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Oxfam Sanitation Summit

Workshop Summary

04 / 13 / 2016

what we heard

**currently, our main user is a female
with kids who rents her property**



our users

Predominately, our users live in **peri-urban or urban slums, are women with children, and more frequently than not are renters** of their property. While they have the sway over household decisions, **we still encounter a large bias by men over our products**, who see it often as unnecessary (as they have access to toilets at work, or don't find a practical need for it) or deem it emasculating, as it reminds them of a potty.

Due to the fact most of our users are renters with access to (poorly managed) pit latrines we find that **additional barrier to product demand and adoption are the landlords** who don't see investing in CBS as a worthwhile return on investment.

Next to the overall cost of our product and/or our services, the two barriers above are the predominant roadblocks to our ability to scale and reach more households.

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**our products and hardware face
the same roster of challenges**



our products

While our products seem to solve for basic sanitation needs there are still few areas that need further improvement. Next to **controlling the odor, diverting urine from fecal waste in an ergonomic and efficient way**, still proves to be a major challenge for most of us.

Bill of materials for all of our solutions is still rather high due to local manufacturing constraints (in both people power, and material costs), which drives the price of our product up as well. All of the CBS organizations would benefit from **product development standardization, and possible sharing of common parts** such as the urine diverter.

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**our pick-up services are often inefficient
and difficult to track and manage**



our services

Majority of the obstacles in the design of our waste collection services stem from the frequency and complexity of waste collection. Often, twice a week pick up is the minimum. Additionally, the **unmarked and frequently changing residency locations of our users are difficult to track/find and/or access**—which creates delays, which in turn creates mistrust with a populace already mistrustful of any community service providers.

Separate collection of urine and fecal waste is proving to be challenging to all, especially as urine is rarely used for any post-collection byproduct. We also find it **challenging to collect waste when the users aren't at home**. This drives us to believe that a centralized waste disposal area might be the best solution to reduce the complexity of the pickup.

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**our main user is often not aware
that our product exists**



our sales & marketing

We find that **our organizations are frequently mistaken for NGOs** and thereby our products considered as free handouts as opposed to true for-purchase market solutions. **We need to consider sales and marketing efforts that are more akin to how for-profit organizations are entering our same markets** over how NGOs have been approaching the same space.

Furthermore, we find that **our employees are our best product ambassadors**, especially if their sales goals are directly correlated with their pay. We found that employees who are rewarded for their product evangelism (that results in customer acquisition) bodes well for our growth opportunity.



**our progress is often delayed due to
external infrastructure issues**

our operations

A lot of our progress is hampered by the day to day needs of running our businesses.

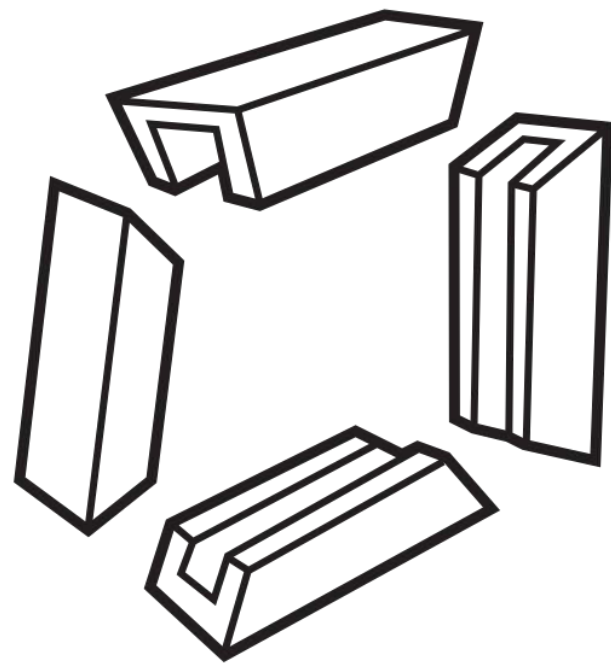
Standardizing the data we collect across all CBS organizations will not only solve our internal challenges and operational effectiveness, but will also help us in gathering necessary data that can be used to persuade and woo donors.

When it comes to overcoming local governance and legislature, **we would benefit of belonging to, or forming, an alliance of all CBS organizations.** The power in numbers will not only help us gain leverage against local ordinances and archaic regulations, but would also legitimize CBS as a legitimate solution to global sanitation needs.

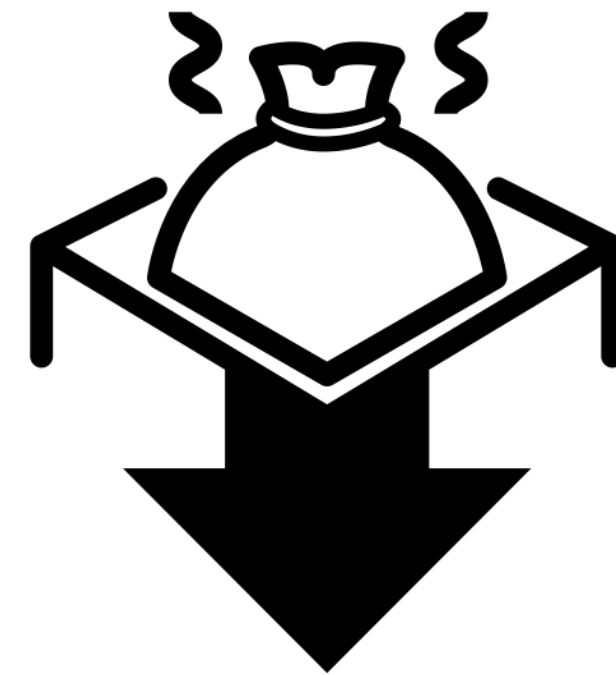


**what we need to
solve**

top three challenges we face as an industry



how might we standardize service and product design solutions across all CBS providers?



how might we improve our service model so it's integrated, safe, reliable and clean?



how might we work around the existing infrastructural issues and governmental roadblocks around CBS?

what are the next steps

the quorum agreed on prioritizing the following



identify universal product development opportunities

CBS organizations that have, or are developing, CBS hardware are to collaborate and come to consensus on what parts can and should be universally shared. This will be followed up by a how. The team will also investigate a possibility that one organization is the sole provider of containers for all organizations that want to solely focus on waste collection and management services.



pilot streamlined pickup service design

CBS organizations with waste management and pickup services are to test out centralized drop off locations for their users to determine if it would expedite the process, and make it more efficient for all parties involved. Organizations are also to test out new payment systems with their users, incentives for product ambassadors and evangelists, and procedures on how to deal with delinquent accounts.



form the first global CBS alliance organization

Sanergy and Resource Sanitation to spearhead initial draft of the CBS Alliance mission, vision, goals and share with the larger consortium to start the process of creating a unifying body. The alliance should serve to unify all the CBS organizations, as well as legitimize CBS as appropriate sanitation solution.

**fuse the clutter of
detail into a rich
narrative.**

-A. Schlesinger