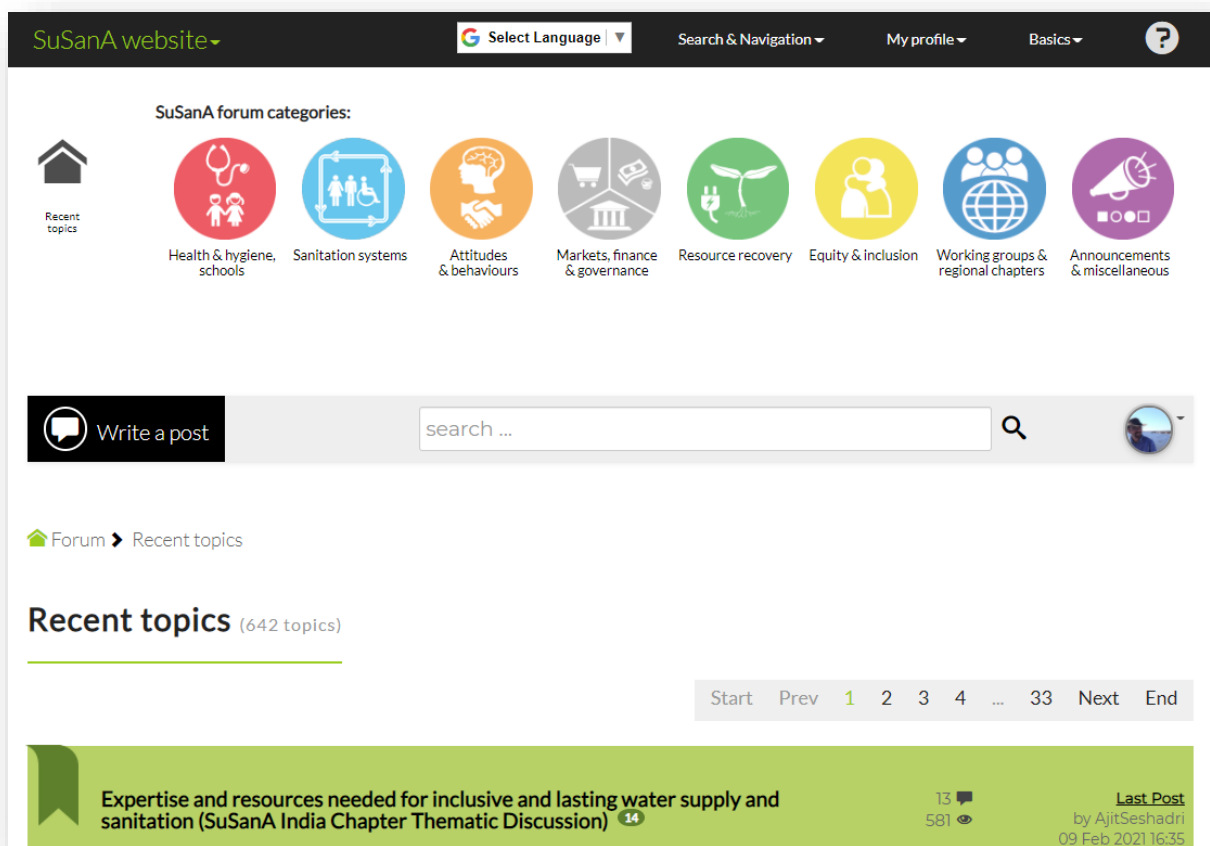


SuSanA Discussion Forum

Improvements and innovation in 2020



The screenshot shows the SuSanA website forum interface. At the top, there is a navigation bar with 'SuSanA website', a language selector, and links for 'Search & Navigation', 'My profile', and 'Basics'. Below this is a section for 'SuSanA forum categories' with icons for: Recent topics, Health & hygiene, schools, Sanitation systems, Attitudes & behaviours, Markets, finance & governance, Resource recovery, Equity & inclusion, Working groups & regional chapters, and Announcements & miscellaneous. A 'Write a post' button and a search bar are also visible. The main content area shows 'Recent topics (642 topics)' with a pagination bar (Start, Prev, 1, 2, 3, 4, ..., 33, Next, End). A featured topic is highlighted in green: 'Expertise and resources needed for inclusive and lasting water supply and sanitation (SuSanA India Chapter Thematic Discussion)' with 14 replies, 13 likes, and 581 views. The last post was by AjitSeshadri on 09 Feb 2021 at 16:35.

End of Project Report to WSSCC (updated for public dissemination 11.02.2021)

by S. G. Furey,

Project Team and report reviewers F. Volk, E. von Muench, F. Volk, C. M. Sanderse, P. Chhajer-Picha, N. C. Mong'ina Maua

1 EXECUTIVE SUMMARY

- ▶ This report summarises the work done under a grant from WSSCC (via UNOPS Geneva) to Skat Foundation to run and develop the SuSanA Forum.
- ▶ The SuSanA Forum is a well-established, vibrant online community within the sanitation sector and a major global knowledge exchange hub on topics relating to practical implementation, research and policy. It is an essential part of the global Water, Sanitation and Hygiene (WASH) knowledge exchange architecture.
- ▶ January 2020 experienced the highest number of visits of all time to the SuSanA Forum. For page actions (user clicking on links and buttons in the Forum) three of the top 10 months of all time were recorded in 2020.
- ▶ The SuSanA Forum has proved to be a trusted go-to source of information, links and questions and answers in responding to the Covid-19 pandemic.
- ▶ The introduction of moderators from the Global South has enriched and diversified the online discussion and has added significant value to the users of the Forum. They have been mentored very competently by the head moderator.
- ▶ The introduction of the “Equity and Inclusion” category has been a positive step in making issues around gender, inclusion, integrity and poverty more visible. While there has been some member engagement, it will take more to increase the amount of activity further.
- ▶ A forum user survey and a member analysis were carried out over a 2-month period in the middle of the year to identify improvements to the forum setup and moderation, especially with the overall aim to increase engagement of members from the Global South and making it easier for them to share information¹.
- ▶ For the first time, the gender ratio of SuSanA members and their location (clustered into Global North or Global South) was determined and disaggregated into posts by category. This analysis will serve as a baseline for future targets of gender ratio and North-South balance. It was found that only 36% of SuSanA members are female; correspondingly, 36% of posts are made by females. Furthermore, members from the Global South wrote only 34% of all posts - even though 67% of members are from the Global South. This means there are less posts per person for Global South members compared to Global North members.

¹ <https://www.susana.org/en/knowledge-hub/resources-and-publications/library/details/3630>
<https://forum.susana.org/10-announcements-regarding-susana/24266-the-discussion-forum-survey-results-latest-developments-and-discussions-about-the-future>

- ▶ The Forum website improvements were made based on feedback from users, both from a survey and from usage data. Bugs were also fixed as they were identified or reported.
- ▶ The SuSanA Forum compared favourably to the Rural Water Supply Network (RWSN) online communities and was significantly more active than RWSN during 2020.
- ▶ WSSCC staff made good use of the Forum to share information and to exchange with SuSanA members, although activity declined in the latter part of the year as the transition to the Sanitation and Hygiene Fund gathered pace and the workload for WSSCC staff members probably increased significantly.
- ▶ Forum sign-up data indicates that many WSSCC members, who were not already registered, moved across to SuSanA in late 2019 early 2020.
- ▶ The SuSanA Forum can make a significant contribution the SHF Strategy (2021-2025) by establishing the SHF Strategy's visibility among WASH professionals in SHF's inception phase.
- ▶ The Forum can be used in future to encourage peer-to-peer learning among SHF grantees who can share their experiences and questions to the community.

Summary of recommendations:

The author makes the following suggestions for developing the SuSanA Forum further in the coming years:

1. Moderators should continue to invest time in the Equity & Inclusion category to make it visible and useful to users. Encourage specialist experts, such as the UN Special Rapporteur on the Human Rights to Water and Sanitation (or their office) to regularly post to their respective sub-categories.
2. Continue to encourage more women and members from the Global South to post. Use the enhanced metrics on the website to track performance.
3. Activate more Core Group members and Regional Chapters to organise more Thematic Discussion Series as a way of stimulating more activity and enriching the searchable resource. For example, one hosted by the new UN Special Rapporteur on the Human Rights to Water & Sanitation, and another by the Sanitation & Hygiene Fund leadership.
4. Future recipients of SHF grants should have a requirement to share their experiences, including any failures/learnings, through the SuSanA Forum throughout the lifetime of their grant, to encourage peer-to-peer learning and support.
5. Staff at SHF should think about which Wikipedia articles in the WASH field they think should be improved, expanded and updated, and then take the necessary steps to do so by themselves or via outsourcing.
6. Investigate deeper integration between RWSN and SuSanA online discussions, particularly on broader WASH sector issues.

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2 INTRODUCTION

2.1 Background

Since 2007, the Sustainable Sanitation Alliance (SuSanA) has been a platform for coordination and collaborative work in the field of sanitation. The online SuSanA Discussion Forum was launched in 2011 with the goal to make knowledge, ideas, and debates around sustainable sanitation accessible to everyone within the network and beyond (see the full presentation about the structure, history, moderation and statistics of the SuSanA Forum [here](#)).

The objectives of the Forum are:

- ▶ To accelerate learning within the sanitation sector
- ▶ To facilitate sharing of knowledge around sustainable sanitation
- ▶ To provide a space where collaborative content can be produced
- ▶ To serve as a repository for discussions on sustainable sanitation
- ▶ To help people to network within the SuSanA community, especially early-career people and those who are new to the sector
- ▶ To ensure people outside of the sector can find SuSanA and good sanitation content via internet searches

2.2 Aims

The overall goal of this project was to **ensure the vibrant online exchange amongst sanitation practitioners² via the SuSanA Discussion Forum** through active moderation of the forum for the coming year and supporting the development of a strategy for the years to come.

Full details of the proposal can be found in Annex 1 and the November 2020 Amendment in Annex 2.

² Sanitation includes hygiene, and the Discussion Forum has sections on hygiene, handwashing, health, behaviour change and menstrual hygiene and health. The discussion forum also includes information on water supply but usually only when it is done in conjunction with sanitation as part of a WASH project. Posts on only water supply are welcome but currently not actively sought out.

2.3 Objectives

The **objectives** of this project are to:

1. Establish, operate and steer a functioning, diverse "Forum Practice group", consisting of trained and active moderators (not limited to moderators funded by this grant)
2. Harmonise online sanitation communities in the WASH sector (by folding an existing WSSCC-run online communities into the SuSanA Discussion Forum, creating mutual understanding through exchange, building upon each one's experience and the creation of collaborative content)
3. Ensure sustainability of the SuSanA Discussion Forum and its active moderation

2.4 General features and challenges

A good global online specialist Discussion Forum, like SuSanA, should have the following characteristics:

- ▶ The target demographic (people with some involvement in the WASH sector) should be aware that the platform exists, what it is useful for, and why they should be part of it.
- ▶ Welcoming, open, polite and respectful tone of discourse.
- ▶ Relevant and useful topics and content.
- ▶ A clear identity and boundaries of what is encouraged and what is not acceptable.
- ▶ Easy and to use – particularly to those with limited internet access or limited English.
- ▶ A critical mass of users with relevant and diverse thematic and/or geographic expertise to volunteer their time and expertise to contribute to discussions and answer fellow members.
- ▶ Well organised information that is searchable and easily navigated.
- ▶ Language barriers should be minimised (including the use of technical jargon).

What should be avoided includes:

- ◆ Domination by just a few users (including moderators).
- ◆ Posts that are just advertisements and to not encourage critical self-reflection or push a particular solution uncritically.
- ◆ Threads that stray off topic and go too far beyond the thematic nature of the Forum.
- ◆ Posts that are derogatory, disrespectful, racist, sexist or specifically insulting other users or to individuals or communities who many not be represented on the Forum;
- ◆ Sharing of material that is factually wrong or misleading, particularly if it has the potential endanger public health, or that is protected by copyright laws.

Achieving and sustaining these characteristics is challenging and requires active moderation by individuals who are comfortable with communicating on the thematic content of the Forum and being mindful of the many different types of user on the platform and the cultural differences around the world that need to be handled sensitively if a positive and trusting atmosphere is to be nurtured.

2.5 Types and value of online communication – what is the SuSanA Forum used for?

Online communication and exchange take many different forms for many different purposes. The table below summarises some of the main categories and the SuSanA Forum’s relative strengths for each (see Annex 6 for more detail).

Communication type	SuSanA Forum used for this?	Other online platforms/tools
Question & Answer: peer-to-peer support from members and moderators	Yes – major use of the platform.	Knowledge Point
Sharing experiences and opinions, multi-way conversations	Yes – major use of the platform.	Blog posts, social media posts, Reddit
News, updates and announcements	Yes - Dedicated “Announcements & misc. category” , regular SuSanA newsletters.	Mailchimp, news pages of websites, RSS feeds, Social media feeds, specialist news agencies/sites,
Networking – find useful people and making yourself visible	Yes – members are encouraged to complete their profiles with profile pictures, an “about me” section, gender, social media contacts, and a signature displayed below all posts.	LinkedIn
Communicating with your own members/ staff/ partners	Yes - It is a central communication hub for SuSanA members and a parallel communications route for staff in larger organisations, such as UNICEF.	IWA Connect Member online magazines, like IWA Source
Research – Academic	Yes – academic researchers use the Forum as part of their research and to raise awareness of the work they publish.	ResearchGate
Research – Consultancy	Yes – consultants use the Forum raise their professional profile and as part of rapid research to make links and contacts. Clients of consultancy research share reports to get them read by the right audience.	KM4Dev
Online library	Partially - through the curation of the threads, but the main SuSanA website is the document knowledge hub.	SuSanA main website RWSN main website
Advocacy and awareness raising, campaigning	Partially – while not an advocacy platform, member and moderators can	Make Rights Real Change.org.

Communication type	SuSanA Forum used for this?	Other online platforms/tools
	advocate for particular issues to be discussed. In 2020, an example was a debate on de-colonialising WASH knowledge. Although aimed at WASH professionals, the Forum is open and searchable to non-experts and the public who may want to find out more about sanitation and hygiene.	
Working Groups and committees: management and coordination functions of the network/organisation	Partially – the SuSanA working groups have their own sections, but most activities take place outside of the Forum.	Trello, Asana, BaseCamp, Microsoft Teams and SharePoint.
Feedback and Surveys: collection of opinions through a mix of open and closed questions	Partially – moderator posts can try to stimulate feedback, with some success , but structured online surveys yield more systematic qualitative and quantitative feedback	Survey Monkey, Google Forms
Reporting back progress to funders, partners and stakeholders	Partially - Could do more, if funders make it a condition that projects systematically share their lessons learned and results through the Forum	SHARE Consortium
Advertising products, services, tenders, recruitment	Partially - Generally discouraged. Some job postings .	Devex , Josh's Water Jobs , The Water Network
Bi-lateral, confidential communication or small meetings	No - Not designed for that, but the option of direct messaging allows people to connect.	Email, messaging apps, Skype, Zoom
Real-time events, meetings, webinars and workshops, conferences	No - Not designed for that.	Zoom, Webex, Skype, Microsoft Teams, YouTube
Structured online learning courses or mentoring	No - Not designed for that.	Sandec MOOCs , UNICEF Learning Hub , World Bank Open Learning Campus
Entertainment, informal, social exchange	No - Not intended for that, the Forum is to be used a responsible and professional way. ³	Facebook, Twitch
Customer support	No - Not designed for that.	Apple Support Communities

³ However, there is one sub-category for humour: <https://forum.susana.org/168-humour>

2.5.1 Advantages of the SuSanA Discussion Forum⁴

Convenience and efficiency for sharing information, experiences and practical problem-solving ideas.

- ▶ More efficient overall than e-mails between individuals
- ▶ Posts can be made online or sent by members via e-mail to posting@forum.susana.org
- ▶ Accessible to anyone with internet access
- ▶ All posts can be found and viewed by anyone (no login required for reading)
- ▶ Multiple languages: by using Google Translate tool (users can also post in their own language, although most of them post in English)
- ▶ Inclusive: Open, friendly, welcoming atmosphere, respect and passion for the cause to provide sustainable sanitation.
- ▶ Focus: The focus is sustainable sanitation. We also discuss topics that are linked to sanitation, or are crosscutting for the WASH sector as a whole, for example equity and inclusion.
- ▶ Supportive and fun: Communicating in a personal, friendly non-anonymous manner. The community moderators are recreating on the Forum the 'SuSanA spirit', which is about a desire to collaborate and share.

⁴ <https://www.susana.org/en/knowledge-hub/resources-and-publications/library/details/3630>

3 ACTIVITIES & OUTPUTS

3.1 WSSCC Member Migration

WSSCC had a membership component as part of its core structure and activities, and that will not be the case with the Sanitation and Hygiene Fund (SHF). Therefore, WSSCC members were encouraged to register with SuSanA, if they had not already done so through following communications:

- ▶ WSSCC Newsletter – December 2019 (04.12.2019)
- ▶ WSSCC recommended post to members of their CoP LinkedIn Group (Dec 2019)
- ▶ WSSCC mail to members (11.03.2020)
- ▶ WSSCC mail to members (15.12.2020)

This appears to have triggered spikes in registrations (+259 in December, +221 in March, compared to typical monthly registration rate of around 100-120).

3.2 Introducing a new category: Equity & Inclusion

The new Equity and Inclusion category [launched on World Toilet Day 2019](#) was initially populated by threads from earlier years to make relevant discussions and information easier to find. For new material, WSSCC staff and SuSanA moderators were actively stimulating new discussions. Figure 1 shows that WSSCC staff input reduced in the second half of the year. This is probably due to their priorities shifting to the transition to the Sanitation & Hygiene Fund.

The topics covered in 2020 included:

Sub-category	No. of active threads in 2020
Menstrual health and hygiene (MHH) or Menstrual hygiene management (MHM)	25
Sanitation workers	16
Gender issues	11
Inclusive programming	9
People with disabilities	4
Human Rights to Water and Sanitation	3

At the time of writing, there had been 1,228 post views in the Equity & Inclusion category, which represents 5% of all the posts viewed in 2020, and is similar to “Resource Recovery” and “Working Groups and Regional Chapters” categories⁵.

Although Forum member engagement in this new category was relatively low, compared to moderator inputs and other categories, there are two important considerations:

⁵ <https://forum.susana.org/forum/statistics?statsview=14>

- ▶ Raising interest and momentum to a new topic takes time and consistent input. The “Leave No-one Behind” community was the second most active group in the RWSN network, but this was only achieved that after several years of consistent support from the Theme Leaders (WaterAid, Simavi, Water Youth Network) and the Special Rapporteur on the Human Rights to Water & Sanitation.
- ▶ Discussions and insights relevant to Equity and Inclusion appeared in other categories, which is a feature of it being a cross-cutting theme that needs its own special recognition but also needs to interweave with the technical discussions too.

A positive from this new category is that some older threads on important issues, such as incontinence, were reactivated due to their increased visibility.

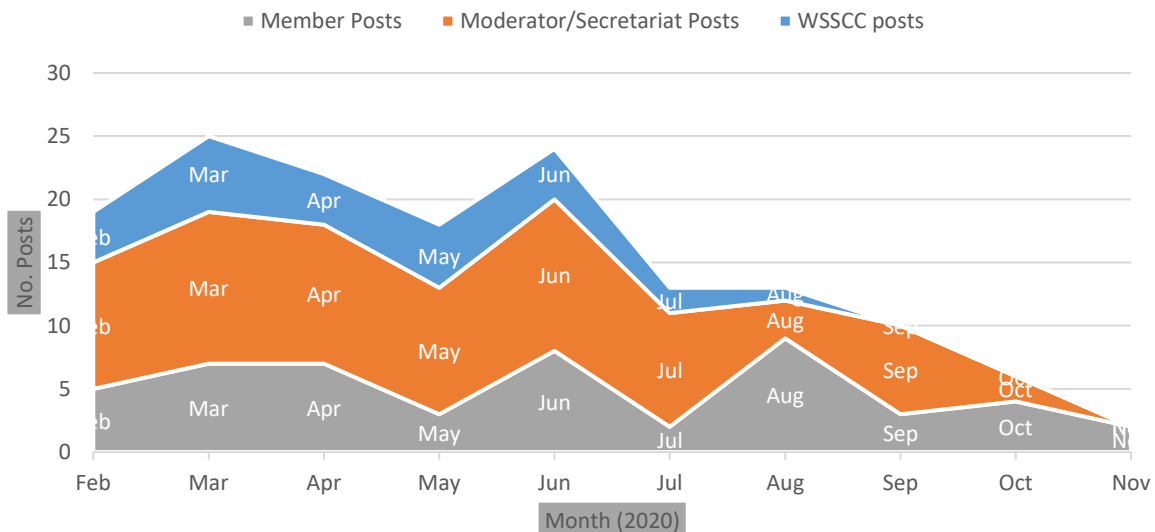


Figure 1: Posts in the Equity & Inclusion category (Jan-Nov 2020)

3.3 Understanding user engagement 1 – User Survey

538 people filled in the SuSanA Discussion Forum online survey between 22 July - 16 Sept. 2020 (24% of respondents work for local NGO; 67% from developing countries; 33% female). In parallel, RWSN ran an online survey with their membership which included some of the same questions (but adapted to their Dgroups platform) to allow direct comparison. RWSN is a good comparison because it has a similar membership size and demographics, is practitioner-focused and is trying to achieve similar goals of great representation and voice of women and Southern members. However, RWSN uses a system called Dgroups, which does have a web-based interface but the majority of users stick to using it by email. The message archive on the Dgroups is not searchable and is only visible to registered members of that community.

From the SuSanA user survey:

- ▶ 63% said the Forum is valuable or very valuable.
- ▶ “Learning and gaining in-depth knowledge” was the most important activity when using the Forum.
- ▶ 97% of respondents read posts either often, fairly often or occasionally.
- ▶ 43% of survey respondents never write posts (compared to 80% of all SuSanA members who never write posts).
- ▶ The main barriers to writing posts: **“Users are unsure whether they can add anything of value compared to people with more expertise.”** and **“Users don't have time”**.
- ▶ The main activities that moderators **should do**: “Write posts to enrich discussions” and “Make newcomers feel welcome by replying to their posts”.
- ▶ 83% of respondents said forum moderators are important or very important.
- ▶ 69% of respondents said they are satisfied or very satisfied with forum moderators.
- ▶ There were few perceived shortcomings of forum posts but one that was mentioned a bit was “Too few posts from people in developing countries” (this supported by the data, see page 19).
- ▶ More users want to expand topics to water supply topics (288 responses), compared to users who do not want expansion beyond the current scope (164).
- ▶ Sub-Saharan Africa is the region with the biggest interest (248 responses), followed by Central Asia and Southern Asia (182 responses; includes India).

3.3.1 How valuable is the discussion platform to your work?

Overall, satisfaction in both SuSanA and RWSN platforms is high and similar, with 63% of SuSanA members finding the Forum Extremely or Very Valuable and 60% of RWSN members finding the Dgroups Extremely or Very Valuable (Figure 2). However, 13% more SuSanA members found their platform Extremely Valuable – so a bit more passionate about their platform than RWSN members are with theirs. Around 5% of RWSN respondents replied “Other” the majority wrote that they were not aware of the RWSN Dgroup communities.

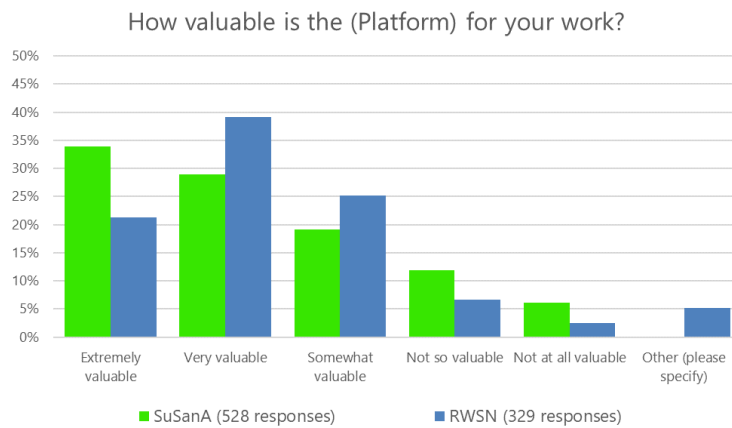


Figure 2: Perceived value of the SuSanA and RWSN online forums

3.3.2 How often to you READ posts?

Figure 3 shows that both platforms are used frequently by their respective members. RWSN members were more likely to check several times per week or more, but this may be because it is email-based. However, SuSanA users are slightly more likely to use their platform overall.

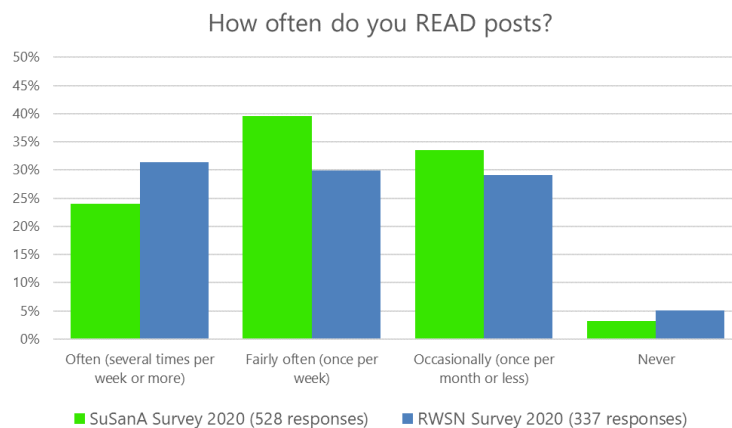


Figure 3: How often to do you read posts RWSN/SuSanA

3.3.3 How often do you WRITE posts?

“Occasional” posting is the same for both networks, but SuSanA members are slightly more likely post often or fairly often. Overall, both show the same trend of users reading the posts regularly but contributing much less often, or never. This tendency of having a high proportion of “lurkers” is common to online discussion groups and is only a problem if an online community lacks a critical mass of active users who regularly contribute.

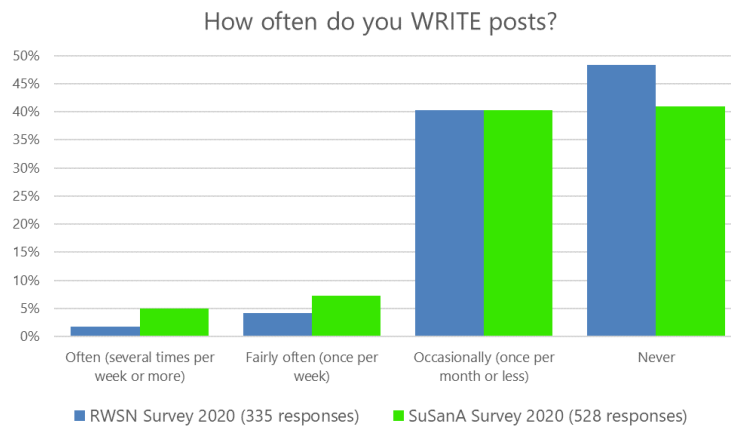


Figure 4: How often do you write posts

3.3.4 Barriers to posting

In trying to understand this asymmetry between reading and writing posts, both surveys tried to elicit why users do not post more. SuSanA respondents reported more barriers to posting than RWSN members (Figure 5), though it is not clear why. However, the top three reasons were the same, in the same order:

1. "I am unsure whether I can add anything of value compared to people with more expertise"
2. "I don't have time"
3. "I have no need to post as I find all my answers from reading other people's posts"

In the RWSN survey, some of the "Other" reasons given included:

- ◆ "I used to post a lot in SuSanA but then the conversation went on forever and people don't know when to quit"
- ◆ "I don't get as much interaction in response when I post"
- ◆ "I just don't post - even in other platforms"
- ◆ "I am not good at writing but interested in reading though."
- ◆ "I find it intimidating to send essentially a 'reply all' email to the whole sector"
- ◆ "I'm still learning the culture of the platform"
- ◆ "It just becomes another atomized voice in the noise. One person's opinion is rarely of benefit to a global sector."
- ◆ "Unsure who is reading, and therefore what would be constructive."

From the SuSanA survey some example quotes:

- ◆ "It takes efforts to sign up every time and remember the password etc."
- ◆ "No time for it. Would rather use social media channels."
- ◆ "I'm doubtful any posts of mine would be of interest."
- ◆ "Sometimes just scanning the post is also fruitful. If anything is relevant which I could add, then I post some comments. I see no barriers for me. Posting no comments"

doesn't mean that I don't like this forum. Whenever I receive the newsletter of SuSanA, I take a look through the posts and capture some knowledge. But in general, I don't feel necessary to post any comment."

If you post never or only occasionally, what are the reasons? (tick all that apply)

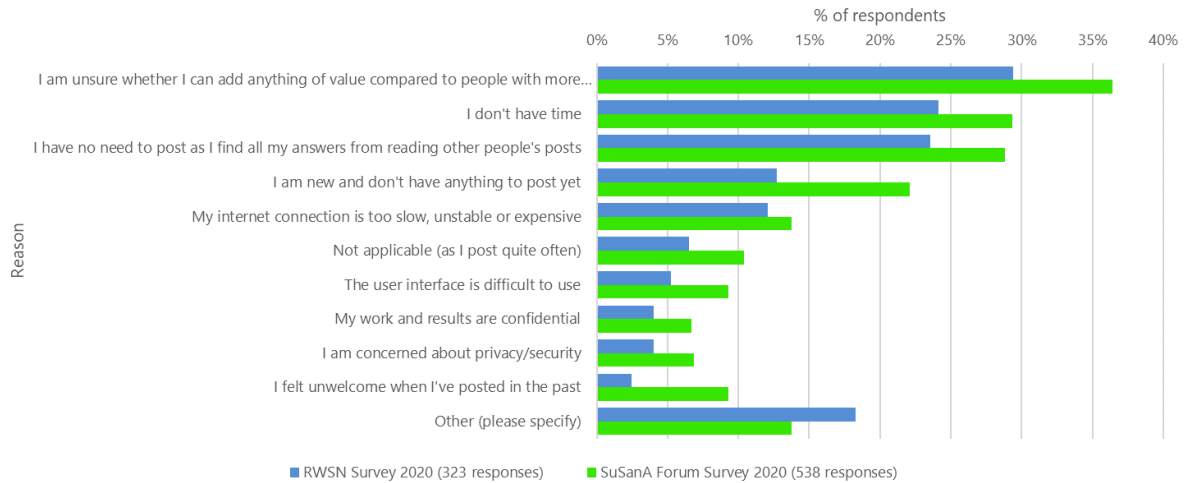


Figure 5: If you post never or only occasionally, what are the reasons?

3.3.5 How can Forum or its moderation be improved?

SuSanA users were asked for their feedback on what is not particularly good and what could be improved:

Description	Tally
The forum needs to be improved by creating an easier to use web interface, adding new features to the platform to make posting and browsing through posts a lot easier than it is currently.	13
It is time that the forum extends its reach to other media platforms such as WhatsApp, LinkedIn and Twitter. That way users can access forum discussions and contribute to discussions through other media available to them.	8
Low member participation/Responsiveness	8
English is the only language used: other languages, like Spanish and French should be used	4
Improve moderation i.e. The forum is over moderated and this hinders open discussions in some cases. Moderation can be improved to assist those that feel too intimidated to post. Younger users or novice practitioners may need some hand holding in the beginning by forum moderators	3

Overall, the value of the new co-moderators was appreciated, but the risk of "over-moderation" is to be kept in mind.

3.4 Understanding user engagement 2 – Forum Statistics

The Forum platform provides a rich suite of statistics, which are publicly visible⁶. Substantial improvements were made during the year to help better understand who is using the Forum and how, in particular users in the Global South and the gender split. This was the first time that such information was made available.

Furthermore, SuSanA statistics were compared to the closest equivalent for the RWSN Dgroup communities to provide an indication on the health and vibrancy of the Discussion Forum.

3.4.1 Top-level membership and activity

Overall yearly activity (as of 15.12.2020): SuSanA is significantly more active than RWSN

- ▶ SuSanA: 2,409 posts (25,898 messages since 2011)
- ▶ RWSN⁷: 1,306 posts (no overall total available)

Overall, new members to the networks in 2020:

- ▶ SuSanA: 1,507 Forum registrations, 13,135 total users
- ▶ RWSN: 1,814 Dgroup registrations, 13,287 total users

New registrations for RWSN were higher largely due to registrations for RWSN webinars and if only the organic sign-up rate is looked at, then SuSanA has been higher over the year. However, both networks show a remarkable similarity, and consistency, in their year-on-year growth since 2011/12.

Figures 6 and 7 show that activity, in terms of visits, posts and page actions. **January 2020 recorded the highest number of visits in the history of the Forum** and that visits throughout 2020 were consistently high, similar to 2017 and significantly higher than 2019.

Three of the top ten months of page visits were recorded in 2020 (January, April and May).

Overall, the member engagement on the Forum in 2020 was healthy and much improved over 2019 (when the GIZ SuSanA Secretariat could only support “basic moderation” support from Elisabeth von Muench after the Bill & Melinda Gates Foundation funding ended).

However, the number of posts (as of end of November 2020) was still much lower than the peak years of 2014 and 2015. There are several reasons for this:

1. The Bill & Melinda Gates Foundation (BMGF), which funded SuSanA from November 2012 to March 2019, encouraged all their sanitation-related grantees to share their

⁶ <https://forum.susana.org/forum/statistics>

⁷ All RWSN sub-communities (excluding some closed groups).

project progress on the SuSanA platform (this included not only in the Forum, also the project and partner database)

2. In 2015, four Thematic Discussion Series (TDS, moderated, time bound discussions led by sector experts) took place on a global level that sparked much engagement (see synthesis [here](#)) and more than 100,000 post views since.
3. Around 2014-2016, Faecal Sludge Management (FSM) was an emerging topic in sanitation that was generating a lot of interest and lot of questions.
4. For some years (around 2013-2015), the Forum was dominated by a few individuals, who have now either moved on or reduced the frequency of posting.
5. Being an established and well managed platform, users are able to search the Forum and find helpful answers, rather than asking new questions. This is backed up by answers from the user survey, noted above that the third most common reason for not posting was "I have no need to post as I find all my answers from reading other people's posts."

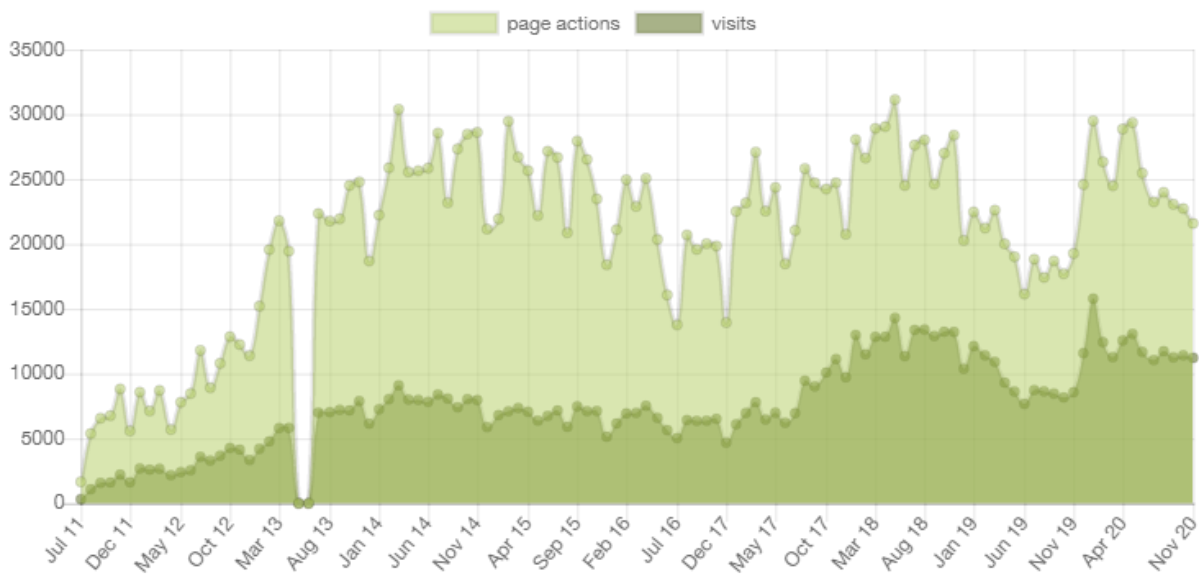


Figure 6: SuSanA overall page actions / visits⁸

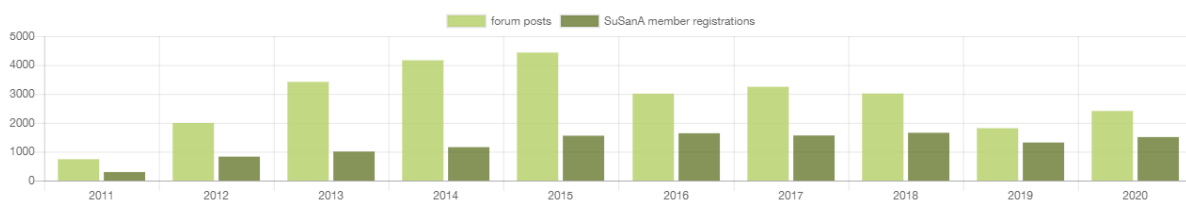


Figure 7: Annual Forum Posts and Member Registrations

⁸ <https://forum.susana.org/forum/statistics>

► SuSanA Forum Users in 184 countries and territories. [Countries with most users:](#)

- | | |
|-------------------------|------------------------------------|
| 1. India (2020) | 2. United States of America (1076) |
| 3. Kenya (683) | 4. Germany (638) |
| 5. United Kingdom (632) | 6. Nigeria (458) |
| 7. Ghana (403) | 8. Uganda (400) |
| 9. Bangladesh (324) | 10. South Africa (315) |

► RWSN Dgroup users in 168 countries and territories (as of 1 Jul 2020)

- | | |
|------------------------------------|-------------------------|
| 1. United States of America (1155) | 2. United Kingdom (782) |
| 3. Uganda (433) | 4. Kenya (403) |
| 5. Nigeria (341) | 6. India (327) |
| 7. Netherlands (317) | 8. Ethiopia (298) |
| 9. Switzerland (280) | 10. Liberia (274) |

3.4.2 Member Analysis

- This year, for the first time, we determined the gender ratio of our SuSanA members and grouped their location into Global North or Global South. We also analysed their posts by Forum category.
 - 67% of our 13,000 members live in the Global South (developing countries) - strive for a value of 80% in future?
 - 36% of SuSanA members are female (strive for 50% in future?); this was analysed based on their first names for the past; and self-identified for new or existing members since 16 July.
 - The %-age of posts by moderators has increased to 28% in 2020 (lowest value was 10% in 2013). Perhaps strive for a maximum value of 20%?
- 20% of SuSanA members have made one forum post or more, whereas the majority of SuSanA members (80%) has never posted. 1% of members have made a lot of posts (30 or more).
- All "top 10" most active users (all time, since 2011) are male users. In 2020, nine of the top-ten most active members were men. The top ten most active members contributed 13% of the posts, so while they were visible, they were not dominant.
- About 2,600 SuSanA members have made at least one post since the start of the Forum in 2011

3.4.3 Proportion of moderator posts

Having moderators posting is good but should not dominate the interaction. The % of posts that were from moderators was high in 2020, which is a reflection on having more

moderators, and the concerted effort to stimulate engagement, particularly under the new Equity and Inclusion category, and more active response to user questions.

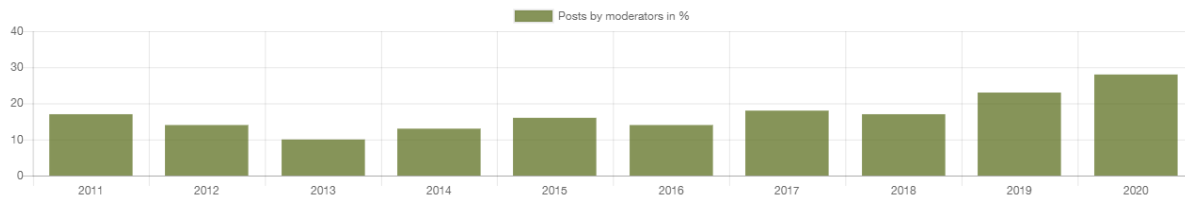


Figure 8: Moderator posts in % per year⁹

Analysis of the different groups shows some striking differences between RWSN groups, but a consistent 11-24% in SuSanA categories¹⁰. Overall, RWSN groups are much more ‘hit-or-miss’ in terms of member engagement, with member activity in 2020 being dominated by the “Sustainable Groundwater Development” and “Leave No-one Behind” communities.

3.4.4 Threads and e-discussions

A sign of healthy online forum are threads of posts that form an engaging and useful conversation. In analysing the data, such threads are generally started in one of three ways:

- ▶ **Member question/post** – a member spontaneous posts a question, an opinion or a link. Often a moderator will answer, and the thread ends, but occasionally it triggers a broader discussion or debate.
- ▶ **Moderator-started** – a post by a moderator, generally a news posting or an announcement, but sometimes a question on a link to try a trigger a thread.
- ▶ **Organised e-discussion** – generally a pre-planned ‘event’ where a topic is discussed over a fixed period of 1-3 weeks and then the moderators’ synthesis and document what emerges from member contributions. RWSN generally does this in a more structured way than SuSanA, but the India Chapter of SuSanA triggered three topical discussions in 2020.

Both SuSanA and RWSN platforms have a similar level of activity and both benefit from active moderator in relation to organising topical discussion ‘events’, starting discussions or contributing to member-led topics.

In relation to content, there were some WASH-wide topics on both platforms (Covid-19 and decolonialising knowledge), which was supported by some cross-posting between the two.

Otherwise, the more successful threads tended to be very specific and technical in nature.

An organised RWSN e-discussion on regulation of rural water regulation failed to gain any momentum, which may be partially because users are unwilling to publicly post on potentially sensitive or political topics like this. From moderator debriefing

⁹ <https://forum.susana.org/forum/statistics?statsview=12>

¹⁰ <https://forum.susana.org/forum/statistics?statsview=11>

SuSanA Threads – Top Ten in 2020

Topic	No. Posts	Type	Category
Article "Initiating De-colonisation of WASH sector Knowledge"	39	Moderator Started	Health and hygiene, schools and other non-household settings
Topic 1 Protocol to test sewage for early warning about Covid-19	36	Organised E-discussion	Attitudes and behaviours
The bigger picture - how Corona virus impacts go beyond human health care systems and into the life-critical systems - safe water, sanitation and hygiene	36	Member Question/Post	Health and hygiene, schools and other non-household settings
VermiComposting (digesters and filters) in Kigali, Rwanda	31	Member Question/Post	Resource Recovery
Which composting toilet to choose - recommendations, please?	26	Member Question/Post	Resource Recovery
A Review of the Financial Value of Faecal Sludge Reuse in Low-Income Countries	25	Member Question/Post	Resource Recovery
SuSanA India Chapter Thematic Discussion: Liquid Waste Management in SBM 2	24	Organised E-discussion	Markets, Finance and Governance
Developing a Handwashing Compendium - guidance on low-cost handwashing facilities	22	Member Question/Post	Health and hygiene, schools and other non-household settings
Vermitechnology as new Sub-category under Resource Recovery!?!?	21	Member Question/Post	Resource Recovery
30th SuSanA Meeting from 17th to 28th August (online) - all presentations and recordings now available	21	Moderator Started	Announcements and miscellaneous

RWSN Threads – Top Ten in 2020

Topic	No. Posts	Type	Group
Responding to Covid-19	85	Organised E-discussion	E-Discussion
Quality problems with Afridev rubber piston seals and rubber rod centralisers	51	Member Question/Post	SGD
No Water No Pay Drilling Contracts	37	Moderator Started	SGD
Initiating De-colonializing of WASH Knowledge	37	Member Question/Post	LNOB
Round II of WHO Household Water Treatment Evaluation Scheme	29	Moderator Started	Self-supply
Co-create the RWSN practical Guide on Women's Empowerment	24	Organised E-discussion	LNOB
Water Rights and Covid19	24	Moderator Started	LNOB
How women are left behind in the context of rural water supply	24	Organised E-discussion	LNOB
Rainwater Harvesting in the rural areas	24	Member Question/Post	Rainwater
Deepening Shallow Wells	21	Member Question/Post	SGD

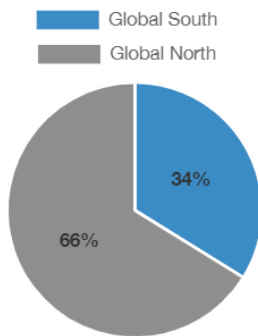
3.5 Improving user engagement & diversity 1 – Southern co-moderators

Moderators were recruited to provide more diversity in the moderation and to encourage greater participation by Southern practitioners and women (Northern and Southern).

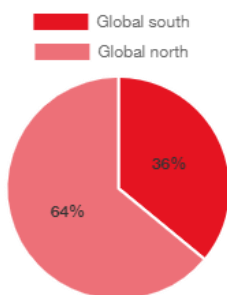
Increasing the diversity of voices on the Forum is important, particular from those most impacted by, or working directly with, the issues being discussed – notably women and practitioners in low and middle-income countries (“Global South”):

3.5.1 Geographical diversity in Forum use

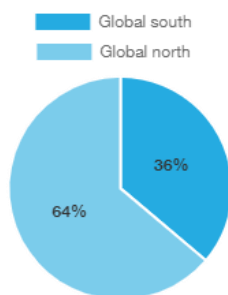
- ◆ Members from Global South make fewer posts than members from Global North in all categories - even though 2/3 of members are from Global South. Posts by Global South members is 34% for all categories.



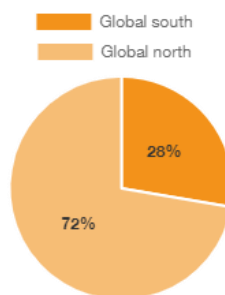
1. Health & Hygiene, schools



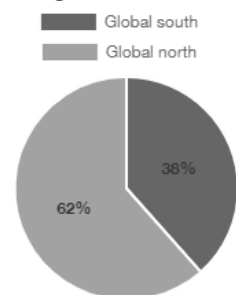
2. Sanitation systems



3. Attitudes & behaviours



4. Markets, finance & governance

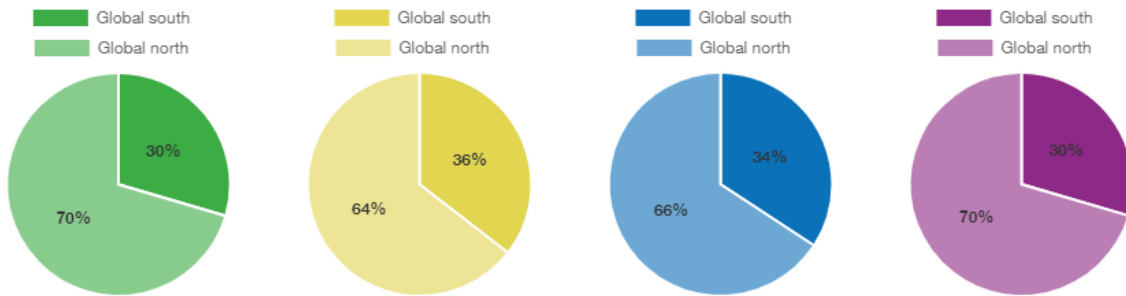


5. Resource recovery

6. Equity & inclusion

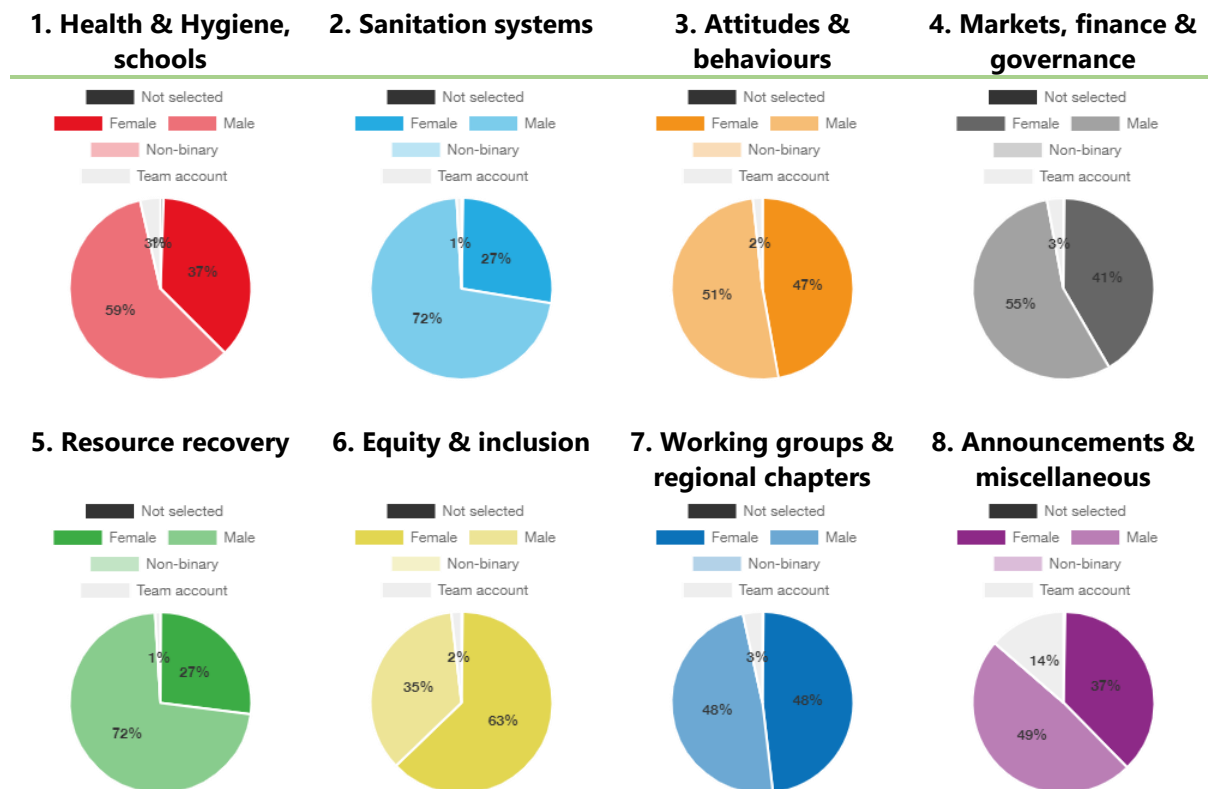
7. Working groups & regional chapters

8. Announcements & miscellaneous



3.5.2 Gender diversity in Forum use

- ◆ Contributions by women vary significantly by category, and are particularly under-represented in the category on “Sanitation Systems”.
- ◆ Female members wrote on average 36% of all posts (and also, about 36% of members are female). This means the posts per person is the same for males and females.



3.5.3 Activities of the Southern co-moderators

Recruitment

Open recruitment was done for two part-time co-moderator positions, one from Asia and one from Sub-Saharan Africa, as these are the regions which high representation in the user base by under-re-presented in posts.

The co-moderators were hired for 3 months initially to see whether they had the right skills and networks both in terms of visible activity on the Forum and working behind the scenes and into their own networks to encourage more contributions.

- ▶ Paresh Chhajed-Picha, a PhD student in India, was hired as a remote location intern by Skat to be a part time co-moderator with ten hours per week. He performed well and his internship was extended.
- ▶ An early career consultant in Kenya was hired on a standard sub-contract for the period February to May for 16 hours per week. She performed well but after her 3-month review it was decided not to extend. Therefore, the co-moderator post was re-advertised and Chaiwe Mushauko-Sanderse from Zambia was hired for 16 hours per week. After her probationary period, her contract was extended for the remainder of the year.

Encouraging engagement on the Forum - “Front of house” visible moderation

Both co-moderators were consistent in the types of messages to the Forum, with their most important role being keeping momentum going in active threads (50% of posts) and responding to member posts (33%) by either answering their questions or providing a friendly welcome to the Forum (Figure 9).

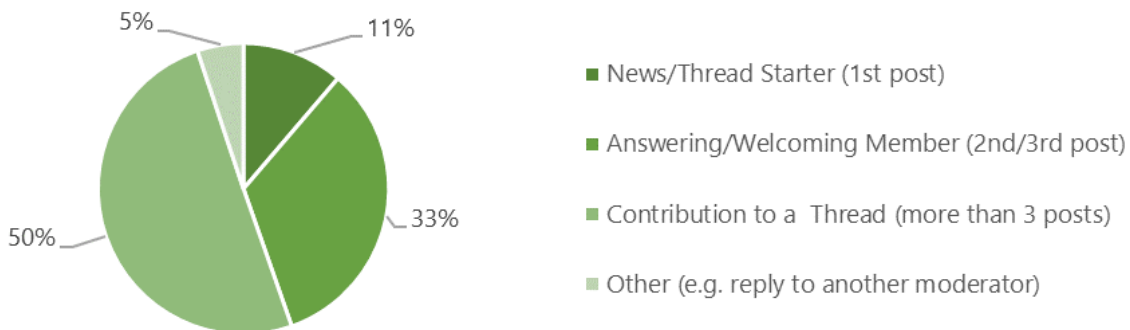


Figure 9: Breakdown of co-moderator forum posts by type (Chaiwe Sandersee and Paresh Chhajed only)

Both co-moderators gave feedback on the importance of tone, politeness and being culturally sensitive to what cause offense to users from different cultures and backgrounds.

Encouraging engagement on the Forum - “Back-office” invisible facilitation

Good facilitation is more than just what appears in public. To understand the balance of activities better, the moderators kept a log of the type and duration of activities from 18 February to 16 April 2020. Analysis of the activity logging revealed that the tasks done most frequently were:

Moderator Activity	Top 5 by task frequency	Top 5 by time needed
Wrote forum post to stimulate discussion (e.g. draw attention to publication in SuSanA library, Wikipedia article, ...)	1 st	1 st
E-mail sent to forum user about their post, their profile or about having moved their post	2 nd	2 nd
Email sent to someone who might have ideas on how to stimulate discussion, e.g. to post about a new publication or project	3 rd	3 rd
Moved thread or post from one sub-category to another	4 th	
E-mail sent to forum user to alert them that they have received a question on the forum (to achieve closure or continued discussion) - use standard e-mail	5 th	
Wrote forum post about "key documents" post, or worked on existing one		4 th
E-mail sent to Elisabeth or others to review draft post or draft e-mail (includes writing the draft post or e-mail); and review time for Elisabeth to review the e-mail		5 th
Read and check each and every post (and link) as soon as possible		
Gently edit posts for typos and formatting		
Delete a post and contact user to initiate a conversation		
Add comments to people's posts		
Improve thread titles		
Move posts that were sent in via e-mail		
Add translation to a forum post		
Help users who did not get a reply yet		
Check for trends on the statistics pages		
Review if threads are in the wrong categories		
Make a thread into a super sticky (or featured) thread		
Creating new sub-categories or sub-sub-categories		
Update special forum pages		
Updating Wikipedia articles with information gleaned from forum posts and vice versa		
Improving and updating the key readings for Forum sub-categories		
Getting involved in the thematic discussion series (TDS)		
Promotion of specific discussions or the Discussion Forum in general		

3.6 Improving user engagement 2 - IT improvements

SuSanA is based on modified version of an open-source discussion platform software called [Kunena](#). Annex 7 provides full details of the work done over the year by the developer, Steffen Eisser, Dotwerkstatt Ltd. The key improvements have been:

- ▶ Updated to the latest version of the Kunena open source platform to ensure stability and reliability and improved the “WYSIWYG” user interface for writing posts.
- ▶ “[Equity and Inclusion](#)” set up as a new category:
 - Open discussion on an icon¹¹ which led to this:



- Old posts and threads relevant to the topic were reorganised under that theme.
 - New threads were started – **see Section 4**
- ▶ Updated the icon for working groups and regional chapters through an open discussion¹²:



- ▶ Significantly enhanced [Forum Statistics](#) to show members and member by activity aggregated by gender and by Northern/Southern country.
- ▶ Making the "reply by e-mail" function more prominent.
- ▶ Added ability to share threads via email, WhatsApp, Twitter, Facebook, LinkedIn or URL.

3.7 Increase availability of sanitation knowledge - Wikipedia Editing

While the SuSanA Forum has become a valuable, searchable resource, the organic and subjective nature of its growth means that it cannot be considered a definitive source of advice and information. Meanwhile, Wikipedia pages on sanitation are the most-viewed open knowledge platform available, so the SuSanA moderators use it as way to share the best practices, evidence and resources from the Forum so that they benefit a wider audience.

To give an idea about the Wikipedia editing during this project an analysis of our work using a Wikipedia tool called [Event Metrics](#). It allows the user to specify which Wikipedians’ edits to analyse and for which time period. The Wikipedians that are included in the analysis are Elisabeth, Chaiwe and Paresh. The time period chosen was 29 November 2019 until mid August 2020. From September onwards, Elisabeth also started editing for another two projects which were about all SDGs and climate change topics on Wikipedia, so it would have been harder to extract the correct data for just WASH topics edited.

¹¹ <https://forum.susana.org/inclusive-programming-and-others/23787-icon-for-new-category-on-equity-and-inclusion>

¹² <https://forum.susana.org/148-your-suggestions-for-improvements-of-the-forum/23736-ideas-for-a-better-icon-for-our-7th-forum-category-on-working-groups-and-regional-chapters>

The table below summarises the activities – 2 pages created, 135 improved, 882 edits made but the three moderators. More significant are the number of views that those edited and new pages attracted.

Annex 8 provides the full list of the 104 Wikipedia articles that were edited as part of this project.

Of particular note are Indian celebrities who were Swachh Bharat Mission ambassadors so sanitation related information to their articles. This helps bring the issues to a wider audience - for example 15,000 views per day for the Wikipedia article on [Virat Kohli](#), an Indian cricketer and the current captain of the India national team.

We suggested to WSSCC in October 2020 to update the [WSSCC Wikipedia article](#) with the information about SHF but received no reply (to make the update properly we would need more published information to cite). There was no feedback from WSSCC about the Wikipedia editing work that was conducted.

Table 1: Overview of Wikipedia work done.

Pages created	2
Pages improved	135
Edits	882
Bytes changed	194,352
Views to pages created	4,265
Avg. daily views to pages improved	117,015

4 FUTURE ONLINE DISCUSSION AND KNOWLEDGE SHARING FOR SANITATION, HYGIENE

4.1 Options for sustainable funding of the SuSanA Forum

Sustained funding for knowledge management, networking and online exchange is always challenging because the tangible benefits to sanitation users and development outcomes (in this case) is indirect and largely impossible to attribute. However, online exchange is widely used and valued, particularly with Covid-19 leading to a dramatic reduction in face-to-face meetings, workshops and conferences.

Annex 4 presents an overview of common models for funding the software, technical support and moderation support on platforms like the SuSanA Forum. Since its inception in 2011, the Forum has received financial support, through the SuSanA Secretariat's base funding from BMZ and from the Bill & Melinda Gates Foundation, until 2018. The SuSanA Forum performs an important function that is clearly in the broad public interest and despite the vulnerabilities of being donor dependent, in the view of the author, this remains the best option. This is because other options compromise the neutrality, integrity and quality of the information and experiences being shared, and therefore would be less useful and less valued by WASH sector professionals.

4.2 Case for Support by the Sanitation and Hygiene Fund (SHF)

The new Sanitation and Hygiene Fund will have a different remit from WSSCC, with a strong focus on resource mobilisation and fund management for the global sanitation and hygiene sector. In general, the SuSanA Forum will play an important role in the SHF establishing its visibility among WASH professionals. Once SuSanA Forum members understand and appreciate what the SHF is, how it is different from WSSCC and how it will work, then they are likely to be influential ambassadors for the Fund within their own organisations and professional networks.

More specifically, the SuSanA Forum is relevant to aspects of the SHF Strategy 2021-2024¹³ in the following ways:

4.2.1 Supporting the SHF Funding Model

Many SuSanA members will be involved in sanitation and hygiene strategies, plans and programmes. Figure 10 gives an indication of how the SuSanA Discussion Forum be part of the backbone of the knowledge exchange and learning superstructure that supports the SHF funding process.

¹³ <https://www.shfund.org/sites/default/files/2020-10/SHF%20Strategy%20Aug20.pdf>

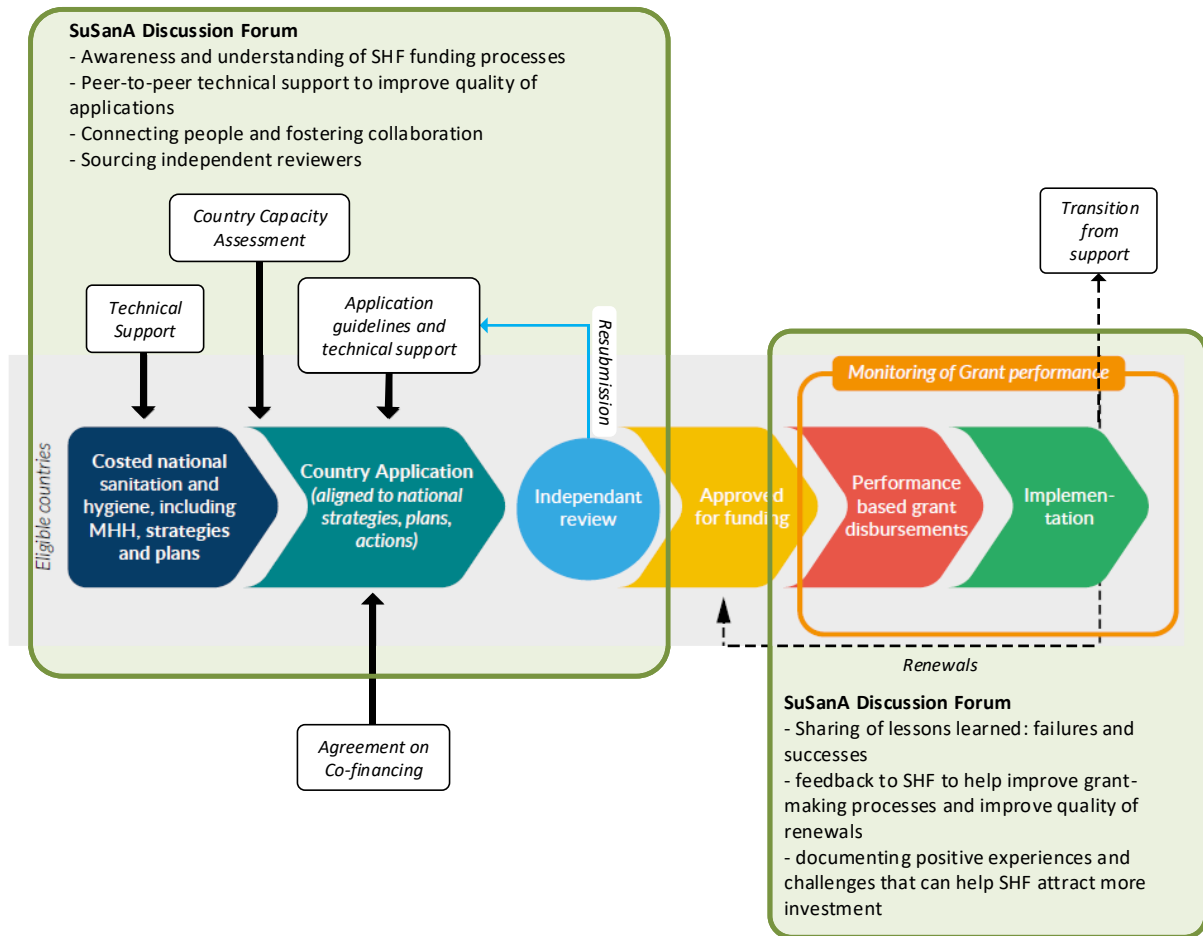


Figure 10: How the SuSanA Forum can support the SHF operating model (adapted from The SHF Strategy 2021-2025, p11)

4.2.2 Contributing to SHF Strategic Objectives

Strategic Objective	SuSanA Forum contribution
1: Scale-up household sanitation and hygiene services	<i>Forum Category/Topic: various</i> Encouraging members to question and share experiences and evidence: What is ready to scale now? What is looking promising for the future? What are the practical opportunities and challenges likely to be experienced when scaling up? What can be learned from countries/organisations that have done scaling up? Are the most vulnerable being reached? Are services sustainable?
2: Address Menstrual Health and Hygiene gaps while promoting empowerment of women and girls	<i>Forum Category: <u>Attitudes and behaviours</u>; Equity & Inclusion topic <u>"Menstrual health and hygiene (MHH) or Menstrual hygiene management (MHM)"</u></i>

Strategic Objective	SuSanA Forum contribution
	Encouraging members to question and share experiences and evidence: What works and what does not when it comes to breaking down taboos and shifting social norms. Convening members from similar socio-cultural contexts to share their experiences.
3: Increase sustainable water, sanitation, hygiene and MHH services in schools and health care facilities	<i>Forum Category/Topic: Health and hygiene, schools and other non-household settings</i> Sharing ideas, data and findings from evaluations and research.
4: Support innovation towards safely managed sanitation, hygiene and MHH	Providing a platform for ideas and innovations to be shared and discussed. Updates and links to latest evidence and reports.

The SuSanA platform can play a key role in helping the SHF strengthen partnerships, build accountability, commitment and trust at the practitioner level, which in turn can reinforce country-led WASH processes and SWA's Mutual Accountability Mechanism.

Finally, for the SHF to be an effective funder it will need to encourage effective Monitoring, Evaluation, Resolution and Learning (MERL) from its prospective applicants and its grantees so that successes are replicated and scaled up, and mistakes are learned from and rectified.

Investment by the SHF in the SuSanA Forum represents good value because then the responsibility for ensuring a vibrant and welcoming online sharing space rests with sector networking experienced specialists, allowing SHF staff to focus on their own very challenging tasks and goals.

4.3 Stronger cooperation with aligned networks and partnerships

The SuSanA Forum is an integral part of the Sustainable Sanitation Alliance, but it can also be valuable to other networks and alliances in the WASH Sector. A description of these other networks is provided in Annex 3.

4.3.1 Rural Water Supply Network (RWSN)

The RWSN member survey in July 2020 revealed that SuSanA is the network of partnership with the most overlap – 30% were also SuSanA members (Figure 11). While there are thematic differences between the two networks, and rural water supply is delivered very differently to rural sanitation, there are many issues in common which are often discussed under the broader WASH umbrella. In 2020, these included discussions on Covid-19 and Decolonising WASH knowledge, and empowering women through and within WASH interventions. Some cross-posting pilot activities were done ad-hoc between RWSN and

SuSanA in 2020, but the moderator group feels that a more structured approach and analysis of “what works” is needed.

In 2021, RWSN will review its current use of the Dgroups platform and assess alternative options, including a possible partial or full merger with the SuSanA Discussion Forum. The SuSanA user survey question on whether thematic focus should be broadened revealed the most popular answer (247 responses) to be “Yes, I want to see more on water supply topics (rural/peri-urban)”, however just one person’s remark was “Please DON’T expand to water, let RWSN do that, stay focused on sanitation”. Hence, if that expansion was done in partnership with RWSN then it could be win-win for users.

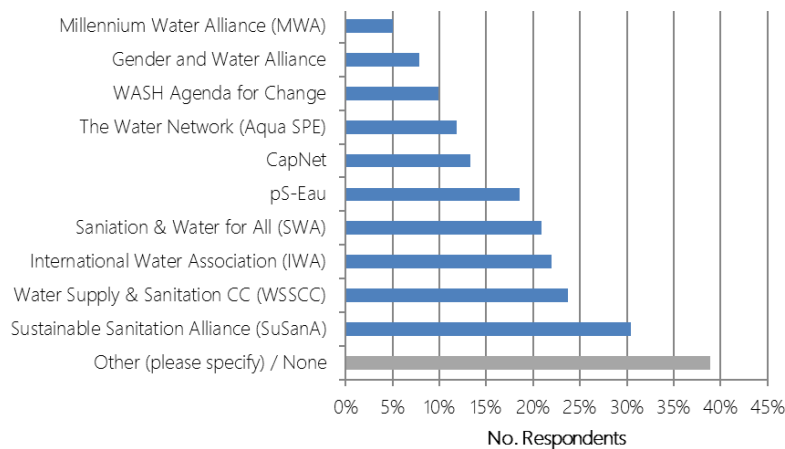


Figure 11: RWSN Member Survey 2020 – „Are you a member of any other networks/partnerships that support you in rural water supply?“

4.3.2 Faecal Sludge Management Alliance (FSM Alliance)

Although the FSM Alliance is more narrowly focused than SuSanA (Themes: Sustainable sanitation for a better life (SuSanA) vs. Safely managed sanitation for all (FSMA)), there is a substantial overlap of interests and more systematic cooperation would likely benefit both. In April 2020, a member of the FSM Alliance Secretariat was trained to be a co-moderator for the specific sub-category of FSM and invited to the Forum Task Group meetings. However, she was in the end not as actively involved as the moderators hired within this project and the reasons were not totally clear. Ideally, the Forum could be the official exchange platform for FSM Alliance members to avoid duplication.

4.3.3 Sanitation and Water for All (SWA)

SWA is primarily focused on high-level political engagement to increase political will and funding for the WASH sectors of low and middle-income countries. A key difference between is that SWA is much more policy focused and much less technical. However, a question remains whether, and how, links between these two spheres of activity within the same sector can be strengthened and add value. SWA currently does not have a discussion

platform of its own. However, SWA does organise live knowledge exchange webinar events¹⁴. Closed SWA working groups are hosted by RWSN on their Dgroups account.

5 CONCLUSIONS

The financial and thematic support from WSSCC to the SuSanA Discussion Forum has been extremely valuable to the global sanitation sector, and wider WASH sector. We are very glad that WSSCC decided to step up into this role. It was a logical step for their legacy that strengthened the Forum, and SuSanA more broadly.

This report has presented the activities and achievements of the Discussion Forum team over the 13-month period of November 2019 to December 2020.

Below is the consolidated score-card of objectives and outcomes defined in the agreement between WSSCC/UNOPS and SuSanA/Skat Foundation:

Objective 1: Establish, operate and steer a functioning and diverse “Forum Practice group”

Achieved. The Forum practice group met monthly and comprised the Head Moderator (Elisabeth von Muench), co-moderator in India (Paresh Chhared-Picha), co-moderator in Zambia (Chaiwe M. Sanderse, from June onwards Charlotte Maua in Kenya from February to May 2020), SuSanA Secretariat (Franziska Volk), Skat Foundation/RWSN (Sean Furey). From April 2020, a co-moderator from the FSM Alliance (Eva Mary) for the sub-category of [FSM](#) joined on some occasions. The group has tracked and discussed activities and kept the Forum running smoothly.

Objective 2: Harmonise *online* sanitation communities in the WASH sector

Successful and ongoing. Members of WSSCC were invited, through repeated mailings, to join the SuSanA Forum. This resulted in a spike of SuSanA registrations, e.g. in December 2019, with 259 registrations, which was the highest number ever recorded in a single month.¹⁵

Objective 3: Ensure sustainability of the SuSanA Discussion Forum and its active moderation

Ongoing. The information provided in this report provides evidence on the progress made and options for the future. Future funding for moderators still to be secured.

Further activities and goals were added in the grant extension (November 2020) and the outputs for those are listed below:

¹⁴ <https://www.sanitationandwaterforall.org/about/our-work/knowledge-exchange>

¹⁵ <https://forum.susana.org/forum/statistics> “SuSanA member registrations and forum posts per month”.

Table 2: Summary of Activities and Outputs

Activity/Goal	Output/Outcome
Conceptualise which new categories or sub-categories beyond the current categories	<p>One of the outcomes from the survey was: "More users want to expand topics to water supply topics (288 responses), environmental issues (247) and development issues (230) compared to users who do not want expansion (164)."</p> <p>Another topic that the discussion forum might be expanded by is "environmental issues". Here a collaboration with UNDP or UNEP could be fruitful. As we have seen with the new category on equity and inclusion it is good to have a champion who would fill a new category with life.</p> <p>The topic of "development issues" could be linked with the SDG process, and synergies with relevant partners be harnessed (given that WASH topics are related to many of the SDGs).</p> <p>We have investigated the overlapping topics with RWSN such as water supply, hygiene, handwashing and "leaving no one behind"; this process is ongoing.</p>
How collaboration between moderators at Skat Foundation's DGroups and the SuSanA Discussion Forum	<p>Based on the performance of the SuSanA moderators in this project, RWSN has budgeted for a Southern-based moderator for 2021 to curate the RWSN communities and their mandate will include cross-posting to SuSanA and being part of the Forum Practice Group.</p> <p>If a new sub-category on water supply topics is added to the discussion forum (see activity in the row above this one), then the required moderation work of this new RWSN moderator will be of a different nature than without such a sub-category. Therefore, RWSN will embark on internal discussions about pros and cons of different approaches in early next year.</p>
How best to recommend SuSanA and the Discussion Forum as a knowledge management tool Carry out a small feasibility study of into institutions in Southern Africa that may not have a fully-fledged KM strategy yet.	<p>Initial discussions have been had with WaterAid, SNV and other NGO partners in Zambia, however, end of year pressures on them have limited the interaction. Co-moderator, Chaiwe Sandersee will continue this action into 2021 (at no additional cost)</p>
Investigate the use of WhatsApp	<p>A "Share with WhatsApp" button has been added to the bottom of posts but more time is needed to see if and how</p>

Activity/Goal	Output/Outcome
	<p>that feature is used over the coming months. It will be investigated whether it is possible to post from WhatsApp to the Forum so that there are the usability and accessibility of WhatsApp, but the visibility and navigation of the SuSanA Forum. The aim is to make it easier for</p>
<p>Password-less social media login</p>	<p>We have started to analyse implications, pros and cons of a password-less social media login (e.g. logging in with one's gmail address). Such a system would likely mean decoupling SuSanA membership from discussion forum membership and would therefore require in-depth discussions before it is adopted. For this reason, we are discussing with the SuSanA core group the question of "Do you want to have users who are not real SuSanA members with all our needed data and administration? "</p> <p>We will have to work on user account customizations for SuSanA as compared to "normal" Joomla/Kunena. There might be possible plugins for Joomla for this purpose. There is a commercial plugin that seems to tick all the boxes and can be tested with a money back guarantee: https://www.sourcecoast.com/joomla-facebook/</p> <p>As for services to support: the big three i.e. Facebook, Twitter and Google (Gmail) are probably sufficient. They all use more or less the same API, but in the end that would be handled by the above plugin anyways.</p>

ANNEXES

Annex 1: Technical Proposal for a Cooperation System for the SuSanA Discussion Forum (Original proposal from Nov 2019)

Background

Since 2007, the Sustainable Sanitation Alliance (SuSanA) has been a platform for coordination and collaborative work in the field of sanitation. The online SuSanA Discussion Forum was launched in 2011 with the goal to make knowledge, ideas, and debates around sustainable sanitation accessible to everyone within the network and beyond (see the full presentation about the structure, history, moderation and statistics of the SuSanA Forum [here](#)).

The objectives of the Forum are:

- To accelerate learning within the sanitation sector
- To facilitate sharing of knowledge around sustainable sanitation
- To provide a space where collaborative content can be produced
- To serve as a repository for discussions on sustainable sanitation
- To help people to network within the SuSanA community, especially early-career people and those who are new to the sector

To ensure people outside of the sector can find SuSanA and good sanitation content via internet searches

Since 2011, the Forum has grown steadily to become the primary interface between SuSanA members themselves and with the SuSanA secretariat and Core Group. The Forum gives a face and voice to all SuSanA members, making the networking more personal, direct and trustful. Discussions on a wide range of topics take place in the Forum, from technical aspects of sanitation provision to questions around tariffs, funding and behaviour change and many more. Currently, the forum comprises seven categories (see overview of sub-categories in Annex II):

1. Hygiene, health, schools
2. Sanitation systems
3. Attitudes & behaviours
4. Markets, finance & governance
5. Resource recovery
6. Announcements & miscellaneous
7. Working groups & regional chapters

Moderation is required to ensure that the Forum meets its goal, keeps its integrity and maintains high quality content. Moderators encourage activities on the Forum from a diverse range of people from all over the world and ensure positive experiences for all users, by ensuring adherence to the Forum rules, preventing spam posts, seeding discussions with new posts, ensuring ongoing improvements to IT infrastructure (in collaboration with an external IT support company) etc. Furthermore, moderators raise the profile of the Forum in the sector and interlink with other activities of SuSanA.

Since its creation, primarily a single moderator, Elisabeth von Münch, has moderated the Forum. Understanding the potential that lies in a global community made of 11,000 members, the SuSanA Secretariat is aiming to establish a new *cooperation system* (see explanation below, hereinafter called 'project') with the goal as described below.

Within the SuSanA governance structure, a *cooperation system* is a project, which has an established duration, its own funding and coordination structures and is advised by its own steering group, which the SuSanA secretariat may or may not be part of. Implementing agencies of cooperation systems can work hand-in-hand with the SuSanA secretariat to ensure alignment of actions and report progress to the SuSanA core group.

Skat Foundation has been hosting the Secretariat of Rural Water Supply Network (RWSN) since the network's creation in 1992. RWSN has more than 11,000 members worldwide, many of whom are probably also SuSanA members because it is also a WASH practitioner-focused knowledge-sharing network, just with a different thematic focus. It is hosting and moderating online discussion groups since 2012, using an email-based platform called "Dgroups". There is no dedicated moderator provided by Skat for the RWSN communities because responsibility is decentralised to the Theme and Topic Leaders who are based in the core partner organisations. Some RWSN communities are spontaneously active for certain periods of time – generally through Q&A on specific technical topics, while others only come alive through structured e-discussion events.

Theory of Change

The intended impact of SuSanA's online Forums is that sanitation policy and practices are incrementally improved to support the achievement of SDG 6.2 and 6.3 (plus other relevant global SDG and national targets).

This is based on the hypothesis that sanitation or WASH professionals are able to be more effective in their roles when they have access to a relevant community made up of diverse individuals with a common interest in improving sanitation in low and middle-income countries. The Forum makes them aware of new developments, international and national standards and norms; gives access to evidence and tools; provides space to ask questions to help them with challenges that they are facing at that time, or to provide answers and ideas to support fellow network members. It helps members to build relations, trust and social

capital within the global community of sanitation professionals as well as to find or develop new opportunities to progress their organisations or their own careers.

- To achieve these varied individual and collective goals, it proposed that the Forum demonstrates the following characteristics:
- A large membership of individuals working in fields and professions relevant to sanitation (or wanting to work in those fields, or being interested in those fields);
- A critical mass of active members that delivers a good amount of participation in terms of regularity, quantity and quality of inputs to the Forums and from a wide range of members from different backgrounds and geographies.
- Be able to cater for members for non-English writers/readers (currently achieved by using Google Translate)
- Be a useful, trusted, respectful space for sharing and open discussion and reflection.
- Be a searchable resource that allows researchers and members to 'mine' information on practitioner concerns on specific topics or geographies by using the search function of existing posts.
- Is cost effective to manage and run. Costs include:
 - Moderation time costs
 - Platform IT recurring costs (hosting/keeping running) and sustainability/accessibility (on-going software development to keep up with developments in the wider ICT hardware and software ecosystems and user preferences (e.g. accessing the platform through different devices)).
 - Moderators are skilled and motivated to keep activity on the platform well policed and inclusive – also in encouraging contributions from some 'lurkers' who take a passive interest (and still rely on direct e-mails perhaps) but could be encouraged to become more visibly active (but without neglecting the right of people to just read and benefit but not post).
- Be open and free to users – to ensure participation of priority target audience (e.g. mid-level practitioners and researchers, government, private sector and civil society)
- Not to be commercially driven, so that the focus of discussion and exchange is maintained on sustainable sanitation outcomes rather than commercial transaction and advertising.

Overall Goal and objectives of this project

The overall goal of this project is to **ensure the vibrant online exchange amongst sanitation practitioners¹⁶ via the SuSanA Discussion Forum** through active moderation of the forum for the coming year and supporting the development of a strategy for the years to come.

WSSCC will seek to actively engage around especially its core themes of equity and inclusion, MHM and rural behaviour change programming. In the context of the SDG call to *Leave No One Behind* and in order to position especially the theme of equity and inclusion within sanitation, WSSCC will propose to split this theme out into a category of its own. WSSCC will seek to actively deliver content for this category and to identify (a) co-moderator(s).

This will be achieved through a new cooperation system between SuSanA, WSSCC and Skat Foundation. Through this cooperation, WSSCC will effectively seek to merge its existing Community of Practice on Sanitation and Hygiene in Developing Countries into the SuSanA Discussion Forum, essentially asking all its members to join the SuSanA platform, if they are not already there.

The **objectives** of this project are to:

1. Establish, operate and steer a functioning, diverse "Forum Practice group", consisting of trained and active moderators (not limited to moderators funded by this grant)
2. Harmonise online sanitation communities in the WASH sector (by folding an existing WSSCC-run online communities into the SuSanA Discussion Forum, creating mutual understanding through exchange, building upon each one's experience and the creation of collaborative content)
3. Ensure sustainability of the SuSanA Discussion Forum and its active moderation

Project activities by objectives

The project activities are listed by objectives below. Later in the document, more detailed tasks are listed by team member of the project.

Objective 1: Establish, operate and steer a functioning and diverse "Forum Practice group"

Related activities:

- Allocate responsibilities (thematic or regional focus) amongst the group of moderators

¹⁶ Sanitation includes hygiene, and the Discussion Forum has sections on hygiene, handwashing, health, behaviour change and menstrual hygiene and health. The Discussion Forum also includes information on water supply but usually only when it is done in conjunction with sanitation as part of a WASH project. Posts on only water supply are welcome but currently not actively sought out.

- Carry out day-to-day moderation activities (e.g., releasing/moving/editing posts and threads, spam control, sending mails users, etc.)
- Create content by making meaningful contributions, writing the first reply to unanswered posts to raise attention for them, providing links to related previous discussion threads
- Exchange about current discussions (in the Forum and the WASH sector), reflect where there is a demand/a gap for the creation of collaborative content and coordinate the creation of it
- Discuss achievements, joint reporting or monitoring activities (depending on requirements by funder)
- Suggest and decide User Experience and/or IT improvements
- Exchange with other SuSanA organs about future developments (e.g. SuSanA Change Management Task Force)

Objective 2: Harmonise *online* sanitation communities in the WASH sector

Related activities:

- Transition the WSSCC Community of Practice (CoP) members into the SuSanA Discussion Forum (not an IT-facilitated transfer or merger of member database but a soft transfer where CoP members will be asked to register with SuSanA)
- Learn from the experience of similar discussions fora in order to generate best practices for the forum moderation
- Harness the synergies between Forum discussions and Wikipedia editing of WASH-related articles. This helps the WASH community to get their terminology right and helps outsiders to find the meaning behind key terms when they use Wikipedia for their learning. As one example, see the discussion about the terminology “menstrual hygiene” versus “menstrual health”, or “menstrual hygiene products” versus “feminine hygiene” that is taking place in the Discussion Forum ([here](#)) and also in Wikipedia [here](#) (note Wikipedia has an open “talk page” with each Wikipedia article)
- Create collaborative content and use synergies between different KM products of SuSanA (e.g., contribute to synthesis papers, add and edit projects to SuSanA project database and ensure this goes hand in hand with forum discussions)

Objective 3: Ensure sustainability of the SuSanA Forum and its active moderation

Related activities:

- Explore future ways in which an active online community can be sustained either with little/no funding or through contributions from members and partners and develop guidance
- Provide evidence of moderation activities (and ultimately “successes”) through tracking quantifiable activities of moderators (i.e. a general log of moderator activities for a 2-week baseline period which could include logging of moving posts, dealing with incoming posts by mail, spam posts reaching forum digest, reports of inappropriate behaviour / non-adherence to rules, banned users). The aim would be to link in some ways the activities of the forum moderators with measurable quality indicators of the forum operation and its success
- Input on methodology for testing effectiveness of different moderation methods
- Tracking and analysis of meta-data from moderator activities and Forum member responses and comparison with similar experiences on RWSN platforms

Project timeline

Possible start dates of the project are mid-November or December 2019, and will run until the end of 2020. The exact duration of the project depends on when the project can start based on administrative processes. The budget could be adjusted accordingly.

At the start of the project a detailed project plan will be developed. A broad timeline is provided in the table below.

Table 1: Initial timeline of project main activities or milestones

Month	Activity or milestone
1	Detailed project planning completed
1-13	Ongoing day to day forum moderation
1-2	Decide on methodology for logging quantifiable activities of forum moderators, coming up with useful indicators and then monitoring them throughout the project duration
1-3	Recruitment of co-moderators
1-10	Upgrade the Forum software to latest version of Kunena
2-3	Forum Practice Group established once the co-moderators are recruited
2-4	Head moderator is training co-moderators and guiding closely at the beginning
3-13	Forum moderation tasks carried out as a team approach with co-moderators
9-13	Investigate options for future of forum moderation beyond project duration
13	Prepare final report to WSSCC in their preferred format

Means of delivery

As SuSanA is not a legal entity, SuSanA is not able to receive grants directly. Therefore, the network works in collaboration with partner organizations to enable investments that are aligned with the SuSanA vision and support the growth of the network.

After consulting with WSSCC, the SuSanA Secretariat has identified Skat Foundation as a potential grant recipient, who is able to implement the cooperation system. Skat Foundation can also contribute additional insights and meta-analysis from their own experience of running a practitioner-focused WASH network, whilst having distance from the thematic issues and the individuals involved in the online discussions.

Project structure and communication routines

The proposed project structure is shown in Figure 1.

Management and reporting

Reporting and progress calls amongst WSSCC, SuSanA Secretariat and Skat Foundation (and potentially any external consultants) will be according to WSSCC requirements. The SuSanA Secretariat would like to receive a copy of progress reports as well as be informed about project modifications throughout the project implementation.

Furthermore, as implementing agency of the project, Skat Foundation would be entitled to join the quarterly SuSanA Core Group calls for the project duration to report on the progress and to be informed about global SuSanA activities.

Forum Practice Group

We propose that a Forum Practice Group is established at the start of the project. The group is responsible for the day-to-day maintenance, overall quality and development of the Forum content through moderation activities. This group will consist of:

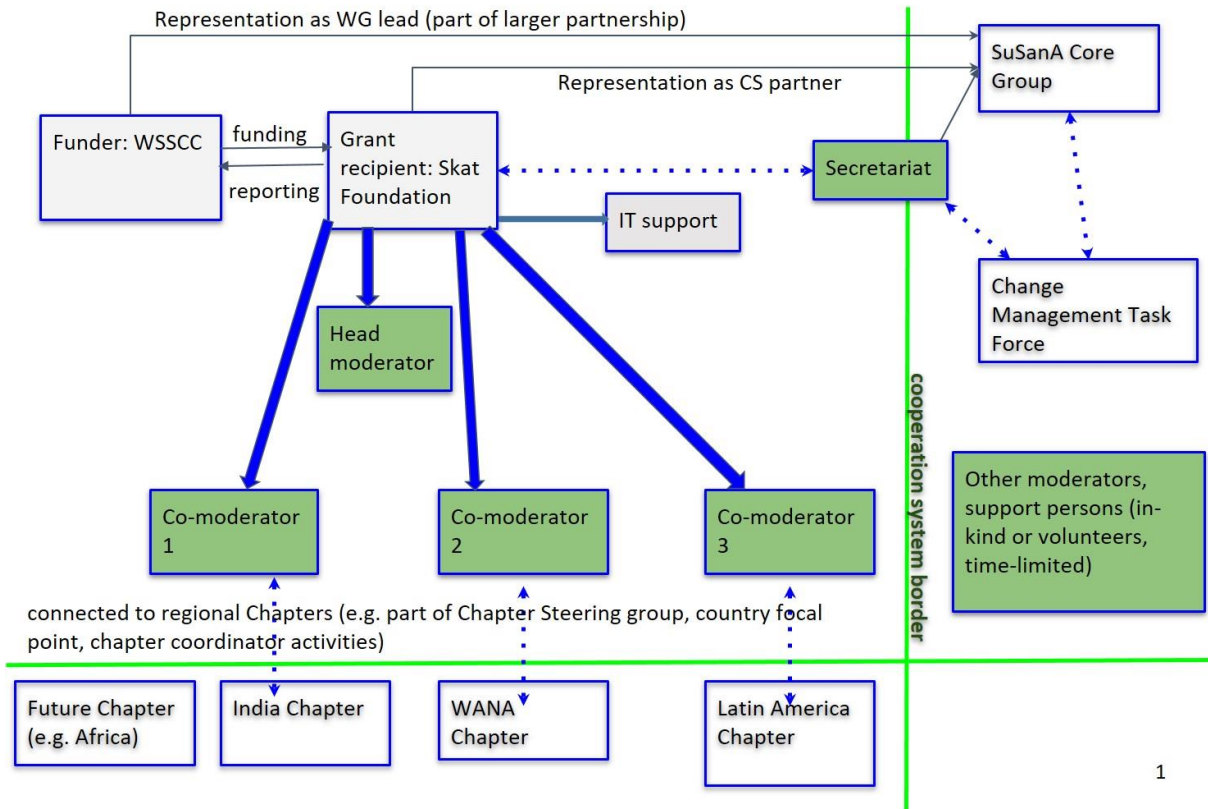
Head moderator

- All co-moderators (not limited to this cooperation system)
- Secretariat staff member
- Project manager/co-moderator from Skat Foundation

The Forum Practice Group will stay in regular contact via email as well as monthly virtual meetings, providing a space to connect amongst moderators and exchange experiences. The group will discuss and implement changes in moderation responsibilities (e.g. allocation by categories or thematically), and be responsible for joint monitoring or tracking of activities for reporting (depending on requirements by funder). The group will select a chair who will ensure the tasks and responsibilities are carried out in an effective manner. An overview of activities of this group, as well as the co-moderators is attached in ANNEX I.

The group will also have technical support from an IT company to improve any IT issues in the main Forum functions as well as an upgrade to the latest version of Kunena. The group can assign 1-2 persons to be the contact point for the IT and to oversee IT tasks on an Asana project board (used for IT tasks in SuSanA).

Figure 1: Suggested structure of the project



- Legend**
- Cooperation system border (interaction with other SuSanA bodies)
 - Forum Practice Group (virtual meetings, simple reports & monitoring, UX improvements, marketing)
 - ➡ Sub-grants/consultancies
 - ⋯ Exchange formats

Annex 2: Amended agreement with WSSCC

Background

The Discussion Forum User Survey was carried out over a 2-month period from 22 July to 16 September 2020 and was taken by 538 SuSanA members. The survey results were presented and discussed on the SuSanA Discussion Forum [here](#). There were several suggestions on how to improve the forum setup and moderation that stood out and these are indicated below. The Forum Practice Groups plans to enter in-depth discussions with the SuSanA Secretariat and Skat Foundation about how some of the wishes and recommendations by the forum users can be put into practice.

All the activities listed below have the overall aim to **increase engagement of members from the Global South** and making it easier for them to share information on the SuSanA discussion forum.

The forum results showed, among others:

- A desire to add more topics to the discussion forum, for example rural water supply topics.
- Forum users felt a need for greater integration of social media activities with the Discussion Forum.

Activities & link to existing project

- a) Conceptualise which **new categories or sub-categories beyond the current categories** (which focus on sanitation and hygiene) should be created and who would moderate them.
- b) Develop a plan on how the **collaboration between moderators at Skat Foundation's DGroups and the SuSanA Discussion Forum** could be optimised with regards to any overlapping topics such as water supply, hygiene, handwashing and "leaving no one behind".
- c) Carry out a small **feasibility study of how best to recommend SuSanA and the Discussion Forum as a knowledge management tool** into institutions in Southern Africa that may not have a fully-fledged KM strategy yet. We will plan some pilot activities with institutions in Zambia.
- d) Investigate **social media opportunities**, especially using emerging tools that are being used widely by practitioners in developing countries, in particular Whatsapp groups. We will investigate if sending messages from Whatsapp to the Discussion Forum can work (this might involve voice to text conversion). A Whatsapp group, Telegram group or Slack channel might also be useful tools to deepen the engagement of SuSanA members with the Discussion Forum. They could help to build a community feeling and be more inviting to users from developing countries who do a lot of their work from mobile phones.

- e) An IT-analysis of the implications, pros and cons of a **password-less social media login** (e.g. logging in with one’s Gmail address). Develop a proposal to the SuSanA Core Group after investigating and making a recommendation for discussion. Such a system would likely mean decoupling SuSanA membership from Discussion Forum membership and would therefore require in-depth discussions before it is adopted.

How the activities link to the existing grant:

This work is a natural follow-up of the results from the Discussion Forum user survey which gave us valuable pointers on how we could increase the participation levels in the Discussion Forum. Furthermore, our detailed analysis of forum posts with regards to who makes them (split by gender and by Global North versus Global South, see updated statistics page [here](#)) has clearly shown that we need to intensify our efforts to support more females and more people from the Global South to feel comfortable to post and share. This might include giving them different tools and methods for posting than in the past to make it more convenient for them.

Roles

Name	Organisation	Role/Activities
Sean Furey	Skat Foundation	Project management + Activity (b)
Elisabeth von Muench	Freelance	Head Moderator: Activities (a,b,c,d,e)
Paresh Chhajed	Freelance	Co-moderator (Asia): Activities (a, b,c,d)
Chaiwe M. Sanderse	Freelance	Co-moderator (Africa): Activities (a, b,c,d)
Stefan Eisser	Dotwerkstatt Ltd.	IT consultant: Activities (d,e)

Annex 3: Related Global WaSH/Sanitation Networks & Alliances

Network/Description	Relationship with SuSanA Forum
<p>Sustainable Sanitation Alliance (SuSanA) is an informal network of people and organisations who share a common vision on sustainable sanitation and who want to contribute to achieving the Sustainable Development Goals, in particular SDG6. SuSanA came into existence in early 2007. Since then, it has been providing a platform for coordination and collaborative work. SuSanA connects members to a community of people with diverse expertise and opinions. SuSanA also serves as sounding board for innovative ideas and contributes to policy dialogue through joint publications, meetings and initiatives.</p>	<p>“Home” of the network’s regular online exchanges and Working Group communication.</p>
<p>The Water Supply Collaborative Council (WSSCC) is a global, multi-stakeholder membership and partnership-based organization that works at the local, national, regional and global levels to advance sanitation and hygiene for all, with a particular focus on poor, vulnerable and marginalized people, so that no one is left behind. Founded in 1990, WSSCC will be closed on 31 December 2020 and replaced by the Sanitation and Hygiene Fund (SHF), which is designed as a vehicle to invest large sums of funds for maximum impact and to foster strong political commitment to sanitation and hygiene.</p>	<p>Previously there was overlap/competition between SuSanA and WSSCC online platforms. This project has consolidated and harmonised that.</p>
<p>The Rural Water Supply Network (RWSN) is a global professional network with the vision that all rural people should have access to safe, affordable water within reasonable distance of the home. 8 out of 10 people worldwide without access to even a basic water service live in rural areas so achieving the SDG6.1 of universal water access is predominantly a rural challenge. Found in 1992, RWSN has over 12,000 members worldwide, many of who also work in sanitation and hygiene.</p>	<p>Not strong until this project, which led to cross-posting on common topics, including Covid-19, de-colonializing and Equity & Inclusion.</p>
<p>The Faecal Sludge Management Alliance (FSMA) is a member-based network (paid membership launched in 2020) to support organisations and individuals working in faecal sludge management (FSM). FSMA’s goal is to create a collaborative, responsive, and collective platform to advocate for the adoption and implementation of FSM as a utility service. The aim is to support our members in their work in helping to achieve SDG 6.2 and improve access to safely managed sanitation.</p>	<p>SuSanA hosted the webpages of the previous FSM conferences (up until FSM5) and acted as knowledge partner of the FSM conference series. Both alliances aim at continuing a close partnership, with e.g. SuSanA providing KM and other functions for FSMA.</p>
<p>The Sanitation and Water for All (SWA) partnership is a multi-stakeholder partnership of governments and their partners from civil society, the private sector, UN agencies, research and learning institutions and the philanthropic community. Partners share the belief that government-led,</p>	



sustainable
sanitation
alliance



<p>collaborative and multi-stakeholder decision-making leads to more effective and sustainable solutions. Founded in 2010.</p>	
<p>WASH Agenda for Change (A4C) was established in May 2015, as a collaboration of like-minded international non-governmental organizations who have adopted a set of common principles and approaches. They work collectively to advocate for, and support national and local governments in, strengthening the water, sanitation, and hygiene (WASH) systems required to deliver universal, sustained access as outlined under Sustainable Development Goal 6.</p>	<p>Currently none, but both networks are part of the “WASH systems community of practice”. A4C are reviewing their knowledge management and online exchange.</p>

Annex 4: Overview of Forum funding model options

Funding Model	Advantages	Disadvantages
<p>[A] Public Interest: The platform is free to users to posts and to access, supported by a hands-off donor. <i>E.g.: The SuSanA Forum</i></p> <p><i>Author view: Preferred option due to strong advantages, as long as there is a willing donor.</i></p>	<ul style="list-style-type: none"> ❖ Open access to information, contacts, particularly for those in low and middle-income countries. ❖ Allows focus to be on topics where there is need (e.g. gender, inclusion) and interest of members, rather than commercial interests of advertisers and projects. ❖ Low transaction cost, efficient. ❖ Resource for innovation and thorough documentation. 	<ul style="list-style-type: none"> ❖ Donor-dependent – most private foundations or bi-lateral donors do not provide open-ended financial support
<p>[B] Project-funded: Forum funded to achieve specific goals. E.g. this project</p> <p><i>Author view: May be provide some supplementary income and activities, but not suited to covering core costs sustainably.</i></p>	<ul style="list-style-type: none"> ❖ As above. ❖ Can drive innovation into new areas or feature – e.g. new Equity & Inclusion category. 	<ul style="list-style-type: none"> ❖ Strictly time-limited. ❖ May not cover fill costs. ❖ Unpredictable income between years/projects. ❖ Interests of project need to be aligned with interests and values of SuSanA.
<p>[C] Paid-for subscriptions: a paywall means that users have to pay a regular fee to access the forum content and/or to post.</p> <p><i>Author view: Unlikely to be popular, users will go elsewhere.</i></p>	<ul style="list-style-type: none"> ❖ Regular, income from users – good indication of demand and interests. ❖ Allows focus on topics of interest of members. 	<ul style="list-style-type: none"> ❖ Paywall limits reach and diversity. ❖ High transaction cost in administrating membership and acquiring and retaining paid members. ❖ Needs many users to generate significant income.
<p>[D] Part of a package subscription: same as above, but packaged as part of a broader paid-for membership. <i>E.g.: IWA Connect</i> <i>Author view: not viable, unless SuSanA membership is radically changed.</i></p>	<ul style="list-style-type: none"> ❖ Maybe more attractive than a Forum-only subscription. 	<ul style="list-style-type: none"> ❖ As above, plus: SuSanA is not a subscription-based network and is not heading in that direction at present. ❖ Subscribers may not use the Forum because there are more interested in other parts of the offer.
<p>[E] Freemium/Upselling: have some open discussion areas and some closed off to subscribers or other premium search features. E.g. LinkedIn</p> <p><i>Author view: it could be a good compromise between [A] and [C/D], but could be</i></p>	<ul style="list-style-type: none"> ❖ Open access to most information and discussions. ❖ Generates some income. 	<ul style="list-style-type: none"> ❖ Not everything is open and creates different tiers of users which maybe against the ethos of the Forum. ❖ Less income than a full paywall, but fewer users than Public Good.

Funding Model	Advantages	Disadvantages
<i>worst of both worlds – less activity, inadequate income.</i>		
<p>[F] User donations: regularly ask users to make a small financial contribution. E.g. Wikipedia</p> <p><i>Author view:</i></p>	<ul style="list-style-type: none"> ❖ Modest, un-restricted income. ❖ May strengthen users' sense of ownership and community. 	<ul style="list-style-type: none"> ❖ May annoy users and reduce use. ❖ May not generate much income.
<p>[G] Host E-commerce: The host uses the platform to sell products and services.</p> <p><i>Author view: Not viable – nothing to sell.</i></p>	<ul style="list-style-type: none"> ❖ Open access to users ❖ Income generation potential for SuSanA 	<ul style="list-style-type: none"> ❖ SuSanA doesn't currently have products or services to sell. ❖ Sales would need to cover admin costs and Forum costs.
<p>[H] Advertising: Income from third parties to advertise on the platform. E.g. Twitter, Facebook</p> <p><i>Author view: could possibly generate some supplementary income but unlikely to cover core costs reliably.</i></p>	<ul style="list-style-type: none"> ❖ A benefit feature to members who want to advertise to other members. ❖ Income generation. 	<ul style="list-style-type: none"> ❖ High transaction cost in administrating membership and acquiring and retaining advertisers ❖ Audience maybe too small
<p>[I] Selling user data: Allow third parties to access contact details to market directly to their target audiences.</p> <p><i>Author view: against the ethos of the Forum and carries legal risks. Absolute no-go.</i></p>	<ul style="list-style-type: none"> ❖ Platform is free to users 	<ul style="list-style-type: none"> ❖ Likely to contravene EU and German data protection laws. ❖ Against SuSanA ethos. ❖ Unreliable income
<p>[J] Hybrid: a mix of some of the options above</p> <p><i>Author view: to cover gaps in donor funding [A] it could be good to build up some reserves from projects [B], user donations [G] and/or limited advertising [H], but could be confusing and create high admin costs.</i></p>	<ul style="list-style-type: none"> ❖ May achieve multiple benefits 	<ul style="list-style-type: none"> ❖ Likely to be too compromised – worst of all options, confusing and high admin costs.

Annex 5: Online discussion platforms for water and sanitation

Discussion platform specific to a network or partnership

- **SuSanA Discussion Forum:** a bespoke web-based system (with some email functionality, such as regular digests) that uses open-source software. Open to view by non-members and searchable. Joining is free. Donor-financed.
- **RWSN Dgroups:** emailed based (with some web functionality) hosted by Dgroups.org, which is stable but un-innovative platform provided by Influent Solutions, Geneva. Originally established by [Dgroups Foundation](#) for development organisations wanting a reliable, low bandwidth email group service, the Foundation has since moved away from the original platform and favour a cheaper, more feature-rich platform, [groups.io](#).
- **WSSCC communities:** was based on Microsoft SharePoint platform but was shut down, but there is an online Community of Practice on LinkedIn (see below).
- **IWA Connect:** a bespoke web-based platform that has limited visibility to non-members. Paid annual membership is needed for full read/write access and to have a profile.

General/Standalone platform

- **The Water Network:** a commercial web-based platform for the water and wastewater sector, run by AquaSPE, in Zurich, Switzerland. Joining is free but business model is based on advertising and sponsored areas within the platform.
- **Knowledge Point:** a Q&A platform/service, currently hosted by CAWST. The scope is broader than WaSH, but most the activity is WaSH related. Financially supported by a consortium of NGOs.
- **Twitter**
 - WSSCC twitter account (@WatSanCollabCou) has been closed and converted to (@SHFund_) and has 142,800 followers.
 - SuSanA (@susana_org) has been active since January 2010, has 5,650 followers and is uses #ForumFriday tag to promote posts from the SuSanA Forum, and #WikiWednesday to promote Wikipedia articles featuring - or lacking - sanitation content.
 - RWSN (@RuralWaterNet) has been active since October 2011 and has 3,080 followers.
- **LinkedIn**

- WSSCC has actively moderated LinkedIn Page (now closed), and discussion group "[Community of Practice on Sanitation and Hygiene in Developing Countries](#)" with 7,655 members (08.12.2020) remains open but is not planned to be actively moderated.
- The RWSN Secretariat actively facilitates activity on its own [RWSN LinkedIn Group](#) with 6,231 members (08.12.2020) and growing consistently at around 10 people per day (but does is not active with its Facebook group).
- SuSanA does not have a presence on LinkedIn. It could be a good option to extend the alliance's visibility and attract more professionals to join and be active the Forum.

■ Facebook

- SuSanA has a page with 9,767 likes and 11,215 followers. There are regular posts from the Secretariat but not much engagement.
- RWSN has a page with 5,074 likes and 7,065 followers. There are regular posts and slightly more engagement (likes, shares and comments) than the SuSanA page.
- WSSCC (now SHF) has a page with 417,070 likes and 419,181 followers. There are regular posts with variable visible engagement.

Experience from using Facebook pages over the last 5-8 years is that 'organic' engagement is generally low and that to make posts more visible to you specific followers you have to pay for Facebook advertising. However, advertising can be used to get a particular post to a specific demographic, for example specifying "women, between the ages of 18-35 in Kenya, Tanzania and Uganda, with a university education."

Annex 6: SuSanA Marketing Personas (2017)¹⁷

Developed by CAWST/Seecon (2017) as part of their review of SuSanA as whole and as such some of the member feedback is may not reflect the current state the Forum but still provides some useful insights.

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.

It was interesting to refer to this work in the preparation of this report when thinking about who uses the Forum, why and what potential barriers are likely to be from different user groups.

Persona	WASH Interests	Interaction with SuSanA Forum	Message
THE STUDENT: James (26) from Durban, South Africa	Research, knowledge mngt. (44%) Operation and maintenance of water supply and sanitation systems (28%) Training, community health promotion (17%)	<ul style="list-style-type: none"> 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. 	Let the SuSanA community find the most relevant publications for you Convert your research into future solutions. Access the sanitation community.
INGO: Faiham (35) from Khulna, Bangladesh	Design and construction (33%) Training, community health promotion (33%) Management (e.g. organizational strategy, administration) (12%)	<ul style="list-style-type: none"> Read the Discussion Forum (54%); <i>when he was looking for more information on a container toilet that was being developed by MoSan in Bangladesh</i> Lengthy discussions in the forum are not attractive to read Hardly knows any of the forum members – are they knowledgeable about his questions? Prefers face-to-face engagement 	Let the SuSanA community help you to implement successful project Find practical information, tools and partners to develop sustainable sanitation facilities
Sanitation Guru: Jack (64) from Sussex, UK	Policy and legislation Ensuring sustainability considerations are considered during project planning Identifying success factors for sanitation projects	<ul style="list-style-type: none"> Does not understand how the forum platform works Prefers face-to-face engagement 	Share your experience and help the next generation in solving the sanitation challenge Stay up to date and help shape tomorrow's sanitation community

¹⁷ <https://www.susana.org/en/knowledge-hub/resources-and-publications/library/details/3492>

Persona	WASH Interests	Interaction with SuSanA Forum	Message
Consultant: Samson (42) from Mukono, Uganda	Design and construction (42%) Training, community health promotion (15%) Research and knowledge management (14%)	<ul style="list-style-type: none"> • 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 • 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 • Likes that there seems to be lots of experts that could be reached out to 	Engage with the sanitation community, share experiences and find project opportunities Make your life easier. Ask the sanitation community.
National NGO: Priya (45) from Pune, India	Training, community health promotion (39%) Design and construction (23%) Research, knowledge management (11%)	<ul style="list-style-type: none"> • Read the Discussion Forum (54%); <i>when is looking for specific information and she tends to read what people she knows write</i> • Participated in a Thematic Discussion Series (20%) on <i>the Swachh Bharat Mission (Gramin - rural)</i>. • Likes that there are many members from Indian organisations she works with 	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
Gov. official: Joseph (45) from Nairobi, Kenya	Training, community health promotion (29%) Design and construction (27%) Research, knowledge management and management (e.g. organizational strategy, administration) (both around 11%)	<ul style="list-style-type: none"> • A few of his colleagues read the discussion forum (57%) but he thought the threads were too long • Should find a more suitable format to interact with officials from government and public authorities • Dislikes the focus on mall scale interventions and academic research is not so relevant 	Use SuSanA.org. Get you sanitation projects to work! Engage with the SuSanA community to shape tomorrow's sanitation policy Tap international expertise for better local sanitation policy
donor: Rose (45) from Mania, Philippines	Design and construction (24%) Management (23%) Training, community health promotion (19%)	<ul style="list-style-type: none"> • Colleagues of hers posted in the Discussion Forum (27%) or a Thematic Discussion Series (24%) • Likes that seems to be lots of experts that could be reached out to • Dislikes bias towards small-scale interventions and Africa, whereas she is focusing on 	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

Persona	WASH Interests	Interaction with SuSanA Forum	Message
		large scale infrastructure and Asia. <ul style="list-style-type: none"> Government officials are key but not sufficiently engaged 	
CBO: Alex (50) from Matsagoni (Kilifi), Kenya	Training, community health promotion (54%) Design and construction (25%) Research, knowledge management (7%)	<ul style="list-style-type: none"> Reads the Discussion Forum (61%) to learn more about how community sanitation projects can be developed Finds some of the discussions very insightful 	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
Implementing agency / int. NGO: Michael (36) Bremen, Germany	Financing, particularly funding opportunities for projects Design and construction (33%) for Decentralized Water Treatment Solutions Training, community health promotion (33%)	<ul style="list-style-type: none"> Has curated content and led special topic discussions through in-kind contributions. Likes possibility to share project results and experiences beyond project timeline Dislikes that only the 'usual suspects' engage on the SuSanA platform 	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.

Annex 7: Overview list of Forum website enhancements/maintenance tasks carried out by Dotwerkstatt (IT support)

Month (2020)	Upgrade	Maintenance
January	<ul style="list-style-type: none"> ▶ Discussion about Working Group and chapter icons, changes Google search ▶ add views numbers to topic in thread view ▶ research translate APIs for Google and DeepL ▶ user changes email addresses, changes views show forum topic 	<ul style="list-style-type: none"> ▶ user post merging: find reason for wrong number
February	<ul style="list-style-type: none"> ▶ rebuilt icon header template, create, testing yellow icon ▶ testing on develop area, ▶ add new icons to recent topic lists, testing a few solutions ▶ creating vector hug icon 	
March	<ul style="list-style-type: none"> ▶ create/change icons for WG and equity in different formats for forum header, category overview, recent lists and digest 	<ul style="list-style-type: none"> ▶ Update and testing to latest Kunena software platform
April	<ul style="list-style-type: none"> ▶ Further testing and adjustment of updated platform ▶ Attachments forum, new icons in category view ▶ implement last visit day of forum in member list 	<ul style="list-style-type: none"> ▶ special characters removed in digest, a lot of testing,
May	<ul style="list-style-type: none"> ▶ project maps, admin member data list ▶ statistics about projects and gender of users 	<ul style="list-style-type: none"> ▶ Bug fixing
June July	<ul style="list-style-type: none"> ▶ Discussion with Forum team about statistics 	
August	<ul style="list-style-type: none"> ▶ Create member overview list and import gender from forum, built changes gender functions show posts, communication ▶ first statistics for global south north in real time 	
September October	<ul style="list-style-type: none"> ▶ Changes social plugin sharing option, hide Pinterest, add function button copy URL to clipboard, changes members with posts states. 	<ul style="list-style-type: none"> ▶ Fix and find solution for old outlook reply button forum digest. Improvement of Forum statistics
November		<ul style="list-style-type: none"> ▶ Fix social share and copy button in Chrome
December	<ul style="list-style-type: none"> ▶ new statistics Likes and Karma points ▶ Conception solutions research adding password-less social login ▶ Statistics global south/north by category and by year 	<ul style="list-style-type: none"> ▶ Adjustments forum digest events and category new icons and layout ▶ Find solution for some email providers marking digest as spam



sustainable
sanitation
alliance



Annex 8: Wikipedia articles improved during this project

The table below shows the 104 Wikipedia articles that were improved as part of this project.

Period covered: 28/11/2019-15/08/2020. Further editing was done after this period, but Elisabeth von Muench was also involved in other Wikipedia work for other clients during September to November so the data for her contributions is not as easy to extract. Pages highlighted in **yellow** are of India celebrities who have been Swachh Bharat Mission ambassadors.

A full history of the moderator edits can be found online:

- [Elisabeth von Muench \(EMsmile\)](#)
- [Chaiwe Sanderse \(Chaiwe\)](#)
- [Paresh Chhared \(Sparsh85\)](#)

Title	URL	Avg. daily page views	Incoming links
"Hand washing"	https://en.wikipedia.org/wiki/Hand_washing	589	334
"Priyanka Chopra"	https://en.wikipedia.org/wiki/Priyanka_Chopra	10905	1040
"Martin Luther King Jr."	https://en.wikipedia.org/wiki/Martin_Luther_King_Jr.	11717	4809
"Developed country"	https://en.wikipedia.org/wiki/Developed_country	3409	639
"Swachh Bharat Mission"	https://en.wikipedia.org/wiki/Swachh_Bharat_Mission	1824	311
"Amitabh Bachchan"	https://en.wikipedia.org/wiki/Amitabh_Bachchan	9261	2656
"Sustainable Development Goals"	https://en.wikipedia.org/wiki/Sustainable_Development_Goals	4634	1431
"Dalit"	https://en.wikipedia.org/wiki/Dalit	3430	2198
"Shashi Tharoor"	https://en.wikipedia.org/wiki/Shashi_Tharoor	3926	393
"Open defecation"	https://en.wikipedia.org/wiki/Open_defecation	426	684
"Tampon"	https://en.wikipedia.org/wiki/Tampon	971	181
"Virat Kohli"	https://en.wikipedia.org/wiki/Virat_Kohli	15013	927
"WASH"	https://en.wikipedia.org/wiki/WASH	191	93
"Vidya Balan"	https://en.wikipedia.org/wiki/Vidya_Balan	2353	1201
"Developing country"	https://en.wikipedia.org/wiki/Developing_country	2201	1202
"Sachin Tendulkar"	https://en.wikipedia.org/wiki/Sachin_Tendulkar	7982	1680
"Flush toilet"	https://en.wikipedia.org/wiki/Flush_toilet	709	809
"Sanitation worker"	https://en.wikipedia.org/wiki/Sanitation_worker	53	133
"Waste management"	https://en.wikipedia.org/wiki/Waste_management	1866	1450
"Menstrual cup"	https://en.wikipedia.org/wiki/Menstrual_cup	1005	82
"Manual scavenging"	https://en.wikipedia.org/wiki/Manual_scavenging	201	267
"Sanitation"	https://en.wikipedia.org/wiki/Sanitation	787	1256
"Unisex public toilet"	https://en.wikipedia.org/wiki/Unisex_public_toilet	221	288
"Extreme poverty"	https://en.wikipedia.org/wiki/Extreme_poverty	462	243
"Anal hygiene"	https://en.wikipedia.org/wiki/Anal_hygiene	331	126
"Bathroom"	https://en.wikipedia.org/wiki/Bathroom	339	471
"Public toilet"	https://en.wikipedia.org/wiki/Public_toilet	241	403

Title	URL	Avg. daily page views	Incoming links
"Menstruation"	https://en.wikipedia.org/wiki/Menstruation	1483	740
"Drinking water"	https://en.wikipedia.org/wiki/Drinking_water	749	1302
"Sanitary napkin"	https://en.wikipedia.org/wiki/Sanitary_napkin	670	138
"Health in India"	https://en.wikipedia.org/wiki/Health_in_India	144	337
"Feces"	https://en.wikipedia.org/wiki/Feces	1268	1404
"Water Supply and Sanitation Collaborative Council"	https://en.wikipedia.org/wiki/Water_Supply_and_Sanitation_Collaborative_Council	6	23
"Risk management"	https://en.wikipedia.org/wiki/Risk_management	1332	2633
"Water issues in developing countries"	https://en.wikipedia.org/wiki/Water_issues_in_developing_countries	101	8
"Waste collector"	https://en.wikipedia.org/wiki/Waste_collector	110	109
"Squat toilet"	https://en.wikipedia.org/wiki/Squat_toilet	387	129
"Emergency sanitation"	https://en.wikipedia.org/wiki/Emergency_sanitation	17	199
"Wastewater treatment"	https://en.wikipedia.org/wiki/Wastewater_treatment	628	406
"World Water Day"	https://en.wikipedia.org/wiki/World_Water_Day	114	83
"Toilet"	https://en.wikipedia.org/wiki/Toilet	710	670
"Reuse of excreta"	https://en.wikipedia.org/wiki/Reuse_of_excreta	70	141
"Human right to water and sanitation"	https://en.wikipedia.org/wiki/Human_right_to_water_and_sanitation	72	161
"Defecation"	https://en.wikipedia.org/wiki/Defecation	634	553
"Pit latrine"	https://en.wikipedia.org/wiki/Pit_latrine	279	167
"Septic tank"	https://en.wikipedia.org/wiki/Septic_tank	886	495
"Sewage sludge"	https://en.wikipedia.org/wiki/Sewage_sludge	173	199
"Fecal sludge management"	https://en.wikipedia.org/wiki/Fecal_sludge_management	115	215
"Fecal-oral route"	https://en.wikipedia.org/wiki/Fecal%E2%80%93oral_route	927	227
"Environmental health"	https://en.wikipedia.org/wiki/Environmental_health	736	1093
"Sustainable Development Goal 6"	https://en.wikipedia.org/wiki/Sustainable_Development_Goal_6	181	52
"Tampon tax"	https://en.wikipedia.org/wiki/Tampon_tax	181	53
"Street sweeper"	https://en.wikipedia.org/wiki/Street_sweeper	150	90
"Feminine hygiene"	https://en.wikipedia.org/wiki/Feminine_hygiene	146	111
"Memphis sanitation strike"	https://en.wikipedia.org/wiki/Memphis_sanitation_strike	66	597
"Disaster risk reduction"	https://en.wikipedia.org/wiki/Disaster_risk_reduction	315	118
"Groundwater pollution"	https://en.wikipedia.org/wiki/Groundwater_pollution	218	327
"Outhouse"	https://en.wikipedia.org/wiki/Outhouse	274	883
"Sanitary engineering"	https://en.wikipedia.org/wiki/Sanitary_engineering	79	164
"Omni Processor"	https://en.wikipedia.org/wiki/Omni_Processor	62	8
"Vermifilter toilet"	https://en.wikipedia.org/wiki/Vermifilter_toilet	17	2
"United Nations Office for Project Services"	https://en.wikipedia.org/wiki/United_Nations_Office_for_Project_Services	69	441

Title	URL	Avg. daily page views	Incoming links
"Undernutrition in children"	https://en.wikipedia.org/wiki/Undernutrition_in_children	35	23
"Behavior change method"	https://en.wikipedia.org/wiki/Behavior_change_method	38	4
"Hand dryer"	https://en.wikipedia.org/wiki/Hand_dryer	36	30
"Mass deworming"	https://en.wikipedia.org/wiki/Mass_deworming	26	86
"Water supply"	https://en.wikipedia.org/wiki/Water_supply	252	1373
"Ecological sanitation"	https://en.wikipedia.org/wiki/Ecological_sanitation	28	47
"Sanitation and Water for All"	https://en.wikipedia.org/wiki/Sanitation_and_Water_for_All	6	9
"Global Handwashing Day"	https://en.wikipedia.org/wiki/Global_Handwashing_Day	422	13
"Constructed wetland"	https://en.wikipedia.org/wiki/Constructed_wetland	112	400
"Sustainable sanitation"	https://en.wikipedia.org/wiki/Sustainable_sanitation	12	121
"Toilet (room)"	https://en.wikipedia.org/wiki/Toilet_%28room%29	183	316
"Menstrual Hygiene Day"	https://en.wikipedia.org/wiki/Menstrual_Hygiene_Day	28	50
"Sustainable Sanitation Alliance"	https://en.wikipedia.org/wiki/Sustainable_Sanitation_Alliance	4	38
"Madison Museum of Bathroom Tissue"	https://en.wikipedia.org/wiki/Madison_Museum_of_Bathroom_Tissue	3	116
"Swachh Survekshan"	https://en.wikipedia.org/wiki/Swachh_Survekshan	382	13
"Urinal"	https://en.wikipedia.org/wiki/Urinal	202	166
"Defecation postures"	https://en.wikipedia.org/wiki/Defecation_postures	104	117
"Sewerage"	https://en.wikipedia.org/wiki/Sewerage	188	568
"Improved water source"	https://en.wikipedia.org/wiki/Improved_water_source	32	94
"Vermifilter"	https://en.wikipedia.org/wiki/Vermifilter	26	94
"Sweeper"	https://en.wikipedia.org/wiki/Sweeper	11	19
"Sewage sludge treatment"	https://en.wikipedia.org/wiki/Sewage_sludge_treatment	128	111
"Social and behavior change communication"	https://en.wikipedia.org/wiki/Social_and_behavior_change_communication	101	11
"Menstrual hygiene management"	https://en.wikipedia.org/wiki/Menstrual_hygiene_management	56	12
"UN-Water"	https://en.wikipedia.org/wiki/UN-Water	16	29
"Water supply and sanitation in Sub-Saharan Africa"	https://en.wikipedia.org/wiki/Water_supply_and_sanitation_in_Sub-Saharan_Africa	10	103
"Drinking water quality standards"	https://en.wikipedia.org/wiki/Drinking_water_quality_standards	223	26
"Female urination device"	https://en.wikipedia.org/wiki/Female_urination_device	108	152
"World Toilet Day"	https://en.wikipedia.org/wiki/World_Toilet_Day	53	130
"Arborloo"	https://en.wikipedia.org/wiki/Arborloo	17	122
"List of abbreviations used in sanitation"	https://en.wikipedia.org/wiki/List_of_abbreviations_used_in_sanitation	17	3

Title	URL	Avg. daily page views	Incoming links
"Cloth menstrual pad"	https://en.wikipedia.org/wiki/Cloth_menstrual_pad	69	31
"Workers' right to access restroom"	https://en.wikipedia.org/wiki/Workers%27_right_to_access_restroom	42	2
"Paper-towel dispenser"	https://en.wikipedia.org/wiki/Paper-towel_dispenser	8	3
"Blended finance"	https://en.wikipedia.org/wiki/Blended_finance	38	4
"Improved sanitation"	https://en.wikipedia.org/wiki/Improved_sanitation	35	94
"Global Day of Action"	https://en.wikipedia.org/wiki/Global_Day_of_Action	34	8
"MHH"	https://en.wikipedia.org/wiki/MHH	4	0
"Baños de Tenerías"	https://en.wikipedia.org/wiki/Ba%C3%B1os_de_Tener%C3%ADas	3	110
"Crossing sweeper"	https://en.wikipedia.org/wiki/Crossing_sweeper	16	11
"SBM"	https://en.wikipedia.org/wiki/SBM	7	0
"Bayakou (trade)"	https://en.wikipedia.org/wiki/Bayakou_%28trade%29	3	2