

# Synthesis of SuSanA's regional outreach / targeting



# Original specifications from the ToR

## Section 5 - Regional outreach/targeting

- which regions of the world are most active on the SuSanA forum and website and why.
- which regions should SuSanA be targeting in order to increase SuSanA's impact.
- whether regional chapters are a useful and attractive approach to increase impact, how they could work, including the services/products users expect.
- what the most promising untapped regional markets are, and why.
- what organisations SuSanA should be reaching out to.
- identify key communications channels and tools for reaching regional markets and feed these into the Communications Strategy.

# About this presentation

The information presented on the following slides is based on:

- interviews with eight members or representatives of host organizations from the India and MENA chapter
- interviews with eight SuSanA core group members
- data from the online market survey

The views expressed in this document do not represent those of the authors but are a synthesis of the responses from the interviews.

# Purpose of the analysis of the regional outreach / targeting

Throughout the implementation of the market study the scope of the analysis of regional outreach/targeting was reduced, as the market survey was shortened (e.g. contact details were not collected and questions on demand and communication channels were deleted).

The analysis provides information to address two key questions:

- Where is regional outreach/targeting needed?

Identifying the most promising untapped regions, to be targeted by SuSanA provides a basis to prioritize SuSanA's communication efforts at regional level.

- How should regional outreach/targeting be designed?

Answering this question will provide guidance how SuSanA should communicate at the regional level to achieve its knowledge management objectives.

# What does the analysis have to provide on **‘Where regional outreach / targeting is needed’**

The analysis should help identifying the most promising untapped regions, which SuSanA may target to increase impact. For this purpose the analysis will provide regionally disaggregated information on

**01**

## **Requirements**

To ensure alignment with SuSanA’s mandate

**02**

## **Sanitation coverage**

as a proxy for need to advance sustainable sanitation

**03**

## **Membership distribution**

by regions

**04**

## **Demand by partners**

who would like to contribute to a regional chapter

# Requirements

There needs to be an opportunity to advance sustainable sanitation through mechanisms that are in line with how SuSanA adds value:

- Prevent duplication of efforts by motivating match-making
- Establish what defines sustainable sanitation in a specific context
- Contribute to building consensus wherever possible to unify the sector in a country
- Local champions want to be supported through SuSanA as an international sounding board and are willing to pay for these services
- Internationally there is somebody who initiates and manages the related cooperation system

# SuSanA Secretariat perspective

- India: Argyam was interested to support financially and the first chapter was established with support from the secretariat
- MENA: Chapter is being established with initial activities implemented, under a cooperation system supported by German gov. agencies and SDC
- West Africa: Initial discussions took place a couple of years ago with Population Services International (PSI)
- Latin America: Initial discussions took place with Agua Tuya Bolivia
- Central Asia: Interest expressed by Women in Europe for a Common Future
- East Africa: In line with donor interests but no steps have been taken yet towards a regional chapter
- China: Membership too limited to be able to engage

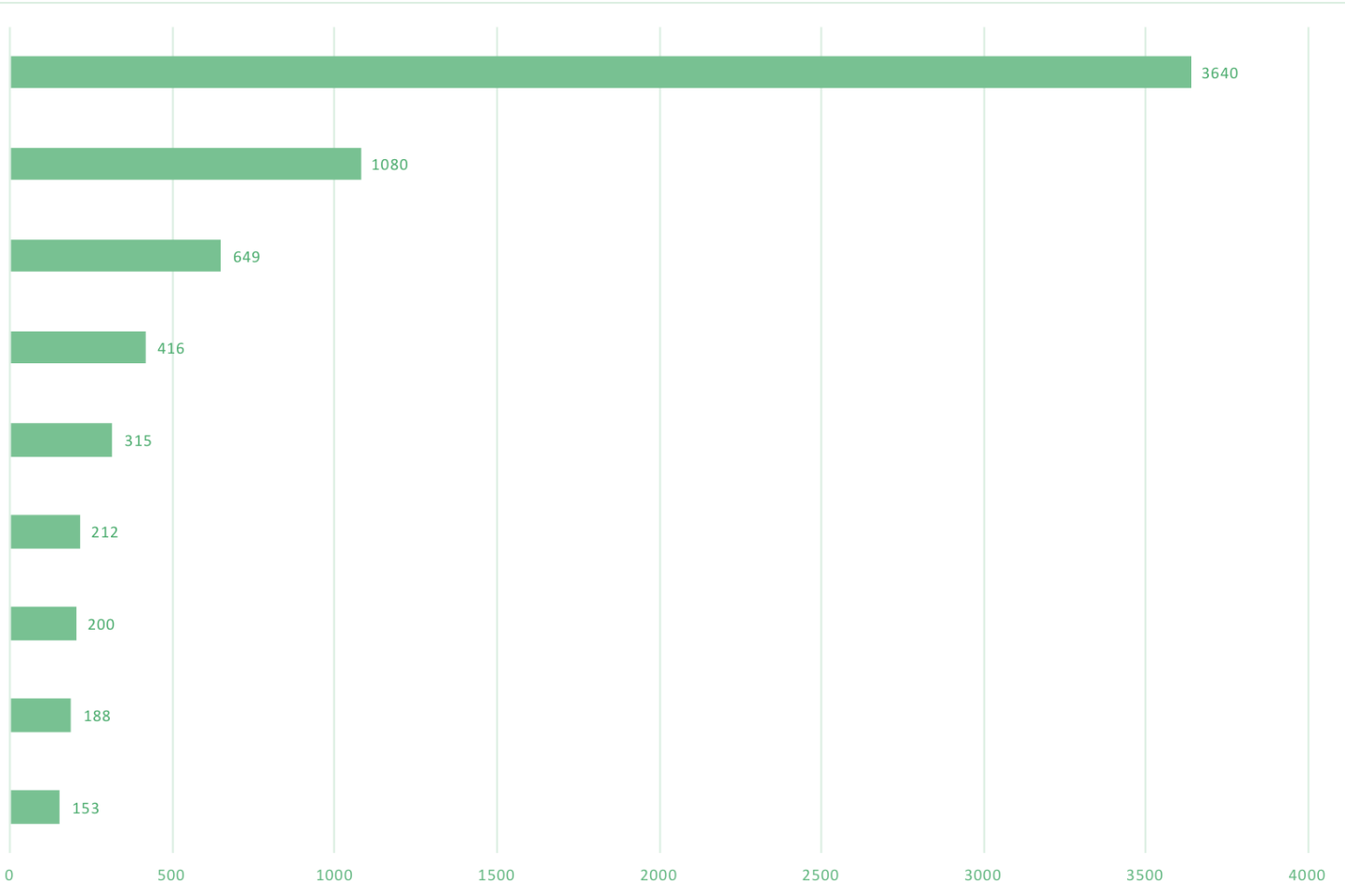
# Sanitation Coverage by Region

Region	% without access to improved sanitation	Population without access to improved sanitation
MENA	8%	45.671.667
South Asia	55%	<b>969.626.979</b>
Latin America & Caribbean	17%	107.176.448
Caucasus & Central Asia	16%	48.796.462
East Asia & Pacific	23%	<b>526.545.505</b>
West Africa	<b>75%</b>	273.027.083
East Africa	<b>74%</b>	226.837.897
Central & Southern Africa	<b>62%</b>	202.854.968
Europe	7%	59.973.854
USA and Canada	0%	73.172



# Languages of SuSanA members

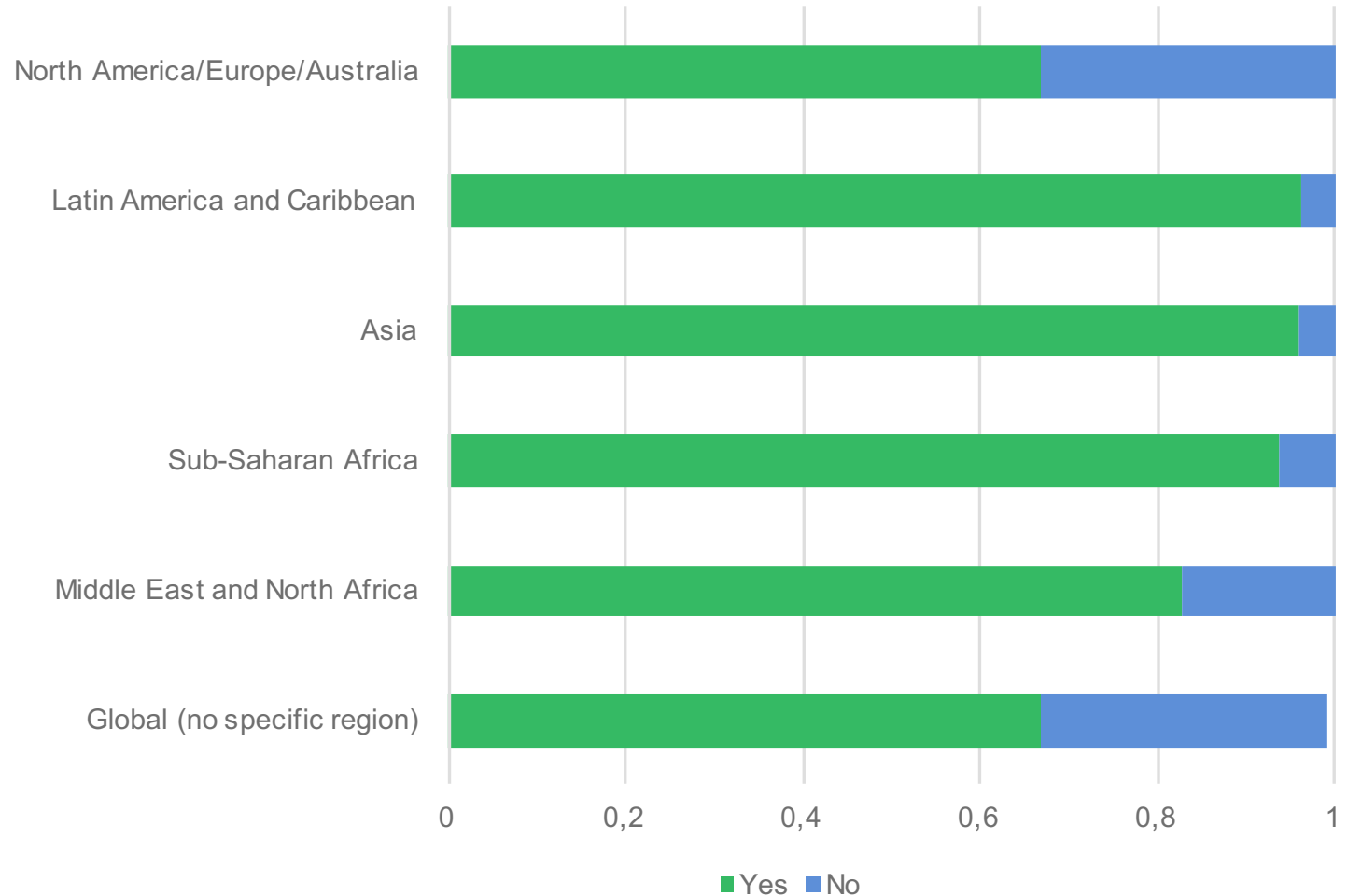
3640	English
1080	Hindi / English
649	German
416	French
315	Spanish
200	Dutch
212	Arabic
188	Bangla
153	Nepali



# Demand

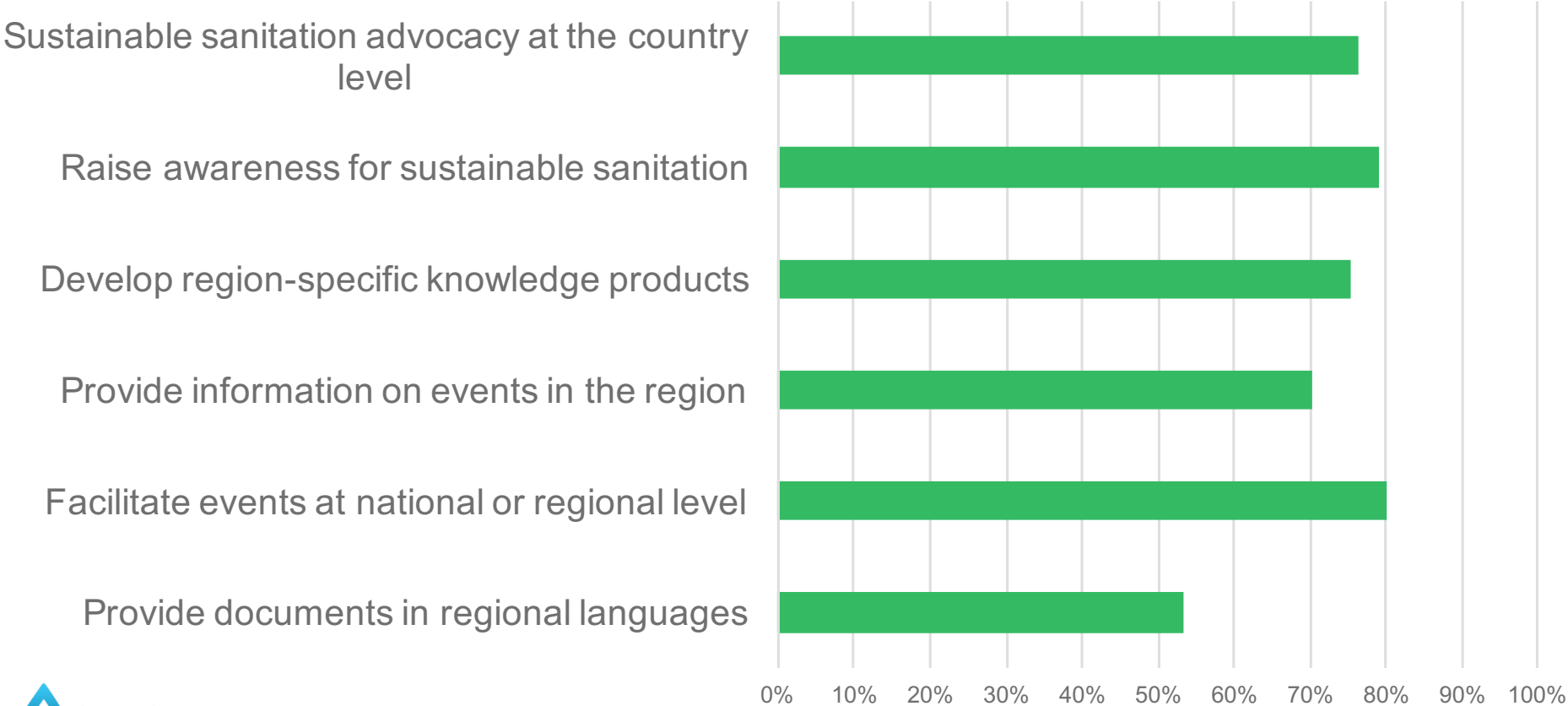
90% of SuSanA members who responded to the survey think that a regional chapter would be helpful for the work in their region.

Respondents from different regions expect regional chapters to add value to their work as follows:



# Demand (cont.)

Respondents suggest that regional chapters should offer:



# What does the analysis have to provide on 'How regional outreach / targeting should be designed'

## 01 Take SuSanA's existing experiences on regional outreach/targeting into account...

and consider opportunities and challenges for outreach and targeting at a regional level as a basis to identify effective and feasible communication activities at the regional level.

## 02 Analyse the existing India and MENA chapters\* to...

compile information to allow SuSanA to determine whether and which aspects of regional chapters are a useful and attractive approach to increase impact, considering their effectiveness, relevance, efficiency, and financial viability.

\* Chapters have been created within SuSanA with the aim of better connecting to the regions and local needs, and to make SuSanA knowledge products and service more accessible on the ground.

# Background of existing regional chapters

## India

Starting point: In India there was a well established partner who wanted to take a lead in adapting SuSanA to the Indian context

Target groups:

At rural level those households that are engaged in the government programme to build sanitation facilities

At urban level the institutions engaged in the planning and implementation of the governments sanitation programme

## MENA

Starting point: In MENA there was a vacuum of local partners and an existing group of international organizations, who wanted to address this gap

Target group:

Youth and university graduates, who seek to make a difference and can be engaged in finding and adapting sanitation solutions

Water and sanitation organizations that are willing to lobby for and advance the sustainable sanitation agenda in the region

# Achievements

## India

- Launched in May 2016
- Thematic discussions on the India Sanitation Mission (urban and rural separately) were organized and compiled into a State of the Sector Report
- Two more thematic discussion series (on corporate engagement and faecal sludge management)
- Currently around 2,000 members
- A white paper was developed, that is used by members to engage companies
- Member meeting was organized in Chennai (linked to FSM4)

## MENA

- Formerly established (including advisory board) and launched at Arab Water Week
- Thematic Discussion Series was organized on the SuSanA Forum and in a dedicated Facebook group
- Currently around 41 active partners including four new local partners
- Partners (informally) start to target SuSanA members from the region with up-coming training opportunities
- Organized a project competition
- Dedicated section on the SuSanA website launched
- Arabic literature compiled and uploaded to library
- Funding proposal has been developed

# Challenges of India Chapter

- It was challenging to convey what SuSanA India was about (that it was not the same thing as SuSanA)
- Members still do not have a clear understanding what benefits they get out of SuSanA India
- Lack of feed on the ground, limits the chapters ability to deliver value to members
- The small number of active SuSanA India members is a limiting factor. The chapter needs to move beyond this.
- Members were engaged, drawing on different networks. This was easy with those who were already engaged with SuSanA (particularly international organizations) but required significant efforts to wheel in new ones
- Difficult to engage people in the forum, because of usability challenges
- SuSanA and SuSanA India work on an abstract conceptual level and have not yet managed align concepts with realities on the ground
- Not possible to cooperate with all relevant actors: E.g. cooperation with BMGF financed KM network around DASRA only partly established, who have a similar approach and mission as SuSanA
- Regional activities need to be clearly communicated to manage expectations

# Challenges of MENA Chapter

- SuSanA is not known very well in the region
- Chapter has been largely developed by international organizations
- Still unclear what the benefits are for local partners
- Outreach is challenging with few local partners and no physical activities
- Traditional SuSanA formats (e.g. thematic discussion series, publications, etc.) are not an attractive format in the socio-cultural context
- Cultural and religious sensitivities related to the topic
- The MENA chapter requires different products and services and a different approach than SuSanA or the India chapter



# What is needed to enhance knowledge management

## India Chapter responses:

- Cultural localization of sanitation related knowledge (more important than mere translation). This would require SuSanA India to work regionally (e.g. chapters in different states) to build local networks.
- SuSanA India has to deepen dialogue. Interviewee: 'For this it has to look seriously at building local networks to get knowledge communication going.'
- Processing and adapting knowledge products to make them meaningful for the government's sanitation programme
- Vertical and horizontal learning. Due to very hierarchical political structures it is important to effectively share learnings in both these dimensions.
- Smart portals and glossy papers only do not work here; Old-school face-to-face interaction is needed. This requires strong partners on the ground that disseminate relevant information.

# What is needed to enhance knowledge management

## MENA Chapter responses:

- Establish an overview of available regional knowledge documents, knowledge hubs, resource persons and current activities as a basis to reach out and build a community in a systematic way
- Develop content that addresses regional specific barriers and provides culturally adapted solution
- A way to easily connect stakeholders involved in sustainable sanitation and those whose awareness we want to raise
- Virtual and physical knowledge exchange among experts within and beyond the region through trainings, workshops, joint projects, etc.
- Use a cascade of tangible activities to engage members and ‘show that the chapter is actually doing more than talking’ (e.g. short courses, where young people create solutions → develop ideas what can be done → develop a tool or approach → plan the implementation → provide small grants for piloting → Support fund raising for scaling of activities)

# Motivation, expectations & recommendations of hosts

## India Chapter responses:

- SuSanA should release the local chapters and let them run on their own. SuSanA has to 'reimagine' the regional chapters.
- The relationship between SuSanA and the India chapter needs to gradually become loser
- There is a need for more permanence to the office, more people (8-10 full-time staff) for at least a three year duration to build an agenda and network.
- Need to develop a specific communication strategy for SuSanA India
- Existing networks, platforms and organizations need to be recognized more strongly. SuSanA could incentivize their engagement by providing them more visibility.
- SuSanA should continue providing global learnings and relevant experiences from other countries.
- Many international organizations have not partnered with ISC yet but engage with SuSanA India due to institutional relationships. SuSanA should foster such engagement to complement local networks.

# Motivation, expectations & recommendations of hosts

## MENA Chapter responses:

- In order to prepare adapted materials the chapter needs to foster volunteering contribution and have paid coordinators who gather all the materials and further elaborate them into quality products.
- Chapter needs to ensure high visibility through the production of content, organizing events, networking meetings, webinars, etc.
- A yearly SuSanA MENA chapter meeting could be attached to the Stockholm or Arab Water Week meetings.
- Ideally joint initiatives or research activities would be implemented under the patronage of the MENA chapter to foster exchange and coordination among members.

# Expectations & expectations of MENA members

Most survey respondents from India think that SuSanA regional chapters should engage in awareness raising (82%) and facilitate events (79%) or develop region specific knowledge (78%).

## India Chapter member responses:

- A platform that allows for knowledge exchange related to quickly expanding sanitation activities in different states/geographical locations. Interviewee: 'I sit in Bangalore and I do not know what Mumbai is doing.'
- A series of small videos in Hindi, which would try to highlight the sanitation issues on the ground
- Divided opinion on social media: '*I would love to see SuSanA more active on social media*' vs. '*social media is important but should not be overestimated*'

# Expectations & expectations of MENA members

Most survey respondents from the MENA region think that SuSanA regional chapters should facilitate events (86%) and engage in advocacy efforts (77%)

## **MENA Chapter member responses:**

- A platform that collects existing information and experiences from the region and makes them accessible for anyone
- Services could include trainings, information workshops, forums, a literature database, case studies and joint projects / initiatives
- A database of resource persons, consultants, and organizations working on sustainable sanitation solutions in the region.
- An Arabic – English translation tool could add value