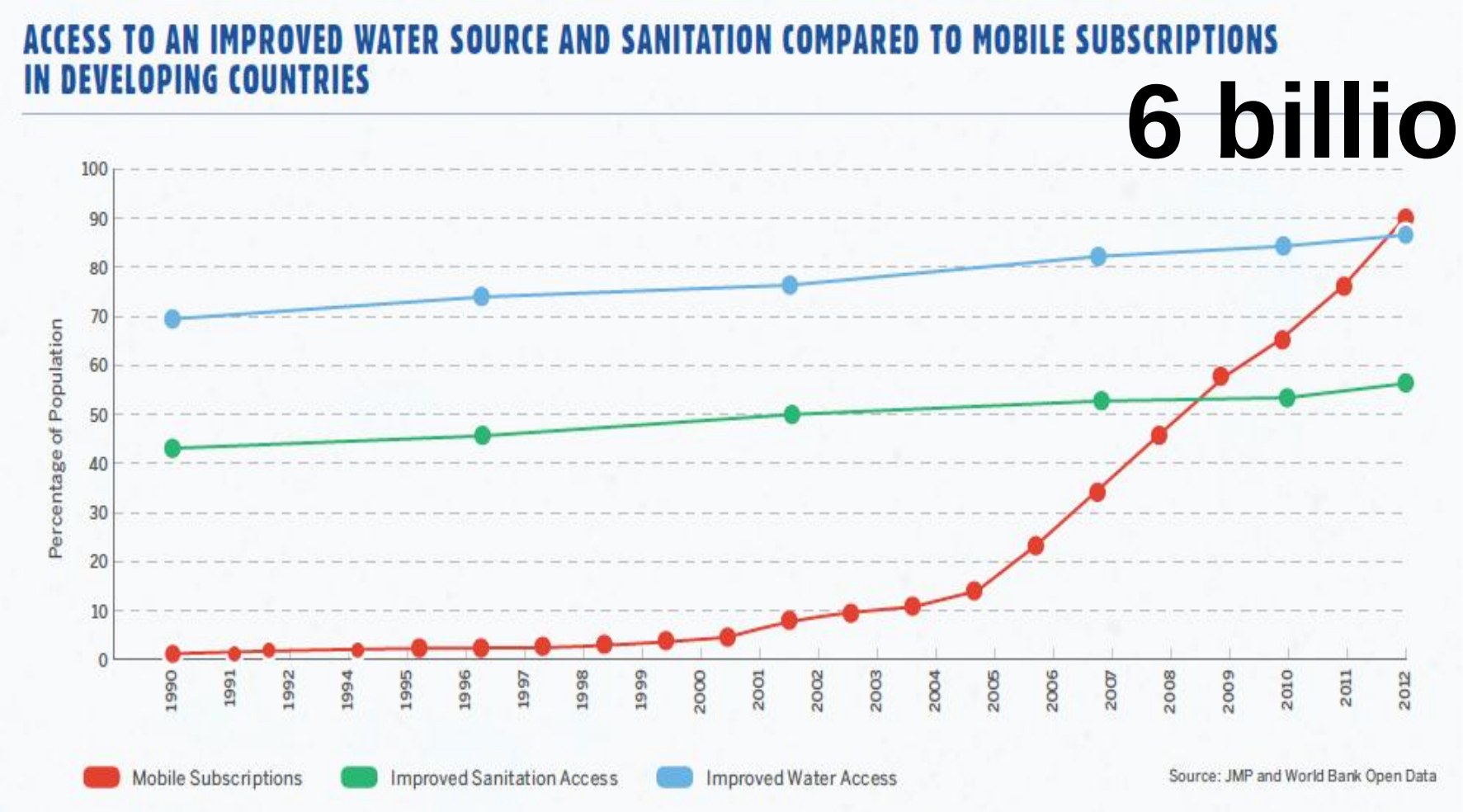
WSP Prospects for Innovation with mobile phones

GSMA Mobile Enabled Community Services Asia Working Group

June 5, 2013

wsp
water and
sanitation program

The Opportunity

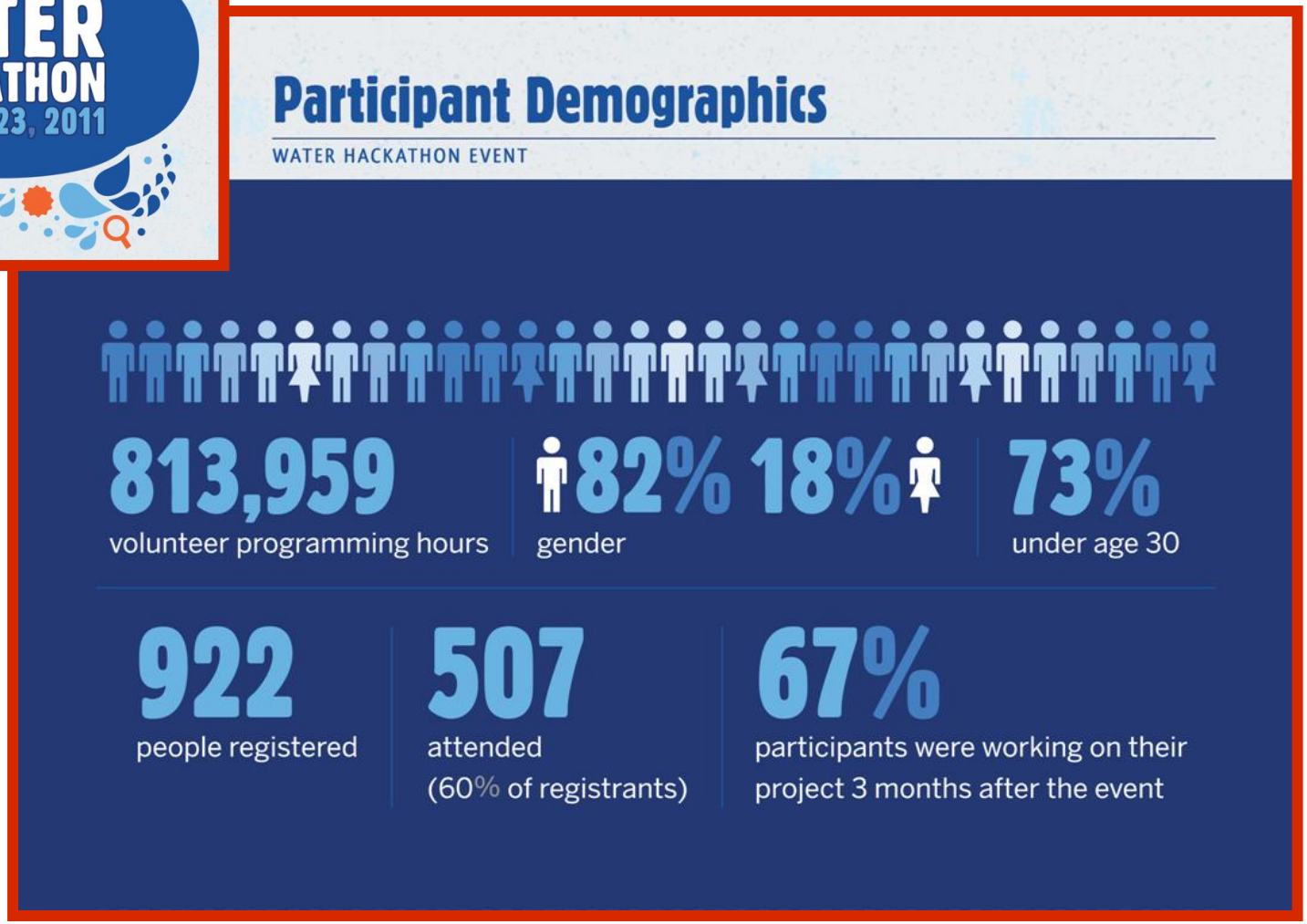


The Water Hackathon gathered nearly 500+ technologists in ten cities worldwide who created 83 prototypes.

wsp water and sanitation program

WATER HACKATHON
OCT 21–23, 2011

A “hackathon” is a marathon competition of brainstorming and computer programming, drawing together talent and creativity from software developers and designers.



SANITATION HACKATHON

DECEMBER 1-2 2012





FORGING A GLOBAL COMMUNITY FOR INNOVATION IN SANITATION

- **10,000,000+** Twitter impressions
- **183** countries visited the website
- **100+** local and global partners

SIXTEEN CITIES





GLOBAL WEBSITE



23% female

1223 participants



Problem statements



132 problem statements

Categories and functions



OPEN DEFECATION

50



URBAN

62



LATRINES

76



GOVERNANCE

75



HANDWASHING

33



RURAL

71



WASTE WATER

31



Mobile



Geospatial



Gaming



Data



Social

Dhaka: Problem statements

SANITATION HACKATHON



Crisis Statement

Public toilets are often not very well maintained and not kept clean, also due to a lack of accountability of the provider towards the clients. At the same time, clients don't have the possibility to provide feedback. Basic information about toilet locations is available, but no additional information about cleanliness or a user rating system.

Needs Statement

To create a mobile application for tablets and smartphones that will enable people to find toilets nearby, and then take photos, share, rate and comment on its condition. The mobile app should also enable user to provide direction, nearby landmarks and information on facilities provided in the toilet (soap, toilet paper, hand dryer, etc.). The app should be linked with social media to leverage publicity and raise awareness.

Impact Statement

Awareness on sanitation and hygiene, especially regarding cleanliness condition of public toilets still remains low in Indonesia. Through this application, the general public can get involved through feedback and build up pressure on those who maintain the toilet to keep it clean.

Toilet Finder

Where is the nearest public toilet and how clean is it?

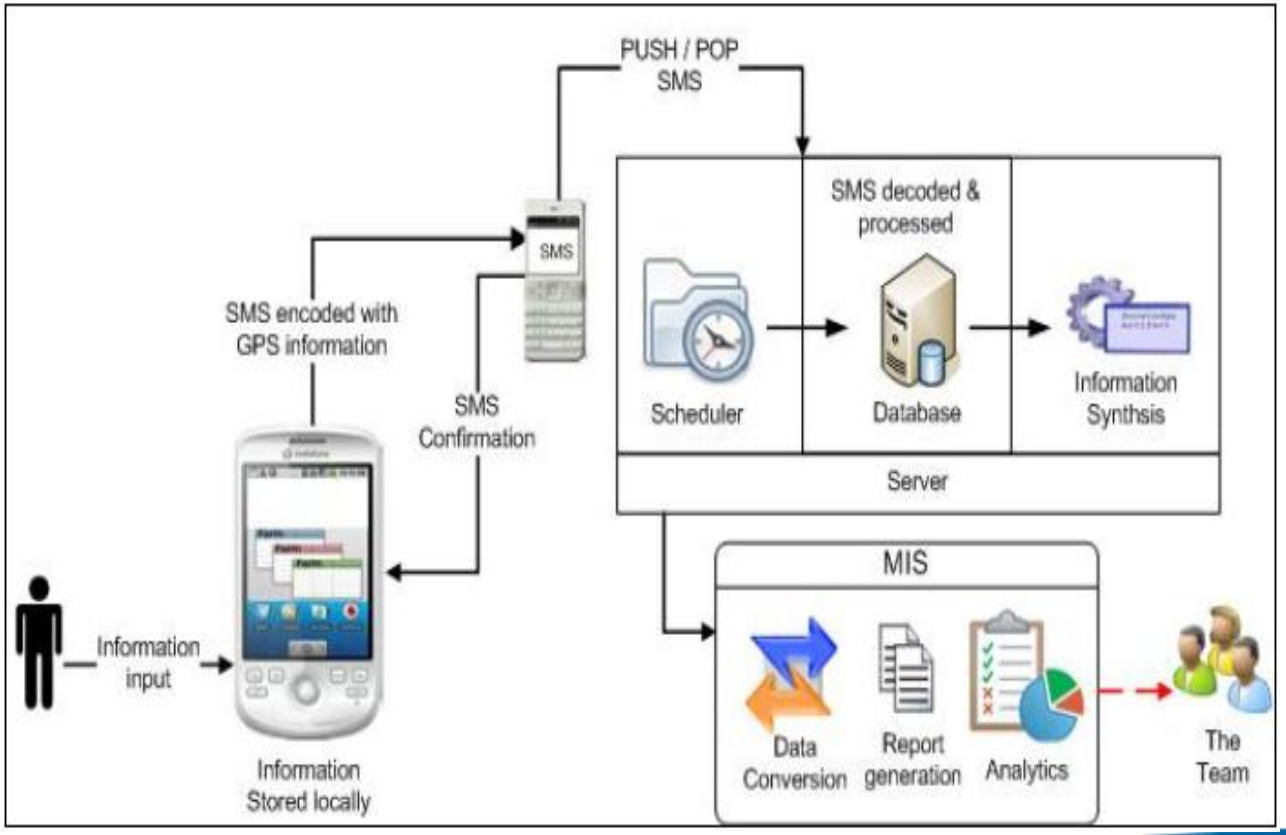
Rural Sanitation Mobile Monitoring: India

Scaling up Rural Sanitation via scaling up of behavioral changes

MoRD Minister Jairam Ramesh requested WSP to undertake verification of Nirmal Gram Puraskar winners

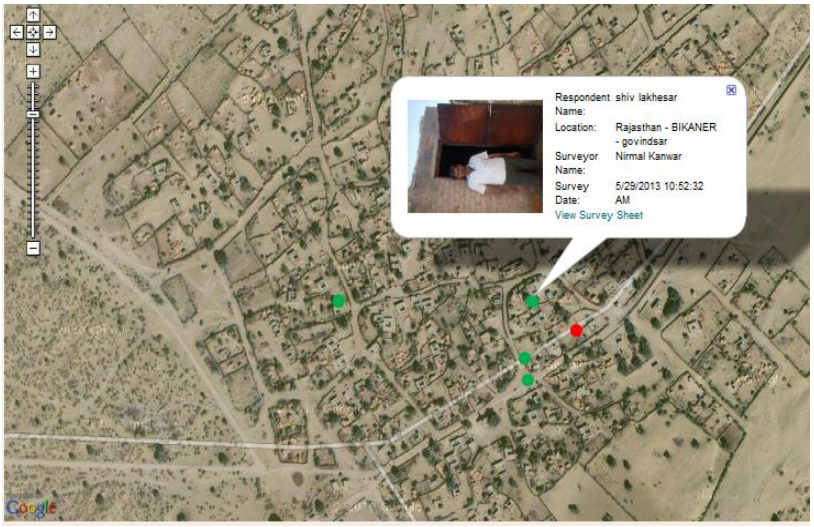






Outcome Tracker

Challenge: The monitoring of rural sanitation in India in the GOI system **tracks construction of toilets, not their usage.**



The Outcome Tracker mobile app was piloted last year and is now scaled up to a national mobile monitoring MIS which can be accessed online.

Progress: One district government (Bikaner: population 6 million+) has adopted the Outcome Tracker to verify ODF status.
The outcome tracker is being pitched in different states to clients. States governments are interested.

National and state level pilots are also being launched with samples ranging from 25,000 to 100,000 households.

Quality Check – Each household record has a geo-tag



- Online access to field movement and results
- One dot = One household
- Color coding

  Green = all members use toilet

  Yellow = some members use toilet

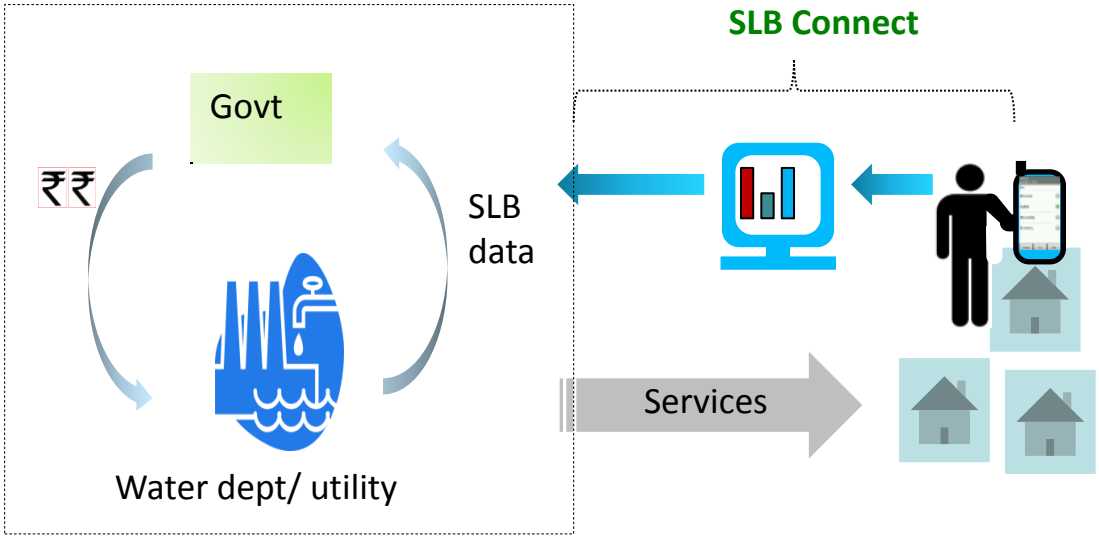
  Red = none of the members use toilet

ICT based Citizen Engagement for improved tracking of Service Outcomes

wsp water and sanitation program

SLB-CONNECT

Using ICTs to track service delivery from the citizen's perspective – "service



Proof of concept

- Implemented in Pimpri Chinchwad (1.7 mln population)
- Mobile based survey of 5200 hhs using scientific sampling methods
- Online Dashboard to make Results publicly accessible
- **1/7th time required for a paper based Citizen Feedback Survey**
- **Replicable and Scalable model**

- Better tracking of service outcomes
- Reality check for reported data
- Granular information (e.g. zone-wise)
- Inputs for planning

Basis for Citizen Engagement

Performance as per SLB Connect
(WATER)

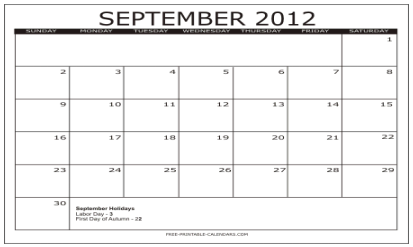
		SLB Connect	SLB
Access	% HHs with individual/ shared connections [SLB: - do -]	83% (77%)	78%
Continuity	Duration of supply [SLB: - do -]	3 hrs/ 7 days	6 hrs/ 7 days
Adequacy	% of HHs reporting adequate supply [SLB: Quantity of water supplied per capita]	84%	170 lpcd
Quality	% of HHs reporting no incidence of dirty water supply in last 3 months [SLB: % of water samples meeting standards]	52%	99%
Complaints	% of HHs lodging complaints, rpting resolution in 1 day [SLB: % of complaints resolved in 1 day]	19%	60%
Bill payments	% of HHs reporting regular receipt of bills, and finding location, timing of bill payment to be convenient [SLB: Revenues collected as a % of revenues billed]	53%	42%
Metering	% of HHs reporting functional meters [SLB: - do -]	78%	73%

Infusing the spirit of competition through mobile apps: Pakistan

- 2nd Performance Award Competition (PAC) for rural communities managing piped water schemes launched in September 2012
- 12,000 IVR calls in the voice of department's secretary were made to caretakers of 3,000 piped water schemes committee over a period of 2 weeks costing only US$ 400.
- The message gave brief detail of the competition & encouraged them to participate in the competition by obtaining a simple EOI form local office of the department. 1428 EOIs were issued and about 1000 submitted by caretakers.
- In December 2012 the same 3000 committees voted for best committee (in various categories) using mobile applications









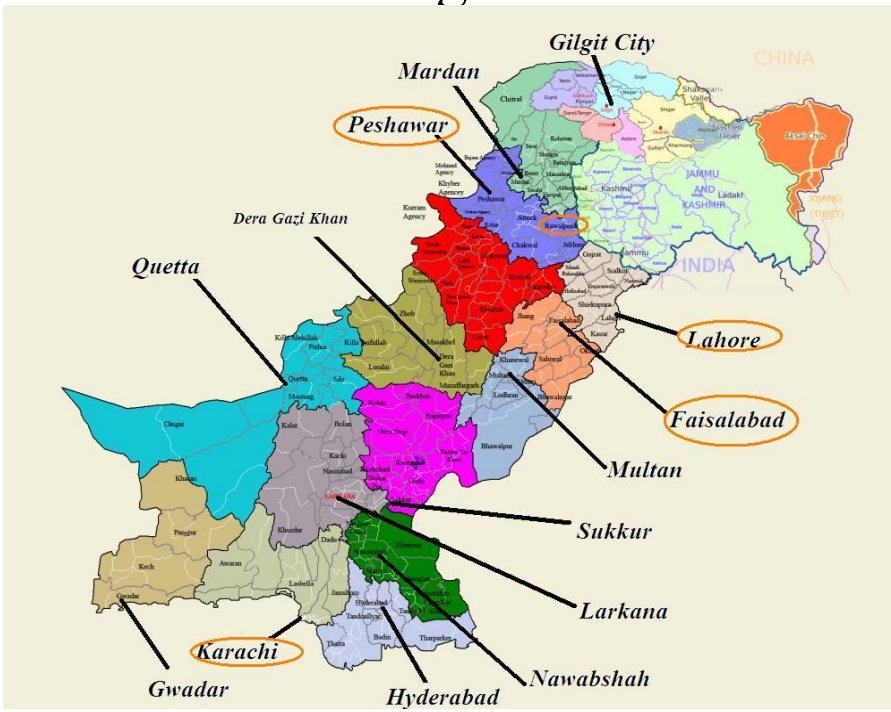
Internalization of Mobile Apps for Urban Utilities: Pakistan

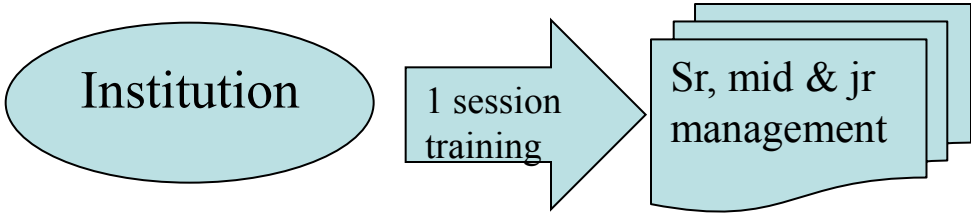
- **Scope:** Assess the institutional structure of ICT units and staff skill & capacity
- Capacity building on ICT use in institutions through Short Codes

Develop CoP within WatSan utility staff, other utilities staff and consumer.
Securing short code for each institution
Develop capacity for SMS based communication through short code & generate data.
Monitoring of staff through sms messages

Methodology: Lectures, demos, presentations, hands-on-experience etc
Deliverable: SMS monitoring software, training plan, report on training sessions

Target areas





Thank you

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