Civic Champions

Fostering Local Leadership to Create an Enabling Environment for WASH
About WaterSHED
Civic Champions - The Key Numbers

- 636 commune councilors
- $16,250 total participation fees paid
- 27,634+ new household latrines installed
- $16 cost per latrine to the program
Civic Champions - Program Design
Three iterations of the Civic Champions program

- **Pilot**
  - 56 participants
  - Test the approach
  - WaterSHED staff as facilitators and coaches

- **Scale Up**
  - 205 participants
  - Cascade training model
  - Subnational (district) gov’t staff as facilitators and coaches

- **‘Light’**
  - 375 participants
  - Reduce effort/cost
  - Managed and facilitated by subnational (district) gov’t staff

Q1 Q2 Q3 Q4
2013 2014 2015 2016 2017
Civic Champions - Results

"As a leader, I need to connect to people and show that I am concerned about their life, not just about toilets. I go door to door and speak with them about different things. I need to build relationships with the people in my commune if I want to convince them to change."

Leadership style
- Team work
- Public speaking
- Commitment
- Perseverance

Improvements in sanitation

Recognition from the community

Localized, inclusive approaches to sanitation promotion
Lessons Learnt

- involvement and active contribution of all levels of government increases impact, allows scaling and facilitates sustainability

- cyclical reward and peer-learning mechanism based on transparent data motivates and incentivizes participants to learn from each other, work hard, overcome challenges and innovate

- careful balance between putting participants out of their comfort zone and over-stretching through ongoing reflection is essential

- a focus on generic, transferable leadership skills instead of project or WASH-specific skills fostered leadership relevant for addressing a wide spectrum of issues at the local level