

sustainable sanitation alliance

Meeting Notes

SuSanA informal strategy meeting

February 20, 2023
18:30 – 22:00 GMT

Abidjan (f2f) – in conjunction with
AfWA Congress and FSM7 Conference

Minutes taken by: Daniel Ddiba
Meeting called by: SuSanA Secretariat
Meeting chaired by: Paresh Chhajed-Picha

Participants:

Name	Organization
Niladri Chakrabarti	Indian Institute for Human Settlements
Valentin Post	Finish Mondial
Kavita Wankhede	Indian Institute for Human Settlements
May Sule	Cranfield University
Suresh Rohilla	International Water Association
Christopher Friedrich	Eawag-Sandec
Kitch Bawa	Independent Consultant
Jay Bhagwan	WRC
Daniel Ddiba	SEI
Santhosh Garakhalli	BORDA South Asia
Christine Flore Talla'a	Association Nationale Des Toilettes (Cameroon)
Peter Hawkins	FSMA Board
Sudhir Pillay	WRC
Abhishek Chaudhari	FSMC, Finish Mondial
Sumeet Pawar	WASTE
Subrata Chakraborty	CSE
Manish Mishra	CSE
Tomaz Kipnis	SAO Saneamento
Mafalda Pinto	ADB
Bruce Rutayisire	Pit Vidura
Linda Strande	Eawag-Sandec
Laura Kohler	Water Aid
Andrés Hueso González	Water Aid

In red are the comments and responses (post meeting) of the SuSanA Secretariat to the contributions made during the meeting

Discussion on Future role of SuSanA

- How to best position it in the sector?
 - SuSanA is best placed to work with knowledge management in the sector
 - SuSanA should not need to compete with other networks like FSMA – **close collaboration with FSMA and on-going project to create the Network Circle to**

encourage synergies and collaboration between the networks (FSMA, RWSN, AfWA, AMCOW, SSWM, WinS Network)

- Can SuSanA do more to facilitate events and activities in non-English languages? Non-English speakers are sometimes left out of events they could have participated in. [susana.org](#), [sfd portal](#) and [Sanitation Workers Hub](#) available in 100+ languages. Several attempts to offer webinars and session in French and Spanish, not too conclusive, we shall analyze the reasons why.
- SuSanA needs to discuss with IWA about how to engage various regions. “IWA Connect” has about 25% members/engagement from China. Suresh can share more about IWA's experience in migrating from “IWA Connect” to “IWA Connect Plus”
Good idea, will connect with Suresh on that topic
- Can SuSanA connect better with the Communications and Knowledge Management Officers of all the member organizations? This could be a low-hanging fruit to get more engagement on content with and between SuSanA and its partner organizations. (SuSanA could act as a curator for information related to WASH sector) **Good idea, will assess the implementation feasibility during update of the the SuSanA partner strategy**
- How can the Forum work better?
 - We need to take into account the reducing attention spans of people especially younger generations. How can we evolve with the times so that SuSanA content gets the right engagement? **Targeting younger generations, especially students has been at the heart of many recent discussions within the secretariat. We shall see how to put it some of the ideas (events, projects and activities for student, collaboration with influencers, use of TikTok and Instagram) into practice with the resources available.**
 - The Forum doesn't work well for some practitioners who don't have time. Many people at the meeting expressed their frustration with the login procedures and how it hinders engagement. SuSanA could implement social logins (e.g. Gmail, Twitter etc) or other seamless options that improve the user experience **Will re-discuss the idea of a social logins with the IT and legal department of GIZ**
 - Can SuSanA break down further the data it generates and collates about members and posts even further? This could enable more data-based decision making about SuSanA's strategy for engagement with members. **Analytics already available. Make them visible to the community through regular publication?**
 - We need to have a technical committee that makes relevant recommendations to the GSC about changes to the Forum platform **Idea forwarded to the GSC**
 - Can SuSanA do a design contest for new ideas both for improving the Forum? And for new funding models? **Improving the Forum will only be possible once we have secured the funding for a major upgrade of the website. Once we are at that stage we will organize a workshop with active users + new users of the Forum to collect their feedback to improve the user's experience.**
 - We also need to keep in mind that more engagement is not always a positive thing. Some people have less and less time and may not post on SuSanA because they are concerned that one post will then lead to a request from a moderator for more posts and engagement and replies and so they just post content on e.g. Twitter where they may not have much obligation to do more follow-up. **Will consider this aspect in the moderation style**
 - We need to think about how SuSanA members use the forum at different stages of their careers. It seems that colleagues at earlier stages of their careers may spend more time on the Forum but then less and less time as they progress and have more

workload. Goes in the direction that we must target students and young professionals to populate the Discussion Forum

- Examples of Josh water jobs – a platform that provides professionals what they are seeking, UNC’s newsletter that collates relevant literature, etc. Will look into the other platform for inspiration. SuSanA has started a collaboration with Josh Water Jobs, we might consider to look for synergies and connect the two platforms
- Not discussed in the meeting, but sourced from other discussions:
 - “Need to identify ways to shadow ban members who make numerous irrelevant posts but are active users” Will consider this aspect in the moderation style
 - What would be helpful for busy people is that posts can be marked as questions and the most useful answers are marked and posted first. This can enable them to read the most relevant content while avoiding the clutter good idea, need to find a way to identify the most relevant response (upvote system, or manually done by the moderator). We shall discuss this feature when improving the Forum.
- Which funds/donors to target best?
 - Can we have a member-based funding structure where members raise funds? This is one of the suggestion from the [Concept Paper SuSanA 2.0 - Resources • SuSanA](#). Decision to implement the suggestion will be taken by the GSC
 - The funds from the Donation button haven't been so much so far
 - Forum costs about €20,000 per year
 - The GSC has a mandate of raising funds as part of their remit
 - Fundraising shouldn't be a problem if SuSanA has a very clear idea of its unique value proposition relative to all other platforms and networks. A well spelt out vision and strategy is needed to attract funders