

Reinvent the Toilet Challenge

Expert Convening

May 30, 2013

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Goal of today

- Present, validate, discuss, learn, critics, suggestions, experiences etc. identify gaps
- Field research in India, lessons learned (Aniol & Imogen, JMP)
- Theme 1: Waste & Water management* (Gerwin)
- Theme 2: User experience & Engagement* (Anne)
- Theme 3: Branding & Business modeling* (Miguel & Spyridoula)

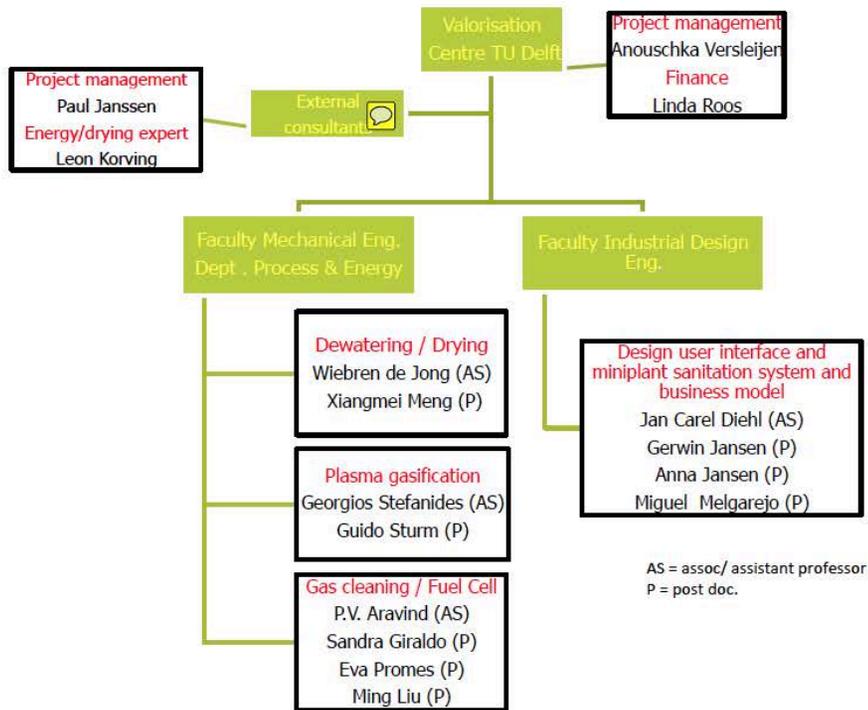
Reinvent the Toilet – set up

- Different grantees all over the world
- Technology as a starting point
- 3ME & IDE
- First phase, second phase



RTTC team

Organisation scheme TU Delft



IDE team



- **Johan and JC** - academics with experience on BoP and toilet design.
- **Anne, Gerwin and Miguel** - designers developing the design of the entire system (from toilets to business model).
- **Mara** - researching women in slums and their toilet usage.
- **Spyridoula** - developing a branding system for our project.
- **Tom** - developing the transport system
- **Design student team Pure** - Focusing on the separation and handling of waste streams.

Project intro – IDE's design goal

- Our aim is to develop a holistic sanitation solution for urban slums in India and proof the value of a human-centered approach.

“You can't install technology without ensuring that the human element is also operational”

Rose George – The big necessity

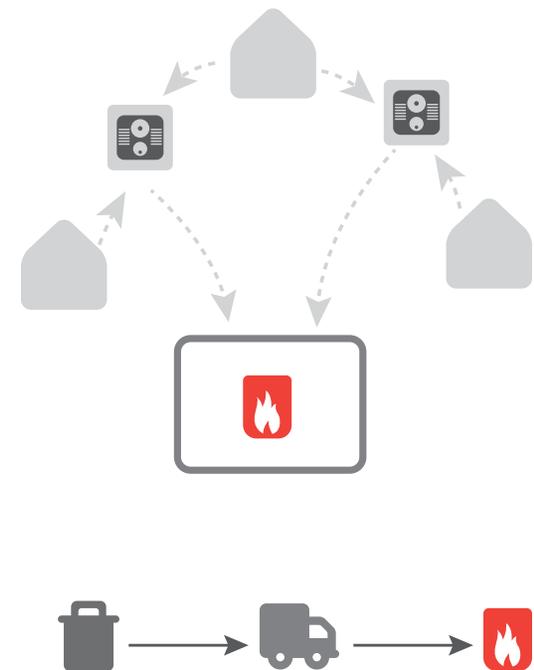
- Core values for the design of the system are **Availability, Accessibility and Desirability.**

Target area: Urban slums in India

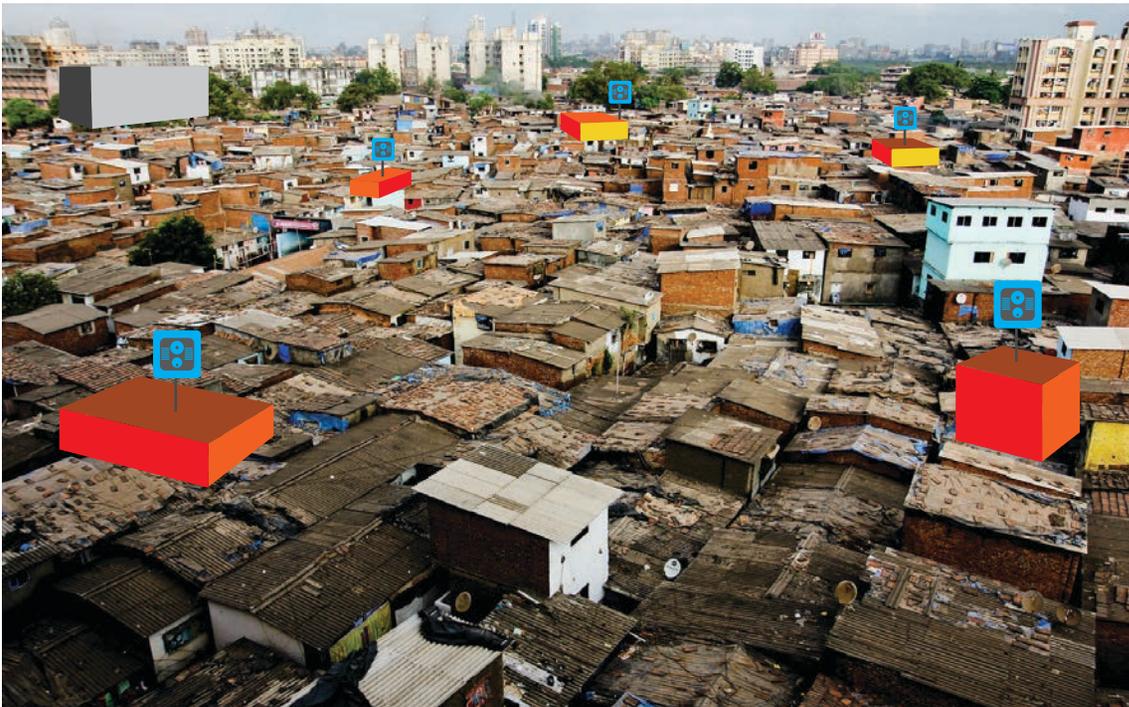


Population density >300,000 people/km² (3 m² per person)

Project intro – IDE's design goal



A family-shared toilet facility



- Within 100 m walk
- 5-10 toilet + urinals
- 300 user a day
- Transport system
- On site water treatment

Project intro – focus points

USER NEEDS

- H2 provide a toilet that is hygienic, private and safe?
- H2 stimulate responsible usage in and around the toilet building?
- H2 support women during their menstruation?
- H2 provide a toilet that fits kids needs?

PRODUCT / SYSTEM DESIGN

- H2 to handle streams using a non-diverting squatting toilet?
- H2 store waste for transportation in a safe way?
- H2 provide/recover enough water to support the system?
- H2 make a modular and adaptable toilet system?
- H2 provide enough toilet availability during rush hours?

IMPLEMENTATION

- H2 make people desire and adopt this toilet?
- H2 provide maintenance?
- H2 organize an efficient and dignifying waste transportation system?
- H2 empower entrepreneurs to implement mini-facilities around the slum?
- H2 brand and communicate a new sanitation system in a slum?

Program of today

- 13:30 Opening & Introduction of the project
- 13:45 Field research in India, lessons learned (Aniol & Imogen, JMP)
- 14:00 Theme 1: Waste & Water management* (Gerwin)
- 15:00 Coffee Break
- 15:15 Theme 2: User experience & Engagement* (Anne)
- 16:15 Energizer
- 16:30 Theme 3: Branding & Business modeling* (Miguel & Spryridoula)
- 17:30 Drinks & Indian treats

Quick introduction round

