



sustainable  
sanitation  
alliance

## Taking SuSanA to the Next Level: Knowledge Management Grant

[www.susana.org](http://www.susana.org)  
[www.forum.susana.org](http://www.forum.susana.org)

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# Taking SuSanA to the next level

**Title:** Supporting sustainable sanitation through knowledge management and collaborative action within SuSanA

## Bill and Melinda Gates Foundation Grant to SEI

**Value:** USD \$2,735,000

**Title:** Supporting SuSanA and the broader Water, Sanitation and Hygiene Community of Practice through an online platform

**Dates:** October 2016- October 2019

Together with the long-term funding from BMZ to the SuSanA Secretariat

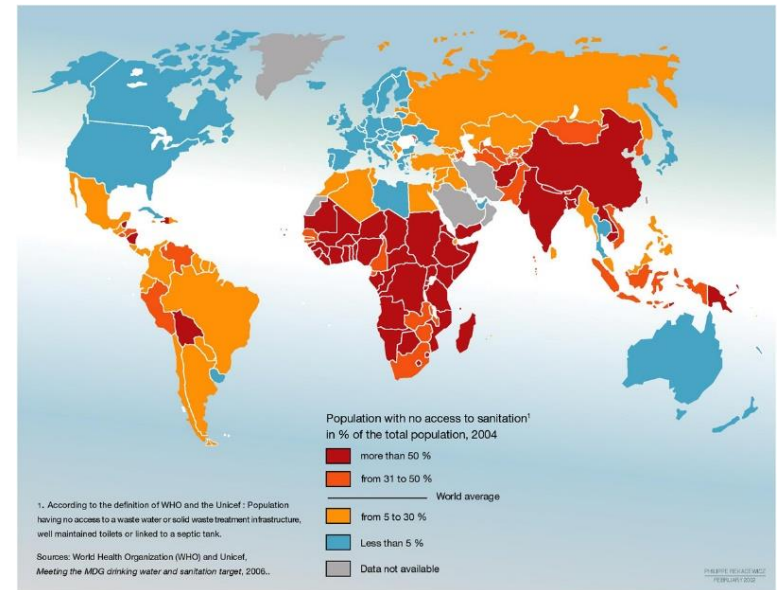
## Main actors:

Stockholm Environment Institute, WaterAid, Oxfam, SuSanA Secretariat - GIZ, Ostella, Kellogg Consultants, Dotwerkstatt, BORDA, Cranfield University.



The project aims to improve effectiveness of the SuSanA Platform as a knowledge management resource to achieve:

- Collaborative action by those committed to sustainable sanitation
- Effective knowledge management – improved information access
- Enhanced peer-to-peer learning through experience sharing
- Effective incorporation of international WASH organizations
- More focus in the Greater South



The vision for this work: - establish a comprehensive sanitation knowledge management framework that leverages on existing knowledge resources in the sector.

# 3 Central Outcomes

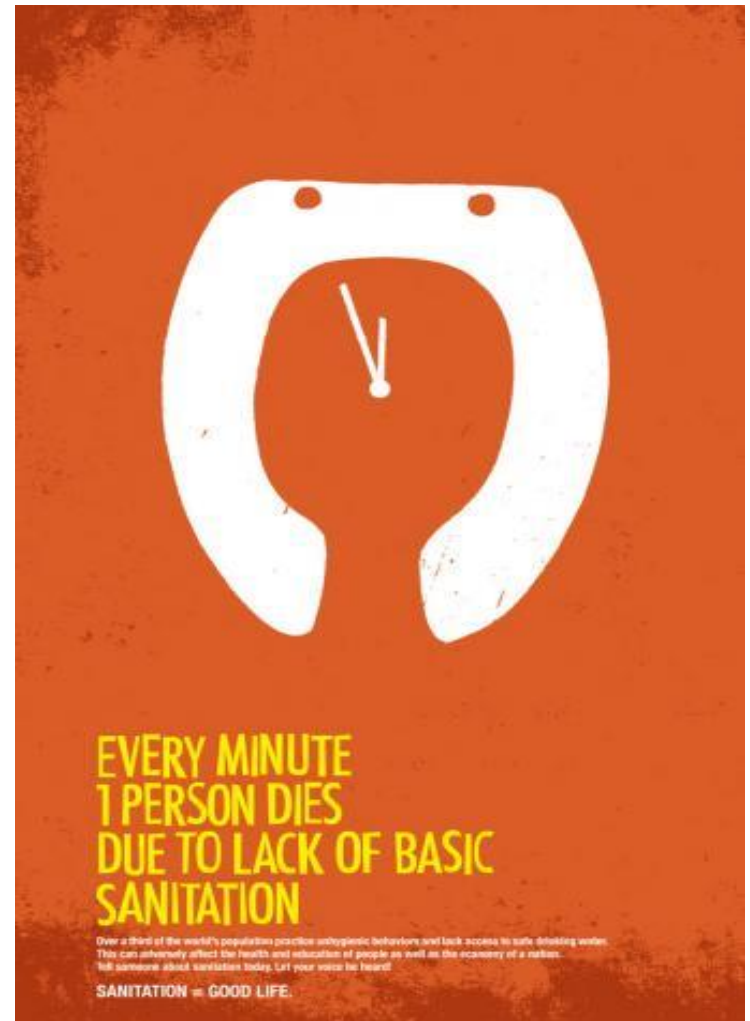
1. Improved use of the SuSanA Platform
  - More **use** of SuSanA platform (by identified target groups)
2. Demonstrable improvements in the **impact** the use of the SuSanA Platform has on members' work in sanitation.
  - Improve SuSanA platform so it has more impact.
3. Strengthened **governance** and **institutional** sustainability of SuSanA.
  - Sustainable Operations & Budget for SuSanA





# Key activities of SuSanA Phase 3

- Undertake a user experience study for the 2 websites to provide a plan for improvements
- Conduct a stakeholder market study to develop a communications strategy and an implementation plan for 2018 and 2019
- Carry out an organizational and funding study
- Development of key activities for years 2 & 3 based on the above work



# The User Experience (UX) Study

## Carried out by Bentley Univ UXC (Boston) in 2017

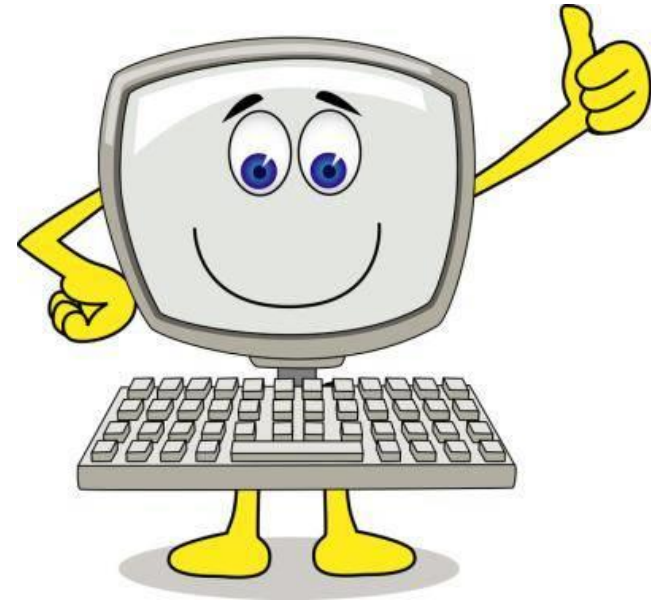
- Hand-picked representative panel of users

## Study goals

- Evaluate [susana.org](http://susana.org) and [forum.susana.org](http://forum.susana.org) for usability issues to inform the next design

## Key deliverables

- Highlights of strengths and weaknesses of current web design
- Actionable recommendations for improving web design focused in order to deepen the impact and increase the quality of the impact of SuSanA on the target user



# Stakeholder Market Study

## ***Stakeholder Market Study Objectives:***

To better understand who SuSanA’s global and local stakeholders are with a view to regenerating SuSanA’s strategy and to best meet and cultivate the members’ knowledge and networking needs and interests, with the Global South as a primary focus.

## ***Project Scope***

Baseline Market Assessment	Communications Strategy Development	M&E and KPI's Template
<p>How many potential and actual partner organisations are there?</p> <p>What are their priority KM and networking needs?</p> <p>How do partners measure performance?</p> <p>What do they feel could be improved?</p>	<p>What actionable items exists for each target group identified?</p> <p>What are SuSanA user priorities for networking, learning, capacity building, sharing and approaches?</p> <p>What is the outreach strategy plan for the next few years?</p>	<p>How can SuSanA’s impact be measured in an ongoing fashion?</p> <p>How can M&amp;E and KPI template be used to assess overall impact by 2019?</p>

# From the CAWST/Seecon Proposal

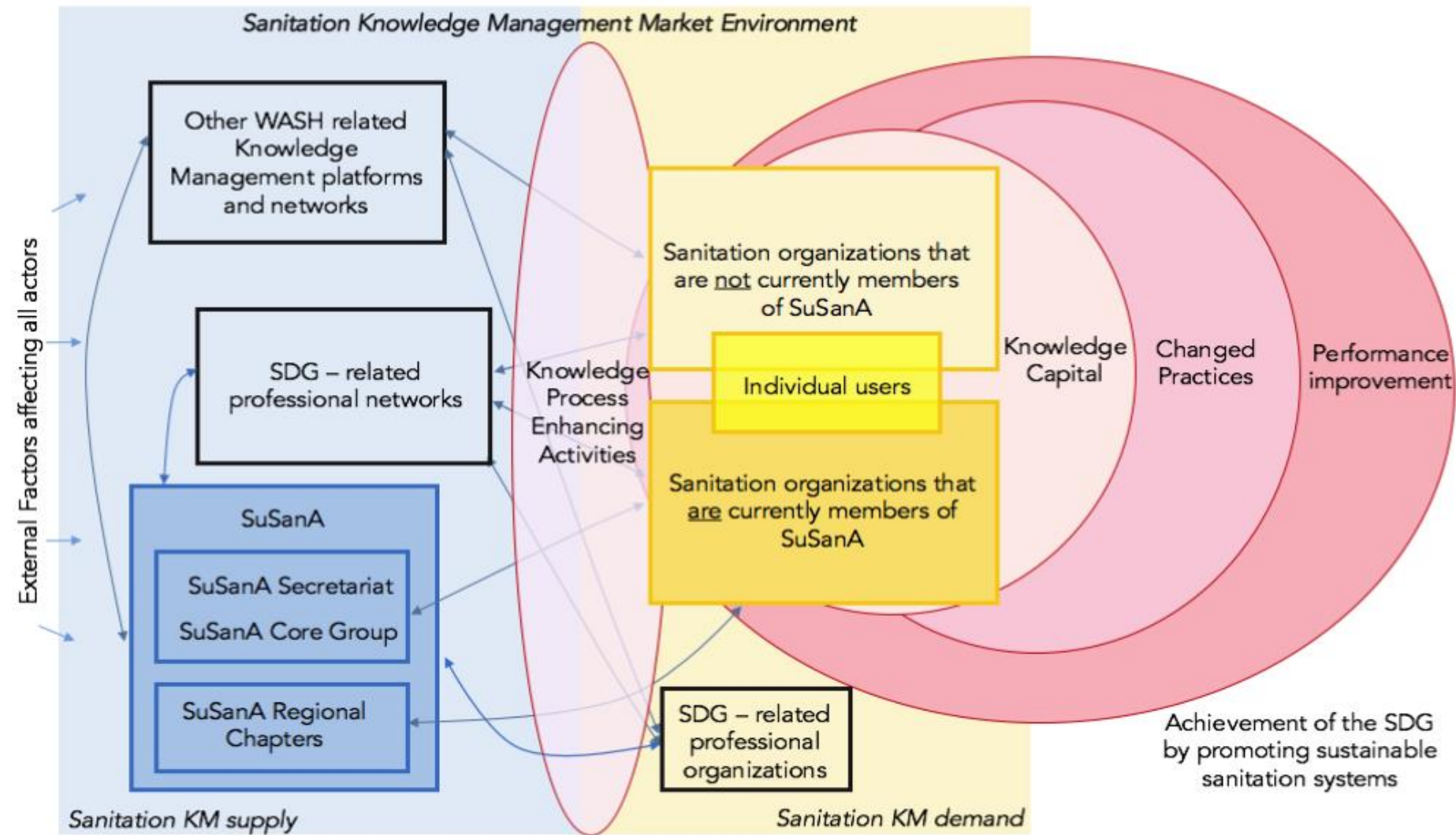


Figure 1: Sanitation Knowledge Management Market Environment and the ripple model for M&E knowledge management strategies



# Progress of the Study

- Baseline survey launched July 27 and sent to
  - SuSanA, CAWST and Seecon mailing lists (30.000 people)
  - RWSN mailing list (a number members)
  - WSSCC and GWP LinkedIn lists (13,000 people are members)
  - WSSCC and GWP mailing lists
  - IISD Water listserv
  - UNICEF country office mailing lists
- August 23 Workshop covered:
  - Initial survey and interview results
    - Need for curation of materials
    - Differentiated targeting (policy, design & operation, CBOs etc)
    - Preferred Channels for keeping up-to-date (email newsletters, websites)
    - Preferred means of connection (professional networks, conferences)
  - Initial ideas for the communications strategy
  - Monitoring & Evaluation template
- Due by mid-September:
  - Outline of Communications Strategy, M&E template

## SuSanA's Key Performance Indicator Themes

### Tracking progress in the following areas:

1. SuSanA positioning itself in the sector globally
2. Making the SuSanA tools more useful to national institutions and large implementing organisations
3. SuSanA's ability to reach grassroot levels by overcoming digital and language barriers
4. SuSanA's facilitating role in accelerating sector discussions on innovations
5. SuSanA's ability to attract active partners and members who contribute time and knowledge
6. Impact of SuSanA activities on coordination and collaboration within the sector

# See you on line!

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