

WATER SECTOR TRUST FUND

Up-scaling Basic Sanitation for the Urban Poor (UBSUP)

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| **Training Programme for Sanitation Marketers** |

**TRAINING WORKSHOP**

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| **Date:** |  | **Town:** |  |
| **Venue:** |  | **Organised by:** |  |

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| **DAY 1** | **Introduction to the sector, sanitation, urban low income areas and technical aspects of sanitation** | **Overall facilitation** |
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| **Time (hrs)** | **Activity/topic** | **Facilitator** |
| **8.30 - 8.35** | **Introductions** |  |
| **8.35 – 8.45** | **Introductory remarks & objectives of the training programme** |  |
| **8.45 – 9.15** | **Introduction to the Water Supply & Sanitation Sector** |  |
| **9.15 – 9.45** | **Water Sector Trust Fund: Role, procedures & impact** |  |
| **9.45 – 10.15** | **Urban low income areas: Habitation patterns, water supply & sanitation** |  |
| **10.15 – 10.35** | **Tea & coffee break** | **All participants** |
| **10.35 – 11.35** | **The UBSUP/SafiSan Programme (objectives, donors, etc.)** |  |
| **11.35 – 12.00** | **What is sanitation? The sanitation value chain** |  |
| **12.00 – 12.15** | **A short history of sanitation & sanitation technologies** |  |
| **12.15 – 12.30** | **Sanitation and (public) health** |  |
| **12.30 – 13.30** | **Lunch break** | **All participants** |
| **13.30 – 14.30** | **The SafiSan toilets: technical aspects** |  |
| **14.30 – 15.00** | **Role of stakeholders (Financing and Business Model)** |  |
| **15.00 – 15.30** | **Questions and Answers Session** |  |
| \*): | Only applicable during the UBSUP pilot phase | |
| Remarks: |  | |

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| **DAY 2** | **SafiSan projects and social marketing** | **Overall facilitation** |
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| **Time (hrs)** | **Activity/topic** | **Facilitator** |
| **8.30 – 8.35** | **Summarising Day 1** |  |
| **8.35 – 8.40** | **Programme of Day 2** |  |
| **8.40 – 9.00** | **SafiSan Projects: Projects phases and the Project Task Team** |  |
| **9.00 – 9.10** | **SafiSan Projects: The Detailed Work Plan** |  |
| **9.10 – 9.35** | **The roles and responsibilities of the Social Animators** |  |
| **9.35 – 9.55** | **The Social Animators Handbook** |  |
| **9.55 – 10.20** | **Social marketing of sanitation: Concept development** |  |
|  | **Handout- Is sanitation a priority in LIAs? (Landlords & tenants)** |  |
| **10.20 – 10.40** | **Tea & coffee break** | **All participants** |
| **10.40 – 11.05** | **Marketing SafiSan toilets: From awareness to sales** |  |
| **11.05 – 11.25** | **Sanitation is a human right!: About carrots & sticks** |  |
| **11.25 – 11.40** | **Marketing: Targeting landlords and tenants** |  |
| **11.40 – 11.55** | **Marketing and the cultural & religious aspects of sanitation** |  |
| **11.55 – 12.15** | **Marketing Sanitation: Knowledge, Attitude & Practice (KAP)** |  |
| **12.15 – 13.15** | **Lunch break** | **All participants** |
| **13.15 – 15.00** | **Selling toilets: Explaining the tools (and how to use them)** |  |
| **15.00 – 15.20** | **Tea & coffee break** | **All participants** |
| **15.20 – 16.00** | **Selling toilets: Explaining the tools (& how to use them) tools (continued)** |  |
| **16.05 – 17.00** | **Questions and Answers Session** |  |
| Remarks: |  | |

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| **DAY 3** | **SafiSan projects and social marketing** | **Overall facilitation** |
|  |
| **Time (hrs)** | **Activity/topic** | **Facilitator** |
| **8.30 – 8.35** | **Summarising Day 2** |  |
| **8.35 – 8.40** | **Programme of Day 3** |  |
| **8.40 – 10.40** | **How to use the tools and preparing the simulations** |  |
| **10.20 – 10.40** | **Tea & coffee break** | **All participants** |
| **10.40 – 11.20** | **Preparing the simulations** |  |
| **11.20 – 12.15** | **Simulations** |  |
| **12.15 – 13.15** | **Lunch break** | **All participants** |
| **13.15 – 16.00** | **Field Work** |  |
| Remarks: |  | |