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PRO-WASH
Practices, Research and Operations
in Water, Sanitation and Hygiene



PRO-WASH

Resource Guide

JANUARY 2023

PHOTOGRAPHY AND DESIGN CREDITS

Front Cover Photos (from left to right):

1. Care Bangladesh
2. Tommy Trenchard/ Save the Children
3. Jon Warren, World Vision
4. SPIR, World Vision
5. Boukari Idrissa and Abdoulrazak Mahamadou Bagourme, PSI Niger

Page 2:

Lucia Zoro / Save the Children

Page 10:

Jess MacArthur, PRO-WASH Consultant

Page 12:

Nasim for Nobo Jatra, World Vision

Page 15:

Jess MacArthur, PRO-WASH Consultant

Page 18:

Boukari Idrissa and Abdoulrazak Mahamadou BAGOURME, PSI Niger

Back Cover Photo:

Mustafa Saeed / Save the Children

Design and layout:

TM Design

CONTACT INFORMATION

www.fsnnetwork.org/PRO-WASH

prowash@savechildren.org

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WELCOME

This guide is a one-stop shop for all the resources that have been produced in the past five years by the Practices, Research and Operations in Water, Sanitation, and Hygiene (PRO-WASH) activity. This includes online and in-person training packages, technical guides, learning briefs, video tutorials, and more! We collaborated with many partners to develop these materials, which are designed for USAID's Bureau for Humanitarian Assistance (BHA) Implementing Partners. We believe the wider water, sanitation, and hygiene (WASH) and integrated water resource management (IWRM) communities also will find the resources useful. This guide contains links to resources on:

[Human-centered design \(HCD\) for WASH](#)

[Integrated Water Resource Management \(IWRM\)](#)

[Make Me a Change Agent \(MMCA\)](#)

[Market-Based Approaches to WASH](#)

[Gender Equality and Social Inclusion \(GESI\) in WASH](#)

[Adapting WASH Programming to COVID-19](#)

[WASH and Nutrition](#)

Key to Icons



Learning Brief



Research



Technical Resources



Training Materials



Videos



Webinars

Language Key

All resources are in English, and many are also available in other languages. Access these resources by clicking on the language icon next to each resource. The key is as follows:

AM Amharic

AR Arabic

ES Spanish

FR French

PT Portuguese

FROM THE PRO-WASH TEAM

Dear Colleagues,

Over the past five years, we have had the honor of working with many of you and learning from your WASH and IWRM work. Implementing sustainable and scalable WASH programming and supporting WASH-related behavior change is challenging. To achieve progress towards the Sustainable Development Goals, it will take all of us working together to understand what works well and what doesn't work well. Your openness to sharing, learning and adapting, even during a global pandemic, was instrumental to the production of the resources in this guide.

We hope the materials contained in this guide will be helpful as you continue to design and implement programming.

Thank you for all you do!

Nicole Weber
PRO-WASH Director

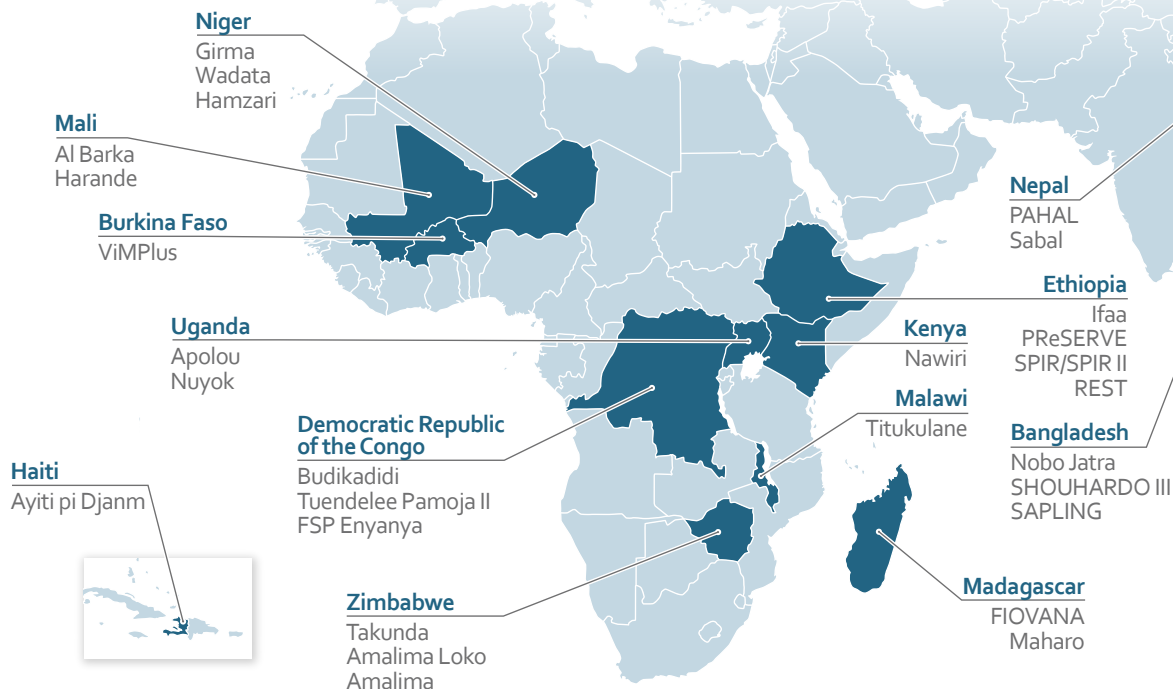
WHO WE ARE

The PRO-WASH Associate Award is an initiative funded by the BHA and led by Save the Children. PRO-WASH aims to provide support to implementing partners to strengthen the quality of WASH interventions through capacity strengthening, knowledge sharing, and applied WASH research opportunities. PRO-WASH's approach to providing support is driven by a commitment to empower BHA implementing partners (IPs) to become technical leaders in WASH and IWRM, particularly for vulnerable and food-insecure communities.



OUR REACH

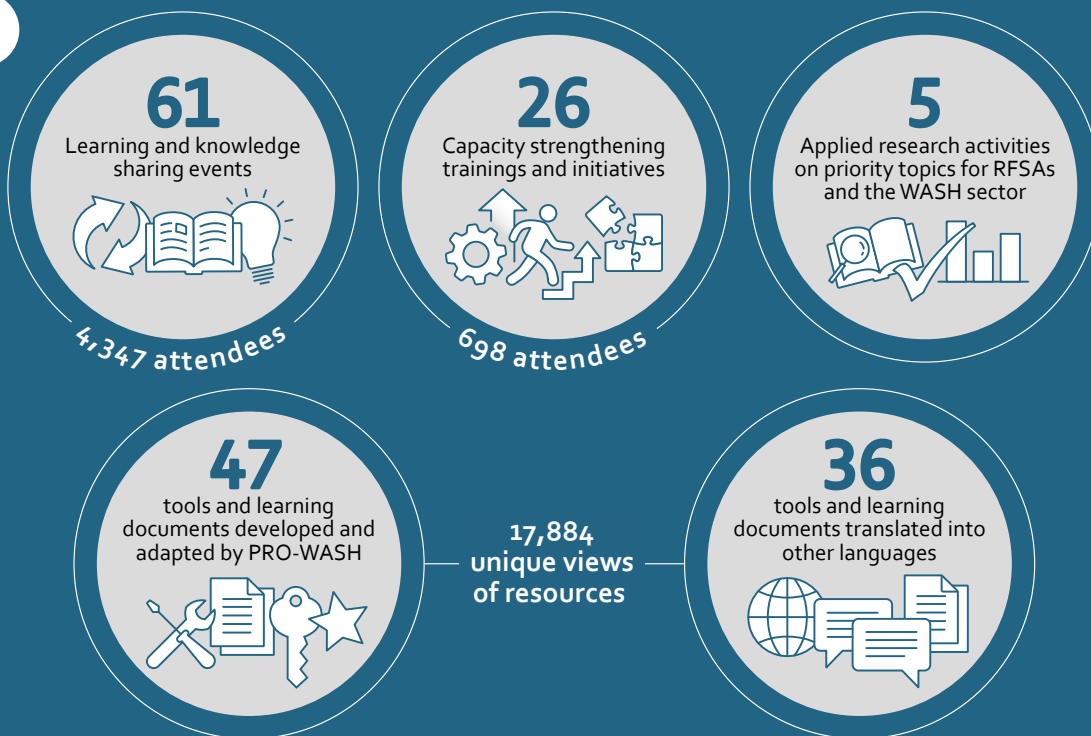
ENGAGEMENT WITH PROGRAM TEAMS



Types of Engagement

Training activities; ongoing coaching; inception, culmination, and sustainability workshops; research initiatives and deep dives; learning products and events; and one-to-one technical support

GLOBAL REACH



ACRONYMS

BHA	Bureau for Humanitarian Assistance
CaLP	Cash Learning Partnership
CHCs	Community Health Clubs
CIS	Climate Information Services
DRC	Democratic Republic of the Congo
FSN	Food Security and Nutrition Network
GESI	Gender and Social Inclusion
GIS	Geographic Information System
HCD	Human-Centered Design
IGA	Income Generating Activity
IP	Implementing Partner
IWRM	integrated Water Resource Management
MBS	Market-Based Sanitation
MMCA	Make Me a Change Agent
O&M	Operations and Maintenance
PRO-WASH	Practices, Research, and Operations in Water, Sanitation and Hygiene
PSI	Population Services International
RFSA	Resilience Food Security Activity
SBC	Social and Behavior change
SCALE	Strengthening Capacity in Agriculture, Livelihoods, and Environment
ViMPlus	Victory Against Malnutrition Plus
VSL	Village Savings and Lending
WASH	Water, Sanitation, and Hygiene

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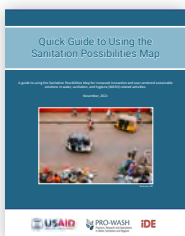
Human-Centered Design (HCD) for WASH

Human-Centered Design (HCD) is a process that follows three steps: DISCOVER, CREATE, and DELIVER. There are many ways to refer to these steps, but the core idea is that the process is rooted in creativity, empathy, and most importantly, experimenting and trying out different ideas for designing to context. PRO-WASH supported HCD research and developed resources to strengthen WASH activities, such as product design or social and behavior change strategies, by making them more user centered and sustainable.



Online HCDforWASH Resource Center ^{FR} (2022)

This online portal was cocreated by PRO-WASH and iDE to promote innovative, sustainable, scalable community-centered solutions for WASH. This resource center provides easy-to-use tools and templates, case studies, short videos, and more. Visit this portal to learn how to use HCD to design new technologies, service delivery models, behavior change strategies, marketing materials and even courses and training materials.



Quick Guide to Using the Sanitation Possibilities Map ^{FR} (2022)

This easy-to-use tool is a way to start using HCD for WASH. PRO-WASH and iDE developed this guide to support increased innovation and user-centered sustainable solutions in WASH-related activities. The map helps the user brainstorm solutions to a wide range of sanitation challenges. The editable template is accompanied by a how-to guide.



Human-Centered Design Approaches for Safe and Sustainable Latrine Construction and Utilization in Communities ^{FR} (2022)

In Zimbabwe, the Takunda RFSA partnered with government officers to use HCD approaches to conduct community walks to observe different stages of latrine construction and use; create timelines of latrine access and use with latrine owners; hold gamified focus groups to identify aspects of dream latrine; and listen to experiences of local latrine installers and hardware shop owners. This learning brief and accompanying video highlight how the findings from the DISCOVER phase are being used for the CREATE and DELIVER phases.

Sanitation in Complex Operational Environments (SCORE) project

In 2019, with the support of a PRO-WASH applied research activity, SHOUHARDO III and iDE used a series of innovative HCD approaches to develop and pilot flood-resilient sanitation services. The SHOUHARDO III RFSA implemented by CARE Bangladesh works with hard-to-reach communities in rural Bangladesh, including the flood-prone northern regions. The below learning products are based on this research.



Sanitation in Complex Operational Environments (2019)

This resource collection includes reports and outputs created by SCORE project. The reports compile insights and learnings through the HEAR, CREATE and DELIVER phases of research on sanitation systems in the Haor and Char regions of Bangladesh. Note: This research also demonstrates MBS.



Leveraging Human-Centered Design and Market Approaches for Sanitation in Complex Operational Environments ^{FR} (2022)

This learning brief and video provides an update on how the findings from the applied research activity have been used during the DELIVER phase. It also includes lessons learned from improving access to identifying low-cost, locally available sanitation solutions to meet the needs of populations in the Haor and Char areas of Bangladesh using HCD principles. Note: This learning brief and video also demonstrates MBS.



Leveraging Market Approaches to Sanitation: SWIRL Initiative in Bangladesh ^{FR} (2021)

This webinar was hosted by the team who handled the Scaling-Up WASH Innovations in Remote Locations (SWIRL) program. The team shared their experience with an HCD approach used to develop and implement sanitation solutions in 37 unions in Bangladesh and how existing business models were adapted to improve last-mile outreach in hard-to-reach areas.

SEE ALSO: Other resources contain HCD elements. For additional examples of this process, see the section [Market-Based Sanitation](#)



Make Me a Change Agent

Communication, facilitation, and negotiation skills are fundamental for staff to support effective behavior change. These skills can increase demand for improved WASH services and increase the uptake of key hygiene behaviors. The MMCA guide originally was developed under the Technical and Operational Performance Support (TOPS) Program¹ and adapted by PRO-WASH and SCALE for agriculture and WASH audiences.



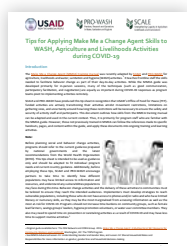
Make Me a Change Agent: An SBC Resource for WASH, Agriculture, and Livelihoods Activities **FR** **AM** **PT** **ES** (2022)

The MMCA training manual includes lessons on effective communication, facilitation, negotiation, action planning, quality improvement and verification checklists, and giving and receiving feedback, among others. The modular format of the training package allows each training session to be adapted to meet the needs of the program. On the linked page are links to the training guide, MMCA videos, webinars, lessons learned, and tips and tricks. This guide also was developed into a DisasterReady e-learning course (see below).



Make Me a Change Agent DisasterReady e-Learning Course **FR** (2022)

This 13-hour online course was developed from the MMCA training manual (see above). It explores fundamental skills in social and behavior change (SBC) for agriculture, livelihoods, and WASH activities. It allows users to practice different techniques to strengthen their skills. Each lesson can be completed separately or as a full curriculum, and the course can be completed individually or with colleagues using an accompanying [Facilitator's Guide](#) **FR** available within the course.



Tips for Applying Make Me a Change Agent Skills to WASH, Agriculture and Livelihoods Activities during COVID-19 (2020)

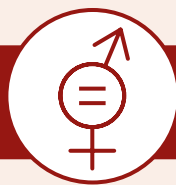
This short document provides tips and resources for applying MMCA skills to WASH, agriculture and livelihoods activities during times of COVID.



Lessons Learned: Make Me a Change Agent for WASH, Agriculture and Livelihoods Activities (2020)

This document summarizes lessons learned from four pilot MMCA training sessions as well as the post-training follow up surveys.

1. The TOPS Program (2010–2018) was a food security support mechanism. The original training guide is [here](#).



Gender Equality and Social Inclusion (GESI) in WASH

WASH and IWRM remain important components of Resilience Food Security Activity (RFSA) programming, and equality is closely linked to these initiatives and food security and nutrition outcomes. Improvements in GESI can strengthen both WASH/IWRM outcomes and other RFSA outcomes, such as nutrition and food security.



Qualkit for Gender Equality and Social Inclusion (GESI) and WASH **FR** (2022)

This webinar demonstrated how to use the [qualKit](#) to strengthen WASH programming. The qualKit, developed by the Institute of Sustainable Futures and Water for Women, shares a curated set of qualitative monitoring, evaluation, and learning tools designed for gender equality and social inclusion and WASH programs. The webinar encouraged use of new tools such as Photovoice, Learning Diaries, and Life Histories, as well as applying them to gender equality and social inclusion in WASH.



Instructional Videos on Qualitative Methods for WASH **FR** (2022)

PRO-WASH developed short instructional videos on five of the most popular approaches in the [qualKit](#) to explain how to use these techniques. The videos are on Micro-narratives, Photovoice, Learning Diaries, Q-methodology, and Life Histories.



Integrating Gender Equality and Social Inclusion in WASH and IWRM: A Quick Guide for WASH and IWRM (2022)

This annotated bibliography of examples and resources is designed to support WASH and IWRM practitioners in integrating GESI outcomes. Many resources in the guide can be useful as part of desk reviews and to inform program design. Aspects of GESI, WASH, and IWRM are wide-ranging and this guide focuses on the most common forms of activities undertaken by RFSA programming. The document contains an accompanying summary on integrating gender equality and social inclusion: [WASH and IWRM: A Practitioner Cheatsheet](#) **FR**.



Social and gender dynamics of youth clubs in Budikadidi: A mixed-methods micronarrative study **FR** (2022)

This learning brief presents the findings of a micronarrative assessment of gender and social dynamics within youth clubs in rural DRC using short semi-structured interviews. The study was a partnership between Budikadidi and PRO-WASH and sought to understand the social and gender dynamics within the youth clubs. Findings are being used to boost leadership and communication skills of female respondents for the final year of the program.



Gender and social dynamics of water management committees in Budikadidi: A qualitative participatory rapid appraisal ^{FR} (2022)

This learning brief presents the findings of a participatory rapid appraisal of gender and social dynamics within water management committees in rural DRC using gender-segregated focus group discussions with seven committees. The study was a partnership between Budikadidi and PRO-WASH and sought to understand the gender dynamics of the water management committees and to clarify what can be done to support the committees going forward.





WASH and Nutrition

Practitioner-friendly resources are available to support partners in integrating WASH and nutrition. The resources listed below provide insights and research to support identification of pathogen pathways, collection of research, the role WASH can play in addressing the many sources of infection, and broad implications of recent studies.



Two Pathogens Pathway Studies for Children **FR** (2022)

PRO-WASH funded two applied research activities on pathogen pathway studies in Madagascar and in Kenya. The goals of both studies were to (1) identify the potential ingestion pathways of fecal pathogens (both human and animal) for children in the project implementation areas and (2) identify potential context-specific interventions for interrupting these transmission pathways. The research reports provide more details on the methodology, key findings and results.



A Quick Guide to Collecting Formative Research, Monitoring, and Evaluation for Nutrition-Sensitive WASH Activities **FR** (2022)

This guide presents planning considerations and a menu of data collection methods to help multisectoral food security activities. The guide can help practitioners determine whether existing evidence of fecal-oral pathogen pathways for infants and young children in an area are sufficient and provide guidance on how to design formative research activities to gather new evidence if necessary. It also provides useful insights on which data collection methods may be appropriate to measure effectiveness of WASH interventions targeting those pathways in children under the age of two.



Understanding Links between WASH and Child Nutrition (Part 1 **FR**) (Part 2 **FR**) (Part 3 **FR**) (2022)

This three-part webinar series shared findings from two recently completed pathogen pathways studies to identify and prioritize environmental risks for children associated with acute and chronic undernutrition. PRO-WASH funded and Aquaya conducted the research with the Fiovana RFSA in Madagascar, and Innovations for Poverty Action carried out the research with the Nawiri RFSA in Kenya. The webinar concluded with a panel discussion featuring researchers and program staff on the broader implications of the recent studies and how USAID IPs are applying the results to improve programming.



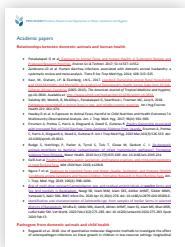
WASH and Nutrition Thematic Discussion Series **FR** (2022)

This 2022 series builds on the previous 2021 WASH and Nutrition webinar series to dig deeper into three themes: integration of early childhood development and WASH programming, behavioral interventions to reduce infant fecal exposure, and agriculture and animal husbandry. The series concluded with a discussion on implications for programming.



WASH, Nutrition and Child Growth Thematic Discussion Series (2021)

This webinar series looks at how infant and young child growth and development is negatively impacted by persistent fecal exposure, further demonstrating why traditional WASH interventions may not suffice. The series also contains information on how to proceed.



Resource Guide on WASH, Nutrition, and Child Health (2020)

This resource guide collates links to resources on topics including relationships between domestic animals and human health, pathogens from domestic animals and child health, child mouthing and soil ingestion, "Transformative" WASH and OneHealth, WASH-Nutrition (including environmental enteric dysfunction), and WASH and enteric infections. The guide was developed by PRO-WASH, USAID WASHPaLS, and the Clean, Fed, and Nurtured Coalition with input from several researchers.





Integrated Water Resource Management (IWRM)

IWRM is a broad approach to water management and governance that looks at different scales, sectors, and stakeholders both in the present and in the future. IWRM considers the various purposes, benefits, costs, and tradeoffs of using water. It aims to achieve more holistic, productive, and coordinated water management. IWRM includes the environmental goods and services water supports, such as grazing, forests, food crops, clean rivers, and animal habitats. It also recognizes water's social, cultural, and religious values. The below resources support partners in holistic IWRM programming.



Integrated Water Resources Management (IWRM): What Is It and What Does It Mean for Resilience Food Security Activities? **FR** (2021)

This introductory brief is a good starting point for practitioners interested in IWRM. It aims to fill the gaps presented by a sometimes unclear meaning of IWRM and a lack of information about where to go for more information and what activities should be conducted to implement IWRM. Another gap in information is the difference between water resources management (WRM) and IWRM—they are different things, but the difference between them is not always clear.



Successful Partnerships for Multiple-Use Water Services (MUS) in the Takunda and Amalima Loko Intervention Areas of Zimbabwe (2022)

This applied research, supported by PRO-WASH and Strengthening Capacity in Agriculture, Livelihoods, and Environment (SCALE), investigates some of the difficulties in adopting MUS, as well as the ways RFSa partners are tackling these difficulties, including innovative, context-specific strategies for improving MUS operation, access, reliability, and sustainability. The focus is on two RFSa partner areas in Zimbabwe (Amalima Loko and Takunda), but the resulting tools, guidance, and findings are more generally relevant to BHA partners and active projects supporting food security and WASH activities.

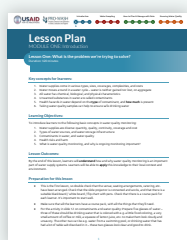


Multiple-Use Water Services (MUS) in Food Security Programs **FR** (2021)

MUS is an approach to water service delivery that takes into consideration the needs of both WASH and agriculture activities. This brief provides a summary of the literature and results from a survey and interviews with practitioners conducted prior to the main research described above.

Water Quality

Poor water quality can mean water points are abandoned, increasing the time and hardship needed to secure a safe water supply. Poor water quality also contributes to disease and mortality. PRO-WASH's work on water quality has included collaboration with RFSAs and other partners on understanding and mitigating water quality problems.



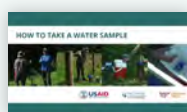
Water Quality Training Course **FR** (2022)

This training package introduces water quality monitoring to RFSAs and support RFSAs in developing and implementing a water quality monitoring program consistent with USAID's Water Quality Assurance Plan (WQAP) and other USAID guidance.



Technical Guide on Drinking Water Quality Monitoring **FR** **PT** (2022)

Ensuring and improving water safety requires gathering reliable data and using these data to identify and address problems. This guide to water quality monitoring is intended for BHA partners who are seeking to improve drinking water safety as part of RFSAs. This is a relevant, quick-start manual for BHA partners and their staff, and it aims to support RFSAs developing and implementing a water quality monitoring program consistent with USAID's Water Quality Assurance Plan and other USAID guidance.



How to Take a Water Sample **FR** (2022)

Proper collection of water samples is essential to understanding the water quality of an area. This short instructional video demonstrates step by step how to appropriately take a water sample, including how to prepare equipment, what equipment may be necessary, how to assemble a sampling kit (with a convenient list of items to include in the field), how to speak with landowners and local officials, how to avoid some common sampling mistakes, and how to properly transport the sample to a lab.



Inside a Water Laboratory **FR** (2022)

This short video demonstrates steps in the process of analyzing water samples in a laboratory, including some of the equipment used and one of the methods laboratory personnel use to analyze water samples. The video shows how laboratory technicians ensure quality of the samples, label them correctly, and handle the samples carefully to avoid cross contamination. The video also explains the importance of following appropriate water sample collection and transportation procedures.



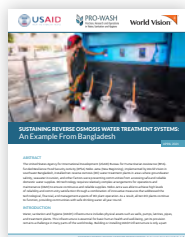
A Guide to Online and Accessible Resources on Groundwater (2022)

Groundwater is essential for people and ecosystems worldwide, especially in low-income countries where large water utilities that use surface water are less common. Good information can support better use and management of this essential resource. This PRO-WASH-curated guide provides a list of some of the organizations and websites that make groundwater resources available, with links to freely downloadable resources. The guide is focused on Sub-Saharan Africa but is also relevant to groundwater elsewhere.



Invisible yet Incredible: Groundwater FR (2022)

Groundwater is one of the world's most extracted raw materials and one of our most important natural resources, yet it often goes overlooked by the general public. This blog article gives a brief introduction to the importance of groundwater, some of the struggles involved in bringing more attention to the resource, and also some of the benefits of extracting groundwater.



Sustaining Reverse Osmosis Water Treatment Systems: An Example from Bangladesh FR (2021)

The Nobo Jatra (New Beginning) RFSA implemented by World Vision in southwest Bangladesh, installed 10 reverse osmosis water treatment plants in areas where groundwater salinity, seawater incursion, and other factors were preventing communities from accessing safe and reliable domestic water supplies. This brief explains how Nobo Jatra was able to achieve high levels of reliability and community satisfaction through a combination of innovative measures that addressed the technological, financial, and management aspects of RO plant operation.



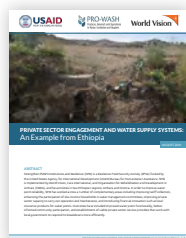
Infrastructure, Operations, and Maintenance

Operations and maintenance (O&M) of WASH infrastructure includes regular maintenance, repairs, checks, and adjustments, as well as related financial, human, and institutional resources. Without O&M, all infrastructure will eventually stop working. O&M is recognized as a cost-effective investment. PRO-WASH aimed to support partners with relevant resources to address the many challenges of sustaining O&M.



O&M Challenges in Africa and Asia Webinars (2021)

PRO-WASH conducted a series of webinars in 2021 ([Part 1](#) and [Part 2](#)) to discuss examples of O&M challenges in Africa and Asia with O&M experts. This series of eight webinars shared lessons learned in O&M of WASH infrastructure. In the webinars, speakers discussed how their programs proceeded with engineering, environmental, financial, and political-economy challenges, aiming to highlight more widely applicable lessons.



Private Sector Engagement And Water Supply Systems: An Example From Ethiopia FR (2021)

This case study explains how Strengthen PSNP4 Institutions and Resilience (SPIR) RFSA has improved water point functionality and produced better-informed community participation by working across a number of complementary areas. SPIR conducted activities in two Ethiopian regions: Amhara and Oromia. The activities involved tariff collection, enhancing participation of low-income households in water management committees, improving private sector capacity to carry out operation and maintenance, and introducing financial innovation such as local insurance products for water points. SPIR was implemented by World Vision, Care International, and the Organization for Rehabilitation and Development in Amhara.



PRO-WASH Guide to Sustainable Water Point Infrastructure: A Systems-Based Approach FR (2023)

This guide on water infrastructure aims to support RFSA partners to improve initial design, sustainability, and reliability, recognizing challenges may include poor water quality and addressing environmental concerns including impacts from climate change.

Climate-Resilient WASH and Early Warning/Climate Information Services

Climate change is altering the natural environment humans have adapted to and can make growing crops and providing adequate water supplies much more difficult. It can also mean natural disasters. Regional and national meteorological services supply climate, weather, and early warning information that could assist RFSAs locally, but this information is not always in the most useful format or timescale. Sometimes, it is not clear where to obtain climate information. PRO-WASH has worked on understanding and closing this gap between RFSAs and climate information providers.



Climate Change, Risk, and Resilience in WASH and Agriculture Projects **FR** (2021)

This brief introduces climate information services (CIS) and describes how CIS can help RFSAs and partners improve planning, reduce risk and increase resilience. As climate change impacts WASH and agriculture programs and threatens progress, CIS are becoming powerful tools and resources. This brief includes resources for CIS and introduces national, regional and global CIS providers and partners.



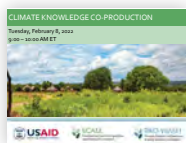
Early Warning and Resilience Systems in Sub-Saharan Africa **FR** (2021)

This webinar shares innovative advances in two projects focusing on early warning, climate change, resilience and food security in Sub-Saharan Africa. The projects featured are the Joint Emergency Operation Plan in Ethiopia—an emergency food relief mechanism—and Mzansi Amanzi in South Africa—a satellite-based national water resource status monitoring and reporting capability.



Early Warning for Food Security using Satellite-based Crop and Rangeland Monitoring System **FR** (2021)

This webinar discusses the Intergovernmental Authority on Development's Climate Predictions and Applications Center (ICPAC)'s initiative with the EU's Joint Research Centre to provide regular information on prevailing crop and rangeland conditions across East Africa, highlighting agricultural hotspots in near-real time. By combining a range of agricultural data-collection techniques, ICPAC is able to monitor food security and provide information about potential food shortages and regional prices. The webinar also explains how this work can support RFSAs and other development projects in the region.



Climate Knowledge Co-Production **FR** (2022)

This webinar shares information from two recently completed programs—Future Climate for Africa and Weather and Climate Information Services for Africa. These programs used a range of co-production approaches to focus on service delivery, disaster risk reduction and development based on user needs. In this webinar, project partner Dr. Suzanne Carter (Climate Services Practice Area lead, SouthSouthNorth Consultants) presented six practical building blocks for undertaking co-production that can be used to co-create new processes and develop new products that are relevant and useful.

WASH Systems Strengthening

Ensuring WASH services last requires holistic thinking and strong systems. PRO-WASH partnered with Water for People and IRC to develop two online courses to support partners on systems thinking.



Short Course: Life-Cycle Costing of Water Services ^{FR} (2022)

This course introduces the Excel tool “Life-Cycle Costing of Water Services” and identifies potential calculations and financial analysis of water services. It also helps prepare for starting use of the tool. The session course includes short videos that show how to use and navigate the tool. This course is available on the WASH Systems Academy (login required).



WASH Systems Strengthening for BHA Implementing Partners ^{FR} (2022)

This course is adapted to BHA Implementing Partners and covers the basic concepts of WASH systems strengthening and examines how to achieve sustainable WASH service delivery for all and how to function effectively in the process. It also helps explain the WASH systems strengthening approach: what it is, how and why it was developed, and how to start applying it. This course is available on the WASH Systems Academy (login required).



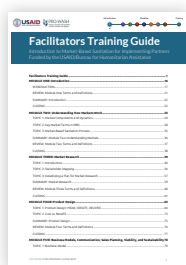


Market-Based Approaches to WASH

Market based approaches include all types of engagement and interventions within market systems. This ranges from actions that deliver immediate aid (such as cash and voucher assistance for WASH products and services) to supporting markets by providing technical support or training, building or strengthening markets of WASH related goods and services, supporting ties with the private sector, and activating demand for WASH products and services among consumers. PRO-WASH's resources focus on several components of market programming: market-based sanitation (MBS), integration of income generating activities (IGA), and market-based programming in humanitarian WASH.

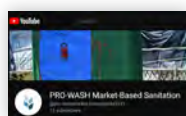
Market-Based Sanitation

MBS is an approach to improve sanitation by facilitating linkages to and/or building the sanitation market of goods and services for which the customer makes a full or partial monetary contribution toward the purchase, construction, upgrade, and/or maintenance of their toilet from the private sector. It does this by strengthening domestic private sector supply of, and stimulating and activating customer demand for, sanitation goods and services. PRO-WASH funded two applied research activities on MBS and created training materials in multiple formats.



Market-Based Sanitation 101 training package ^{FR} (2022)

This manual and accompanying participant handouts and slide deck is an introductory training package on MBS. The training aims to support partners as they integrate market-based approaches into their rural sanitation activities during multiyear RFSAs. The modules include topics such as market research, product design, sales and marketing, financing, and implementation.



Video tutorials on the Market-Based Sanitation YouTube Channel ^{FR} (2022)

This channel includes a variety of videos to assist learning about the MBS approach to strengthening domestic private sector supply of and stimulating and activating customer demand for sanitation goods and services, which helps improve sanitation by facilitating linkages to and building the sanitation market of goods and services for which the customer makes a full or partial monetary contribution for a toilet from the private sector.

Deep-dive Niger: A comprehensive approach for improved latrines and handwashing-related product

In Niger, PRO-WASH designed an applied research activity with the Girma, Hamzari and Wadata RFSAs on improving sanitation and handwashing products. Population Services International and the PRACTICA foundation carried out the research which aimed to design a comprehensive market development strategy focusing on availability and provision of improved latrines and handwashing-related products in the Maradi and Zinder regions of Niger. This report (available only in French **FR**) summarizes the findings and recommendations from the research. Note: This research also demonstrates elements of HCD.

The below resources were developed based on the Niger applied research activity.



A Market-Based Strategy for Improved Latrines and Handwashing Products in Niger **FR** (2022)

This learning brief provides an overview of research commissioned by PRO-WASH and carried out by PSI and the PRACTICA Foundation, in collaboration with the Hamzari, Girma, and Wadata RFSAs and their partners. The initiative used mixed methods to develop a market strategy for improved latrines and handwashing products in the implementation areas of Maradi and Zinder in Niger.



How to Strengthen Market-Based Sanitation Strategies Using a Geographic Information System **FR** and video **FR** (2022)

This learning note presents the main ideas behind a basic approach to using a geographic information system (GIS) to establish geographic segmentation as part of an MBS strategy. Use of a GIS assumes that the most densely populated, most accessible zones are characterized by a more dynamic economy, making them easier to tap into to develop a sanitation market that is currently nonexistent or at best barely exists. It uses the example from Niger.



How to Assess the Size of a Sanitation Market and Segment It **FR** and video **FR** (2022)

Any market-based intervention must be based on a good understanding of the size and characteristics of the potential market for various products and services in the target areas. This document explains how to group potential customers into submarkets called segments with similar characteristics, such as behaviors, socioeconomic status, needs, and desires. Being able to show the market size and its characteristics will help stimulate public and private investments in the sanitation sector.

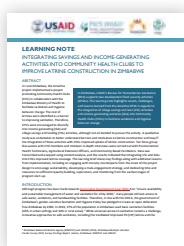


How to Use Human-Centered Design for Sanitation Products ^{FR} and video ^{FR} (2022)

This document provides guidance on the skills, steps, and resources needed to conduct a rapid human-centered design (HCD) process for improved toilet products in rural areas. Using the HCD approach to develop product options helps to ensure that the final products will meet both the needs and preferences of potential customers. Note: This learning brief also demonstrates elements of HCD. The brief generates lessons and tips based on the Niger applied research.

SEE ALSO: Other resources contain MBS elements. For additional examples of this process, see the section [Human-Centered Design \(HCD\) for WASH](#)

Integrating Income-Generating Activities into Community Health Clubs (CHCs)



Integrating Savings and Income-Generating Activities into Community Health Clubs for Improved Sanitation (2021)

In Zimbabwe, the cost of latrines was identified as a barrier to improving sanitation. CHCs, in collaboration with the Zimbabwe Ministry of Health, were encouraged to diversify into income-generating activities (IGA) and village savings and lending (VSL) activities. A qualitative study was undertaken to better understand barriers and motivators to latrine construction and how and if the CHC activities improved uptake of latrine construction. This learning brief shares key findings and lessons, including lessons on engaging with ministry counterparts from the onset of the project design to encourage sustainability, developing a male-engagement strategy, and dedicating time and resources to sufficient capacity building, supervision, and monitoring from the earliest stages.



Does Integrating Savings, Lending, and Income-Generating Activities Improve the State of Latrines? (2021)

This poster presents findings from a qualitative study undertaken to better understand barriers and motivators to latrine construction and how/if the integration of these activities with CHCs improved uptake of latrine construction in Zimbabwe.



Integrating Savings and Income Generating Activities into Community Health Clubs to Improve Latrine Construction in Zimbabwe (2020)

During this webinar in June of 2020, the Amalima team shared key findings, challenges, and lessons learned from a qualitative assessment studying the beneficial impact of integrating savings and income-generating activities into Community Health Clubs. Qualitative research experts contribute guidance on conducting qualitative research for a WASH study, while considering necessary COVID-19 protocols and restrictions.

Market-Based Programming (MBP) in Humanitarian WASH

All WASH activities interact with markets regardless of how interventions are carried out and support is provided to households and communities. Therefore, all WASH interventions should include a market analysis alongside traditional WASH assessments to inform the intervention to reduce harmful effects on local economies and to boost local economic recovery. This “do no harm” approach ensures that demand is not undermined and local businesses supplying WASH products and services are not negatively affected by the aid modalities. PRO-WASH collaborated with the Global WASH Cluster, the Cash Learning Partnership (CaLP), and other organizations to provide tips to humanitarian practitioners on how to include MBP in humanitarian WASH interventions.



Introduction to Market-Based Programming in Emergency WASH resource guide

ES FR AR (2020)

The objectives of this introductory webinar series and learning brief are to provide (1) an overview of core concepts and (2) examples of how MBP can support WASH outcomes particularly in humanitarian settings. This includes using market analyses to improve the effectiveness of WASH interventions, adjusting the amount included for WASH in multipurpose cash due to increased needs for hygiene practices during COVID-19, and ensuring monitoring of markets and the key WASH indicators when using market-based approaches.



Market-Based Programming in Humanitarian WASH: Technical Guidance

ES FR AR (2021)

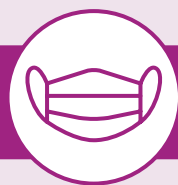
The webinar reported on in this document presents updated practical guidance on MBP in humanitarian WASH responses. The document introduces concrete steps that can be followed and implemented in line with the key phases of the humanitarian program management cycle: assessment, response analysis, program design and implementation, monitoring, and preparedness.



Learning About the Evidence and Research on the Effectiveness of Using Cash, Vouchers, and Market Activities in Emergencies resource guide

ES FR AR (2020)

This webinar presented findings from a systematic review conducted by the Global WASH Cluster (GWC), which examined how WASH actors in humanitarian settings have used market and cash modalities to deliver essential WASH services and goods. The webinar also covers effectiveness of MBP to achieve humanitarian WASH outcomes such as the availability, access, quality, and use of WASH goods and services in an emergency context.



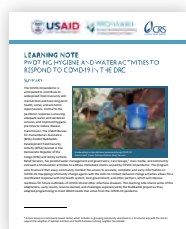
Adapting WASH Programming to COVID-19

The COVID-19 pandemic impacted WASH activities, as well as the forms in which PRO-WASH supported partners with capacity strengthening and learning opportunities. PRO-WASH worked closely with partners to document lessons learned from pivoting activities during COVID-19, lessons which may be applicable to future shocks.



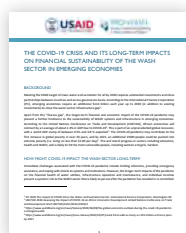
Burkina Faso: Pivoting WASH Activities to Respond to COVID-19 ^{FR} (2020)

The Victory Against Malnutrition Plus (ViMPlus) activity rapidly adapted programming to accompany the Burkina Faso government's preparation and response to this new threat. The project's behavior change strategy supported the efforts of the Government of Burkina Faso in the fight against the spread of COVID-19. Activities closely aligned with those of the Regional Health Directorate. The strategy relied on leadership and engagement of community actors, numerous demonstrations of handwashing station construction, and radio campaigns. This poster describes adapting activities, the adaptations, results, and challenges.



Pivoting Hygiene and Water Activities to Respond to COVID-19 in the DRC (2020)

Central to the pandemic response is ensuring adequate water and sanitation services and improved hygiene practices to reduce disease transmission. This learning note shares some of the adaptations, early results, lessons learned, and challenges experienced by the Budikadidi project in the Democratic Republic of the Congo (DRC) as they pivoted water management and governance, Care Groups, mass media, and community outreach and education activities, adapting programming to address immediate shocks caused by the pandemic and meet WASH needs.



The COVID-19 Crisis and its Long-term Impacts on Financial Sustainability of the WASH Sector in Emerging Economies (2020)

This learning brief explains why long-term impacts of COVID-19 on the financial sustainability of WASH infrastructure are equally as serious as short-term impacts of the pandemic. Long-term effects may persist long after the immediate pandemic has receded. The brief shows how taking into account long-term financial impacts of the pandemic can lower threats to WASH infrastructure and gains made toward the Sustainable Development Goal (SDG) 6.



What a Year of COVID has Taught Us About the Value of Water ^{FR} (2021)

This article reflects on and analyzes the value of water as a day-to-day tool in a world that was one year into the pandemic. While the outbreak of COVID-19 created immeasurable challenge in WASH progress, this article details how food security and WASH activities "quickly found their footing again and made it possible to both continue pushing toward SDG 6 and respond to prevent and mitigate the effects of COVID-19." (Weber, 2021). Read this article to learn more about the value of water in light of COVID-19.

Additional Webinars and Learning Products

Human-Centered Design



PRO-WASH & iDE Learning Journey (2020)

During this learning journey, participants used a new HCD tool: the Possibilities Map for Market Based Sanitation. They received persona packages and worked with fellow designers and fellow WASH possibilists from around the world to develop Sanitation Possibilities Maps. Download and use the Sanitation Possibilities Canvas in your own work to strengthen your WASH activities.



Human-Centered Design Tools for WASH: How Designing With People Strengthens Programming (2020)

This webinar covered how to use HCD techniques to address WASH challenges, by exemplifying the Sama Sama sanitation business in Ghana. The business used HCD to improve products, increase sales more tailored to the needs of women and the community, and create job and marketing opportunities for local WASH entrepreneurs. The webinar also introduced the Who's Responsible worksheet, a practitioner friendly HCD tool.



Learning by Doing: Employing Human-Centered Design Techniques to WASH (2019)

In June 2019, PRO-WASH and iDE held an interactive training workshop on how using HCD can address global sanitation solutions, based on a real-life WASH project in Bangladesh. iDE uses these insights to iteratively generate, prototype, and refine solutions that improve lives and livelihoods considering the entire user experience, from how a solution is built to how it is promoted, financed, delivered, serviced, and more.

Make Me a Change Agent



Launch: Make Me a Change Agent ^{FR} (2020)

This webinar launched information about the Make Me a Change Agent training guide's contents, its importance in promoting behavior change at the community level, and [key results](#) from its use across multiple countries.



Make Me a Change Agent Playlist on YouTube ^{FR} (2020)

This playlist on YouTube provides a convenient way to access the lessons and videos associated with the SBC Make Me a Change Agent: An SBC Resource for WASH, Agriculture, and Livelihoods Activities.

Market-Based Approaches



Community health clubs improve latrine construction through savings, lending, and income-generating activities (2022)

This journal article is from qualitative research undertaken with the Amalima RFSA in Zimbabwe. This study identified motivators of and barriers to latrine construction and explored the integration of financial activities with community health clubs as a model to improve latrine coverage.



Partage des expériences avec USAID/ACCES sur les stratégies de vente marketing et les mécanismes de financement pour l'assainissement rural [French only] (2020)

In this webinar, the USAID Senegal *Projet Assainissement – Changement de Comportement et Eau pour le Senegal* (ACCES) team aims to shed light on the challenges of the sanitation market in Senegal. The presentations provide an overview of the challenges in the value chain, the importance of research and development for appropriate products and technological innovations, business model strategies, sales, marketing, financing mechanisms, and lessons learned from the project.

WASH Systems



Intro Session: WASH Systems Strengthening Course (2021)

This session introducing the WASH Systems Strengthening course provided preliminary information, explaining to interested participants what exactly WASH systems strengthening means and how the material complements food security activities.

Other



Being 'Fit for Purpose': Perspectives on Implementing Humanitarian Public Health & WASH Actions (2019)

This webinar used the findings of the Groupe URD and the Global WASH Cluster's capacity study to explore trends in humanitarianism, accountability, and funding. Additionally, there was a discussion of the implementation of an Integrated WASH Approach in Yemen, including challenges and successes.



Having Your Say: Sharing Your Organization's Experience Implementing Food for Peace WASH Programming (2019)

This webinar focused on sharing findings and opportunities results from a desk mapping conducted by PRO-WASH to better understand the innovations, experiences, and needs of development food security activity partners. The desk review and webinar informed the PRO-WASH work plans and strategies.



Partage d'expérience d'Analyses des barrières pour faciliter le changement de comportement pour les pratiques clés WASH [French only] (2019)

This webinar provided an overview of how the barrier analysis methodology can be used in WASH to support behavior change. The Food Security Project Enyanya RFSA in DRC presents how they have leveraged barrier analysis to develop a comprehensive SBC strategy that targets behavioral determinants.



WASH & Women's Leadership (2019)

This webinar expounded on the ways comprehensive, inclusive WASH programming can improve gender equality and women's social and economic success and promote communitywide wellness through improved nutrition outcomes. Speakers offered practical, hands-on guidance for how programs can integrate a stronger focus on gender into WASH programming.



Sanitation Quality in Emergencies (2022)

PRO-WASH and the Global WASH Cluster's Faecal Sludge Management Technical Working Group co-hosted this webinar to discuss the Sanitation Quality Standards for Emergencies. These standards help the WASH sector meet the growing challenges of providing effective fecal sludge management in emergency contexts.



WASH Capacity Strengthening and Learning (2022)

This webinar discussed topline recommendations from the final external evaluation of the PRO-WASH activity. It included participatory discussions around what the findings mean for the broader community and brainstorming ideas for governance structures and meaningful localization.



Conference Poster on Burkina Faso: Pivoting WASH Activities to Respond to COVID-19 (2020)

This poster describes how the USAID/BHA-funded Victory Against Malnutrition Plus (ViMPlus) activity adapted WASH activities during COVID-19. The conference poster describes adaptations, results, and challenges.

