The follow are the components of the market survey.

1. A KM needs user survey which was sent to the following mailing lists:
   1. SuSanA, CAWST, and Seecon (about 25,000 unique emails),
   2. 27 WaterAid Ghana staff
   3. RSWN (approximately 3500 emails),
   4. Newsletters for USAID (*Sanitation Updates)*, WSSCC and GWP,
   5. IISD WATER listserv,
   6. LinkedIn lists for WSSCC and GWP,
   7. and the Unicef country offices
2. Interviews of the following:
   1. 30 professionals from within SuSanA partner organizations to better understand their KM needs and interest in SuSanA,
   2. 9 interviews from SuSanA core members and staff of the Secretariat to inform a SWOT analysis of SuSanA,
   3. and 8 key informants associated with the MENA and India regional chapters to assess regional potential
3. The above two activities (1&2) resulted in the following:
   1. *Market Study* Report (in PowerPoint),
   2. 10 identified “Personas” to support the development of communication strategy recommendations
   3. and an analysis of SuSanA’s regional outreach/targeting
4. SWOT analysis of SuSanA’s main attributes
5. Comparison of over 120 WASH KM and networking organizations
6. The two above activities (4&5) resulted in a relative ranking to highlight the average, lead, and SuSanA’s market values in key KM products and services
7. Mapping of 50 organisations that specialise in knowledge management surrounding SDG 6 and those for other associated SDGs
8. Consultation and verification of tentative results with SuSanA Core Group representatives and development of elements for the communication strategy during a series of meetings in Stockholm.
9. Recommendations for the Communications Strategy
10. Performance Measurement System including KPIs (Logical Model, Performance Measurement & guidance for adaptation)