Participant Handout

MODULE ONE: Introduction

Welcome and Overview of Training Objectives and Expectations

This module provides an understanding of the course format and an introduction to the primary tools and concepts in the course. Many resources and tools are available to help with MBS activities and will be referenced throughout this training. In this module we introduce the market-based sanitation (MBS) glossary, UNICEF's process for implementing MBS activities, and the USAID's sanitation market system—all of which are integrated throughout the training.

Module 1 Objectives

As participants in this module, you will:

- Introduce one another to facilitator and fellow participants
- Complete a pretest
- Review training objectives and expectations
- Discuss the phases for designing and implementing MBS activities and the Sanitation Market System

Overall Training Objectives

Over the course of the MBS training and its eight modules, you will:

- Describe market-based techniques and how they can be applied to sanitation
- Apply market techniques to major components of a sanitation project
- Discuss market techniques as they relate to experiences that participants are facing in their work
- Determine where and whether MBS can be integrated into participants' WASH activities

Sanitation Market System (SMS)

Throughout this training, we will refer to the sanitation market system by USAID WASHPaLS (see figure below). The SMS portrays the relations between market actors in the sanitation ecosystem and is made up of the customer, enterprise, entrepreneur, business environment, and broader context. We will explore each element of the SMS during the subsequent training modules.

Sanitation Market System

Source: USAID WASHPaLS

UNICEF'S Process for Implementing MBS

UNICEF identified major components critical to consider when designing and implementing MBS activities. This process serves as the basis for this training, and we will examine each step in more depth in upcoming modules.

UNICEF's MBS Process

Scope	Component		Time Frame
Phase 1: Planning	1	Assessment and Planning	6–9 months
Phase 2: Program Design (1 year minimum)	2	Market Research	4–6 months
	3	Product System Design	3–4 months
	4	Business Model and Delivery Approach	3–6 months
	5	Demand Activation Design	
	6	Consumer and Business Financing	Throughout all phases
Phase 3: Implementation (3–4 years)	7	Implementation	2–3 years
	8	Monitoring	

Adapted from Guidance on Market-Based Sanitation. New York: United Nations Children's Fund (UNICEF), 2020. Note that UNICEF has since added additional information on optimizing market interactions and market enablers.

Reflect: My Vision of Change

Throughout this training we encourage you to think about the specific **theory of change** and activities of your own programs to determine whether an MBS approach is appropriate for your context and program needs. A theory **of change is** a hypothesized series of changes that are expected to occur in each context as the result of specific integrated actions. It is typically portrayed as a conceptual diagram and is a **process** of articulating the way we think about a current problem, its root causes, the long-term change we seek, and **what needs to happen for that change to come about.** A theory of change is a continual reflection on whether, how, and why change is occurring and can be adapted. This is important as MBS is an iterative approach.

Also think about how market-based programming may complement other sanitation approaches already being implemented in your project or project area, or that are already included in national policies.

Key Terms Introduced in Module 1

- **Market system:** A network of market actors supported by infrastructure and services, interacting within a context of institutions and rules that shape the actors' trading environment and determine how a particular good or service (including labor) is produced, accessed, and exchanged.
- **Core sanitation market:** Customers, sanitation enterprises, and entrepreneurs (business owners) and the transactions that take place between them.
- **Theory of change**: A hypothesized series of changes that are expected to occur in a given context as the result of specific integrated actions. A process of articulating the way we think about a current problem, its root causes, the long-term change we seek, and what needs to happen for that change to come about.

For more information and resources on MBS, visit:
https://www.fsnnetwork.org/PRO-WASH/Market-Based-Sanitation.

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