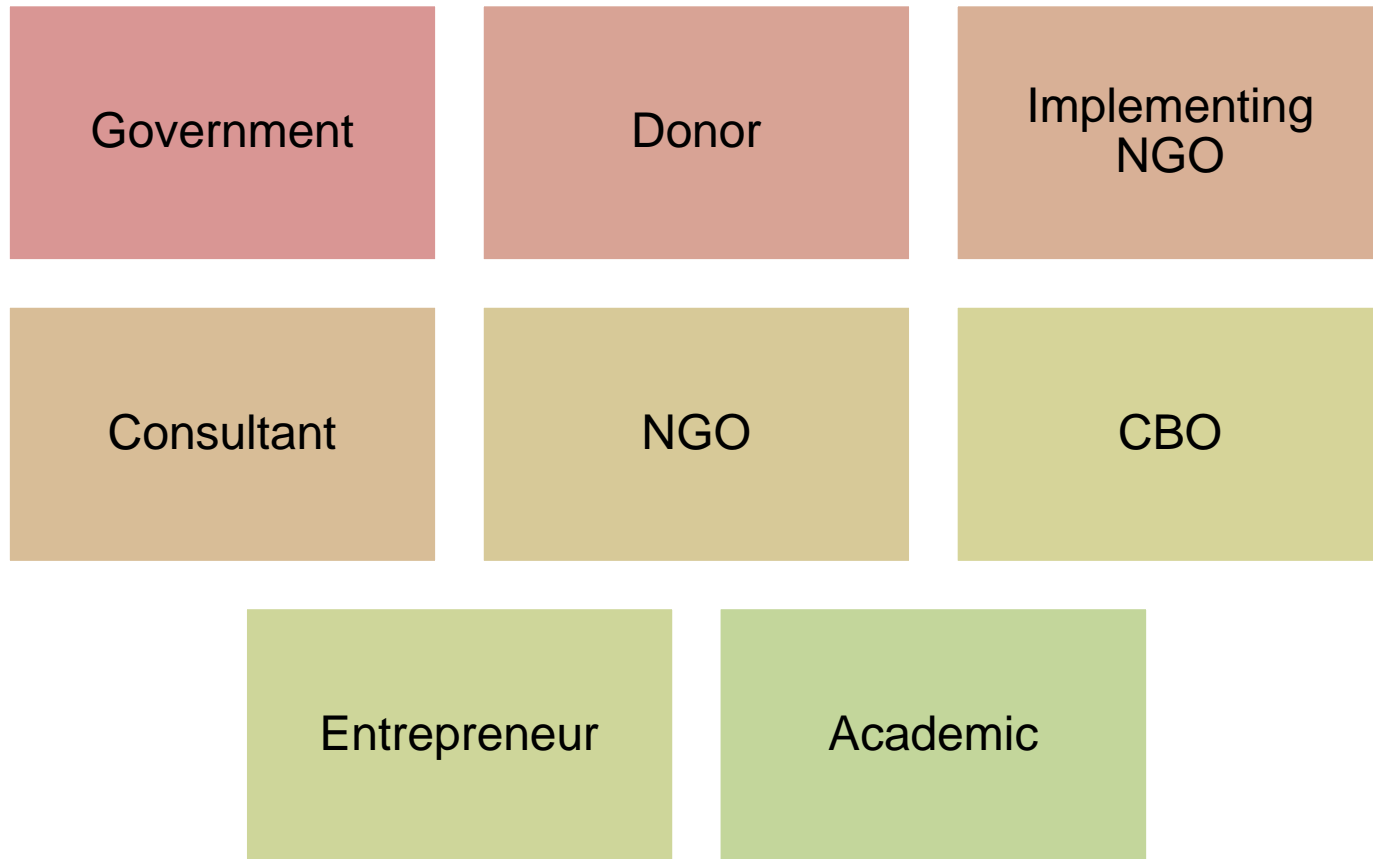
**MESSAGE:**

Make you work known across the sanitation community  
 Access global knowledge for more successful local sanitation projects

Assigned profiles with specific interests



# Personas identified from the Study



# Persona in detail – NGO worker

## 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 she 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%)

# Persona in detail – NGO worker

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

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### MESSAGE:

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# Thank you!

- Get in touch with the SuSanA Secretariat! 😊

