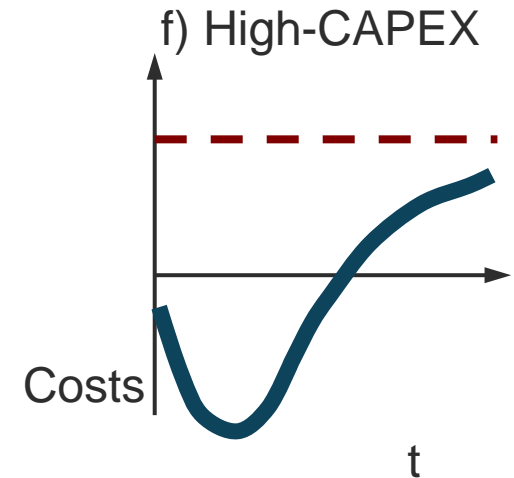
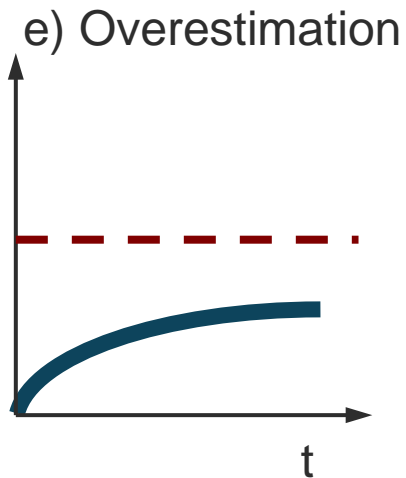
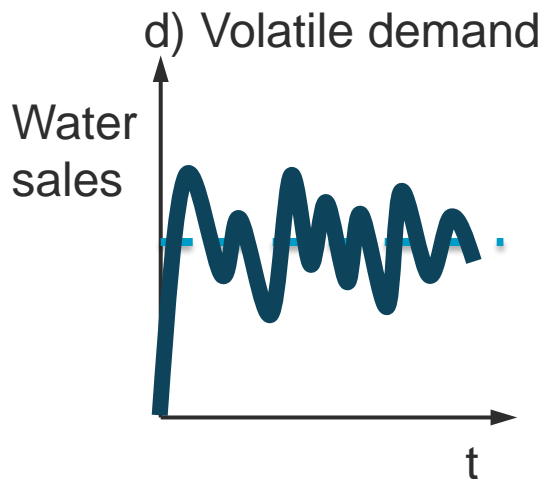
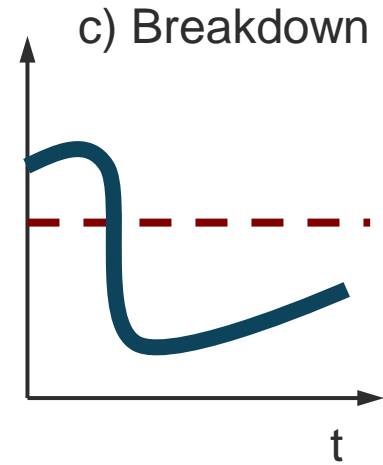
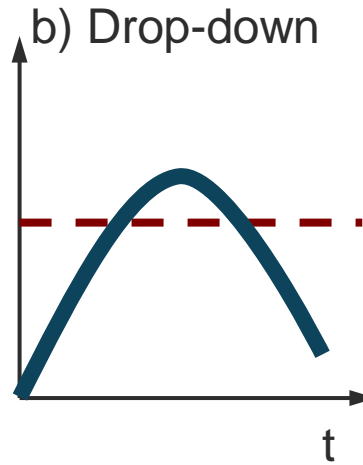
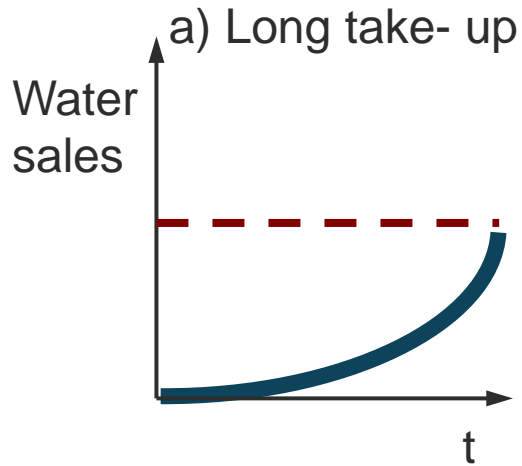


Making Water Kiosks More Successful

executive summary

Discovery Day, September 22, 2015

In reality, we observe various phenomena questioning the success of the water kiosk



--- Target ——— Actual

Making safe water kiosks successful is “very complex”

Water organization	Safe water kiosk	Households
<p>How to provide technical assistance for the kiosk operator?</p>	<p>How to avoid failures in the operation?</p>	<p>What is the best water price?</p>
<p>How to manage financial risks?</p>	<p>What competences does the operator need?</p>	<p>How many people should live in the community?</p>
<p>How to attract external funding?</p>	<p>How to delivery the services?</p>	<p>How to do behavioral change?</p>
<p>What treatment technology?</p>	<p>How to charge for services?</p>	<p>What services do customers expect?</p>
		<p>What preferences do people have?</p>

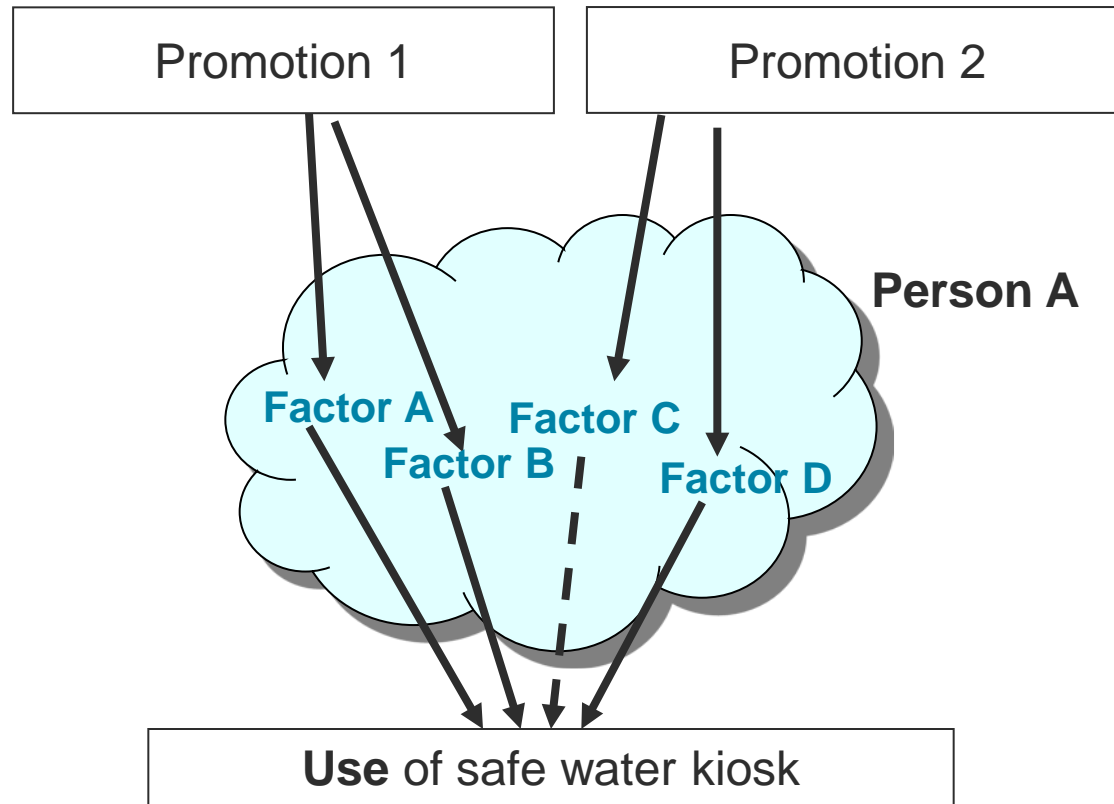
Summary Session 1: Current challenges

- In theory, making safe water kiosks successful is «easy», but in reality, we observe various phenomena questioning the success of the water kiosks (**long take-up, drop-down, breakdown, volatile demand, overestimation, high CAPEX**)
- In the workshop, **coping with non-business partners, finding the adequate partners, initial persuasion of the customer, and the financial viability of water sales** were most commonly cited as being current challenges to successful water kiosk management both for existing and new water kiosks
- Other commonly cited challenges were **securing water quality after sales, coping with resource-scarcity for indirectly linked activities** (e.g. behavior change campaigns), **scaling up successfully, setting prices, the relationship with political/local institutions**, and **securing the continued use of customers**

RANAS approach

Systematic behaviour change based on data

Software

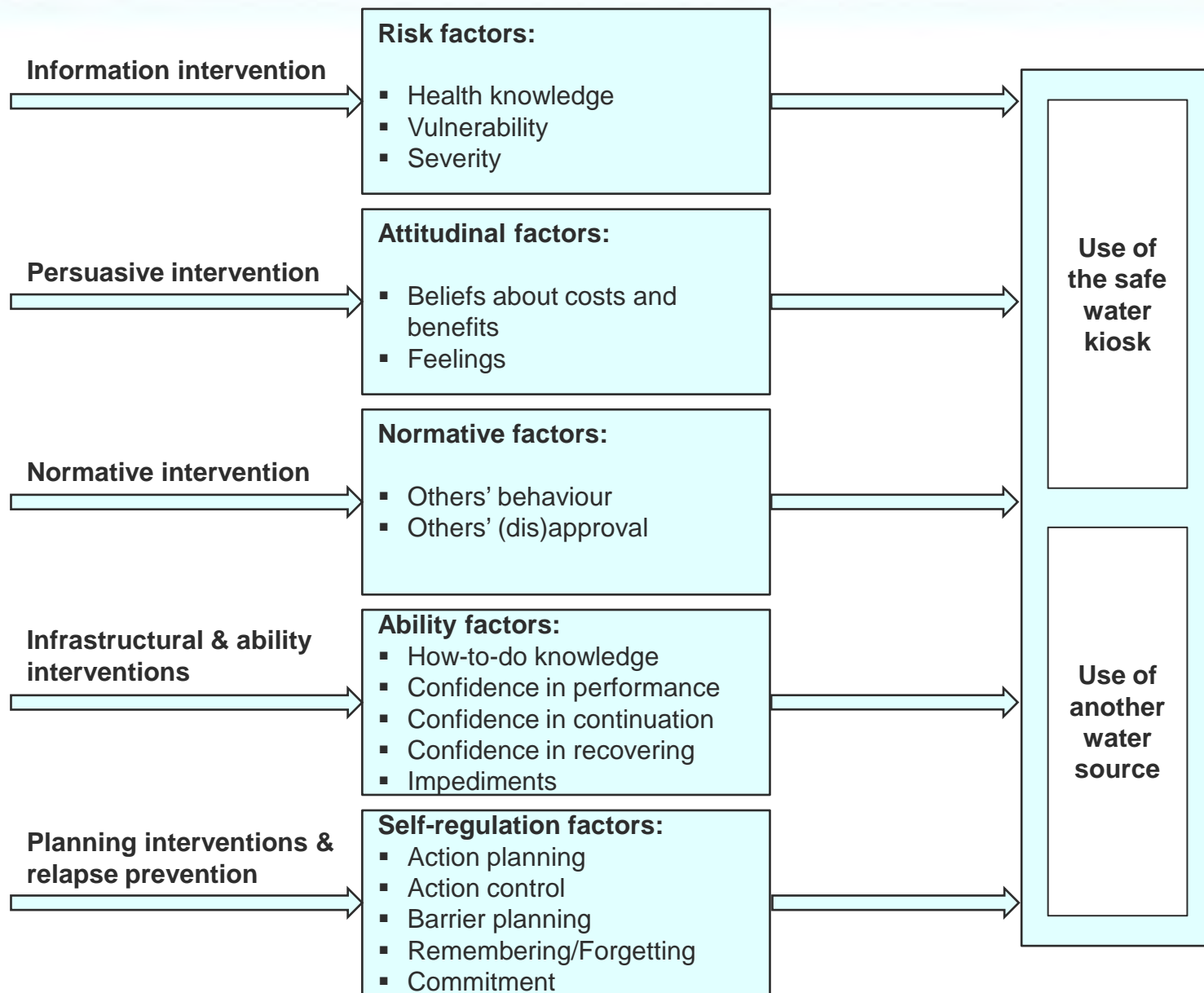


(1) Which psychological factors determine the use of a safe water kiosk?

(2) which factors are affected by which promotional activities?

→ Apply promotions that are targeted to the specific community and thus improve the promotion strategies

Systematic selection of promotion activities



Overall goal of the campaign: Bring community members to believe in their hearts that buying all their water at the Maji Safi Kiosk is beneficial, pleasurable, socially expected, easily accomplished and a personal key priority.

Today's situation:

Currently only a small proportion of people are buying drinking water at the Maji Safi Kiosks.

Tomorrow's situation:

At least 60% of the population within a distance of 1 kilometre around the Maji Safi Kiosks buy all their drinking water there.

How we will achieve this:

Through an innovative population-tailored behaviour change campaign.

What non-users and irregular users (compared to main users) think and feel about the Maji Safi Kiosks today:

Risk factors:
User groups do not differ in health knowledge, and in perceived vulnerability to and severity of diarrhoea.

Attitudinal factors:

- It is expensive, time-consuming and effortful to buy water there.
- The water is salty and not tasty.
- It is unpleasant to buy water there.

Normative factors:

- None of my relatives buy their water there.
- Few of the community members buy their water there.
- Important people don't expect me to buy my water there.

Ability factors:

- It is difficult to find the time and money to buy all water there.
- In light of impediments it would be difficult to keep me buying water there.
- After an interruption I wouldn't be able to push me to restart to buy water there.

Self-regulation factors:

- I don't have the goal to buy water there and don't care whether I buy water there or not.
- It is not important to me to buy water there.
- I don't feel committed to buy water there.

Additional factors:

- Me, my family and the community don't own the Kiosk.
- It is not important to drink safe water.
- I prefer to treat water at home compared to buying treated water.

What we want the target individuals to think and feel about the Maji Safi Kiosks tomorrow:

No changes required.

- To buy all drinking water there is inexpensive and effortless.
- The water is very tasteful and not salty.
- To buy water there is very pleasant.

- Most of my relatives buy all their drinking water there.
- Most of the community members buy all their drinking water there.
- People expect me to buy all my drinking water there.

- It is easy to find the time and money to buy all water there.
- No matter what happens, it is easy to keep me buying all water there.
- After an interruption it would be easy for me to restart to buy water there.

- My goal is to buy all my drinking water there and I control and push myself to follow this plan.
- One of my personal priorities is to buy all my drinking water there.
- I feel committed to buy all my drinking water there.

- Me, my family and the community are the Kiosk's owner.
- It is crucial to drink safe water.
- I prefer to buy treated water compared to treating water at home.

How we will achieve this (Behaviour Change Techniques):

No interventions required.

- Inform about and assess costs and benefits (5).
- Describe or prompt experience of positive feelings when buying water (8).

- Inform about others behaviour (12).
- Prompt public commitment (13).
- Inform about others approval (14).

- Provide models (20).
- Use persuasive arguments to bolster self-efficacy (21).
- Organize social support (19).

- Prompt goal setting and specific planning (36 & 26).
- Agree a behavioural contract (37).
- Prompt public commitment (13).
- Prompt self-monitoring (27).

- Inform about others feeling of ownership.
- Inform about benefits of safe water and of buying treated water.

Intervention strategies		Behaviour Change Techniques	BCT description	Communication channels		
				Mass media	Group	One-to-one
1	Mass media motivation	Provide models.	Provide similar (and important) community members who are already buying water at the Kiosk as role models.	Poster with picture story or radionovela		
		Inform about others behaviour.	Point out that others are already buying water at the Kiosk.			
		Inform about and assess costs and benefits.	Provide information about costs and benefits of buying water at the Kiosk and conduct a cost-benefit analysis. This includes also the benefits of safe water and of buying treated water instead of treating water at home.			
		Describe feelings about buying water at the Kiosk and feeling of ownership.	Present buying water at the Kiosk as pleasant and joyful. Present how others feel as the owners of the Kiosk.			
		Inform about others approval.	Point out that important others support buying water at the Kiosk.			
2	Community-based empowerment	All five BCTs applied in intervention strategy 1	See above (intervention strategy 1)		Community meeting	
		Use persuasive arguments to bolster self-efficacy.	Convince participants that they are able to buy water at the Kiosk by emphasizing that similar others have already succeeded.			
		Prompt public commitment.	Let people publicly commit to buying water at the Kiosk, thus showing to others that there are people who buy water at the Kiosk.			
		Prompt behavioural practice.	Prompt people to fetch water at the Kiosk.			
3	Customer-to-customer promotion	Provide models.	Provide users as role models.			At home and at Kiosk
		Organize social support.	Prompt people to receive practical or emotional support from a user.			
		Prompt guided practice.	Prompt people to fetch water at the Kiosk together with a user.			
		Prompt experience of positive feelings when fetching water.	Enable people to have a positive experience when fetching water.			
		Prompt to talk to others	Prompt (irregular) users to talk to others.			
4	Individualized empowerment	Inform about and assess costs and benefits individually.	Provide information about costs and benefits of buying water at the Kiosk and conduct an <i>individual</i> cost-benefit analysis. This includes also the benefits of safe water and of buying treated water instead of treating water at home.			Household visits
		Prompt goal setting and specific planning.	Prompt people to set the goal to buy all water at the Kiosk and to specify how much water per week they will buy at the Kiosk, at which days they will fetch water, at what time, with whom and with which vessel.			
		Agree a behavioural contract.	Invite people to agree on a behavioural contract towards the above goal.			
		Prompt self-monitoring.	Invite participants to monitor their behaviour by means of recording at which days they bought how much water at the Kiosk and at concurrent sources.			

Summary Session 2: Behavior change

- Through the **RANAS approach** organizations can **identify important psychological factors** that influence the behavior of their customers and enables them to **develop adequate behavior change campaigns**
- Influential psychological factors to the use of water kiosks are **perceived distance to water kiosk, perceived benefits vs. costs of usage, tradition, social norms and habits, trust in quality and service, taste of water, and feelings evoked while using water kiosk**
- It is important to keep in mind that behavior and behavior change is **not exclusively driven by knowledge**. Intervention that focus exclusively on **information dissemination** are therefore prone to be **ineffective**
- Rather, behavior change campaigns should **target a mix of factors** related to **risks, attitudes, norms, abilities**, and **self-regulation** as well as they should use **different communication channels** for **different intervention strategies**

Group work

Managing a water kiosk

What capabilities are necessary to deliver/manage these services?

Empty box for listing capabilities necessary to deliver/manage services.

What services should the kiosk offer?

Water services	Type of water: un/treated Cans, barrels, jars
Payment	Per liter, jerry can, flat rate Cash, mobile, RFID Debit / credit
Distribution	Tap, ATM, delivery, store
Cleaning	Clean at stores, give away disinfection means
...	Devices: buy, rent / standardized or not

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Potential services

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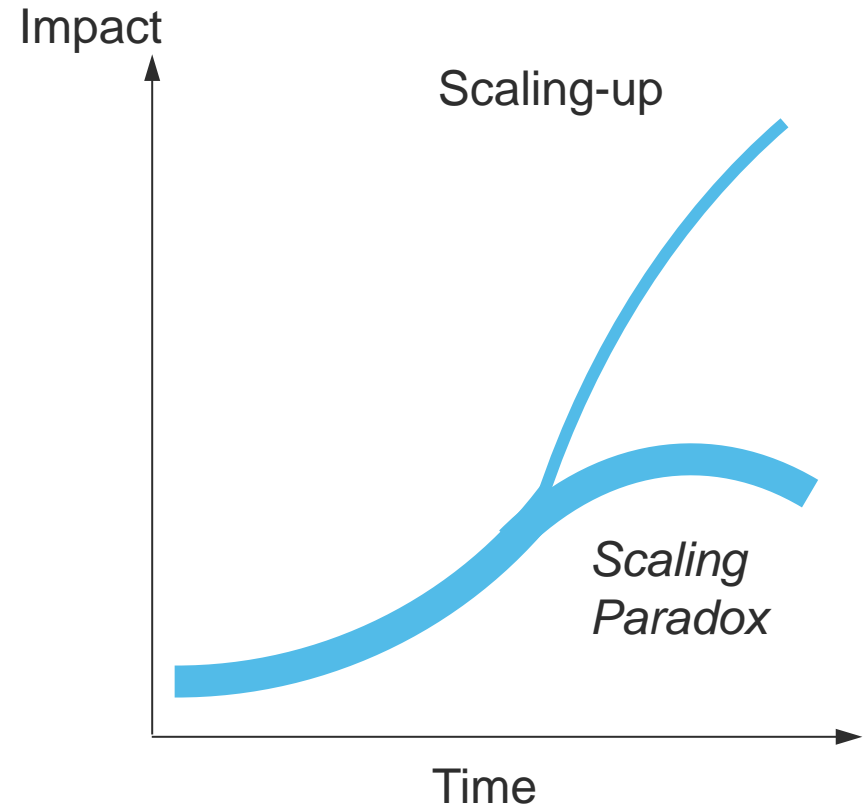
Summary Session 3: Services

- Depending on what services the kiosk should offer, the **range of capabilities** that are necessary to deliver and manage these services can be **extremely wide**
- Additional services can **help to increase the financial viability** of the kiosk and mitigate risks but come necessarily with the **requirement of even more capabilities**
- Among the most important capabilities are **financial resources, a deep market understanding and business skills/«mindset», technical skills/knowledge, and intrinsic motivation**
- Additional potential services should **generate traffic, increase quality of waterkiosk, and opportunity-driven**
- Additional potential services could include e.g. **health-related services, cell-phone charging, a barbershop, internet access, sales of WASH and other retail products**

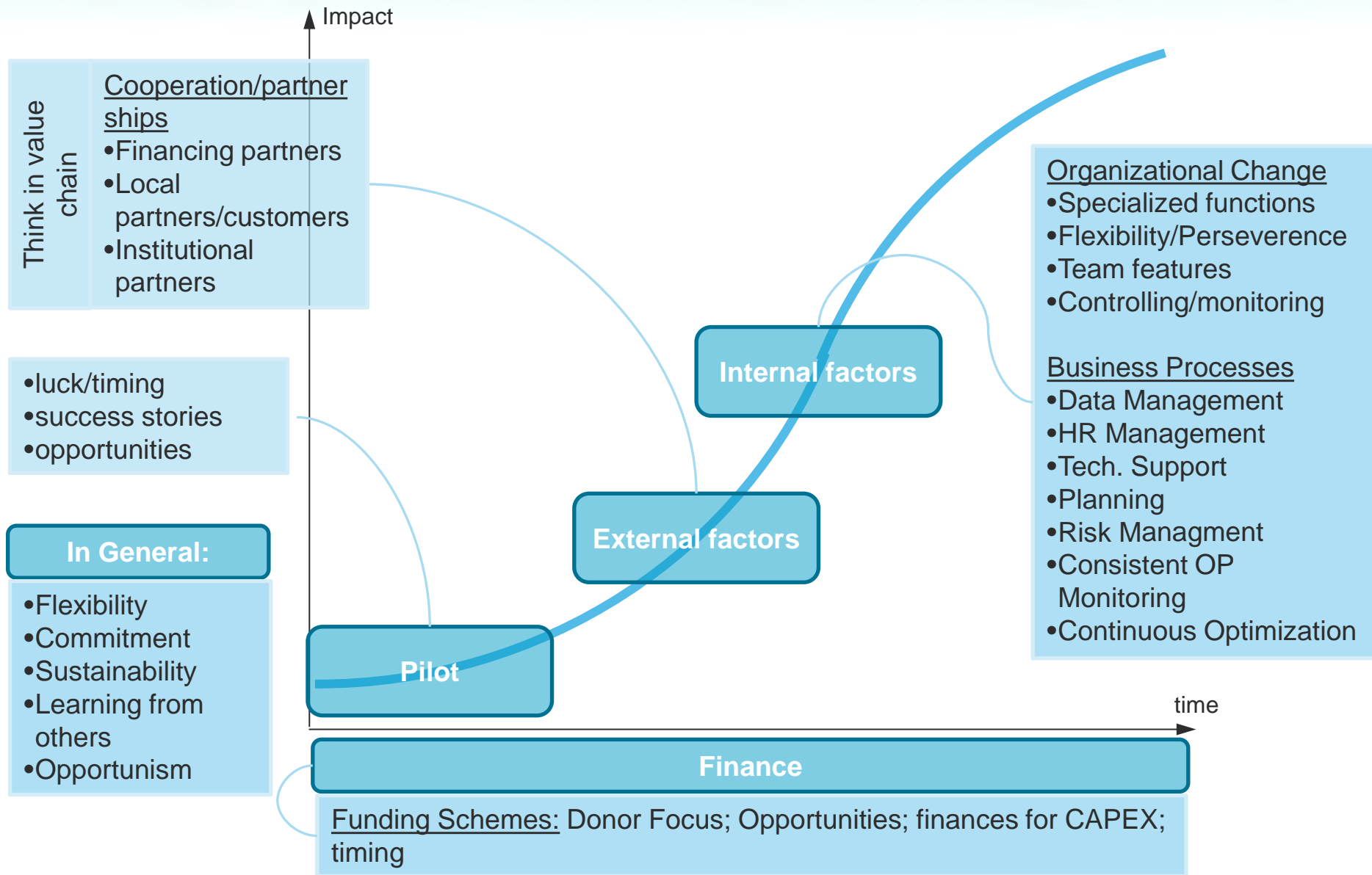
How can we scale up the number of water kiosks?

Questions

- How do we know, which growth path is sustainable? (too fast / too slow)
- How can we maintain and improve the existing water kiosks?
- How do we manage the risk by scaling up the number of water kiosks?
- What organizational barriers do we face in the scaling process?
- How do we know what elements should be replicated?
- ...



Summary Session 4: Scaling-up



Summary Session 1-4

- **Current Challenges:** Despite being different types of organizations, locations, and technologies most participants reported *similar challenges/obstacles*
- **Behavior change:** Behavior change as important factor to success; two approaches to achieve behavior change: *behavior change campaigns* based on strong psych. grounding ↔ *social marketing* where behavior change is changed through more traditional marketing strategies; maybe it is important to *take into account insights from both sides*
- **Services:** Single Kiosk: Participants agreed on *broadening the business scope/extending the kiosk-concept* => consequence: more and also *more sophisticated capabilities* needed => consequence: might be *more difficult to identify the right entrepreneurs* & create capacity development
- **Scaling-up:** Scaling starts often with *luck/timing* and *proof of success*; the focus then shifts gradually from *external* to *internal factors*; other important factors are *funding schemes* as well as *general factors* such as flexibility and commitment

Feedback Session 1-4

- 27 Participants showed interest to share knowledge and enter into a dialogue about current challenges to success
- Thinking about the challenges on the conceptual levels of households, single and multiple waterkiosks was productive
- Ideas generated in the workshop are implemented in the organizations
- People welcomed the idea to meet again in one year, maybe some participants would like to present some of the results
- Quotes: «Inspiring, thank you!», «Great Workshop, I will test some of the ideas we developed today»