



Our AI listens to staff & gives CEO's the answer

In partnership with



UNIVERSITY OF  
OXFORD

# Is SDG6 likely or ludicrous?

Insights from an AI-powered study

# Welcome

rai

- Introduce yourself in the chat
  - Name
  - What part of the world you are in today
  - One word or a short phrase - how do you feel about WASH and/or the sector?



# Agenda

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- Overview
- Who we asked
- What people said: top insights by theme
- Discussion
- Closing thoughts to give you hope



# We asked:

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## WHAT EXCITING CHANGES HAVE YOU SEEN IN THE PAST DECADE IN THE SECTOR?

People and mindsets more than improved technologies and innovative approaches

*“Community Engagement and Empowerment: There has been a significant shift toward involving communities in WASH planning and decision-making processes.”*

Collaboration and systems thinking

*“More emphasis on safely managed solutions, not just hardware. More emphasis on district-level or municipal-level planning and government participation with expert implementers.”*

# We asked:

rai

**“WHO ELSE ARE YOU SEEING DOING GREAT WORK IN THIS AREA?”**

No consensus; INGOs most mentioned

Local actors like national governments, service providers, and networks.

*“More recognition that it is the leadership on the ground with conditional support from the INGO for delivery by the beneficiary with sweat equity, tariffs, and local economic empowerment to pay for a better life and support system.”*

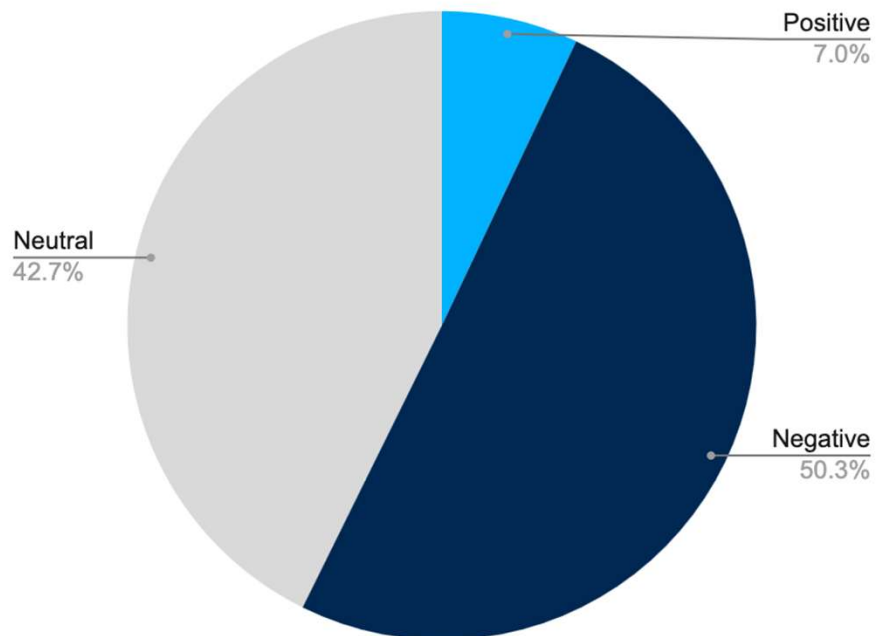
# We asked:

rai

## WHAT OR WHO IS FRUSTRATING OR BLOCKING IMPROVEMENTS?

Strong negative feelings about the past

Sentiment 'local collaboration' - past



**More than 20% of all sentences described a need for greater local coordination, which reflects broader sector data**

*"Lack of a strategic partnership between all the stakeholders in the water sector: each with a specific role to implement or support. [We] need coordination, not competition."*

# We asked:

rai

## WHAT OR WHO IS FRUSTRATING OR BLOCKING IMPROVEMENTS?

Government leadership

*"Siloed government sectors and decision-making."*

Implementing organizations

*"WASH sector actors think they are a one-stop shop for solving all problems."*

Accountability is to donors, not communities

*"Donors directing funding instead of governments."*

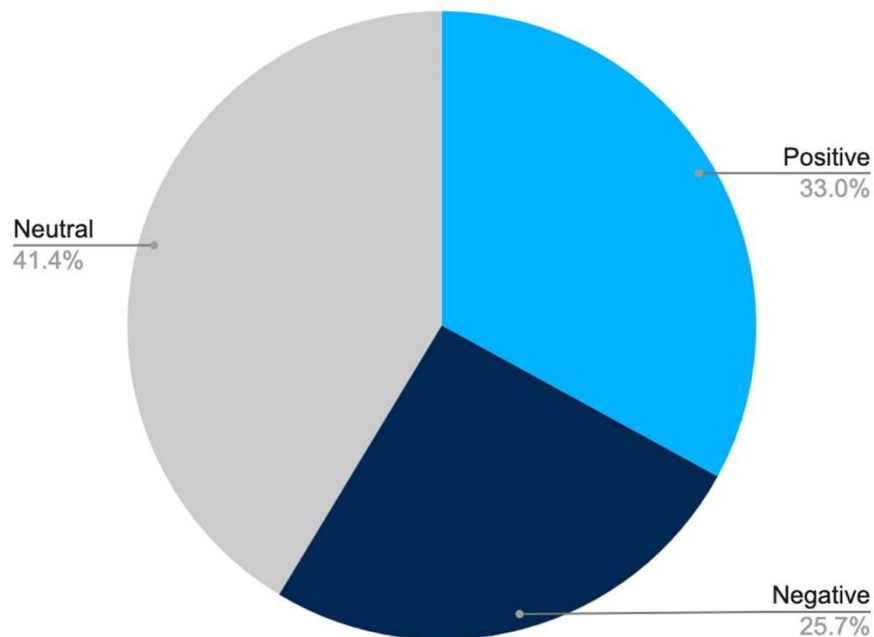
*"The lack of organizations piping water to homes, the level of complexity involved in developing a sustainable program. It takes 5 years for an organization to develop a working implementation model that they feel confident in."*

# We asked:

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“IMAGINE THAT, IN 2030, EVERYONE HAS SAFELY MANAGED WATER. HOW DID THAT HAPPEN?”

Sentiment 'local collaboration' - future



More positive feelings than with responses about the past

## Rely on local actors

*We need to empower local institutions to perform their jobs easier, faster and more effectively.*

## Collaboration and systemic approaches

*“All North American and European NGOs would divide up the focus and then prioritize the next five years of projects and work together.”*

## Accountability

*“We would have feedback data with incentives and penalties to maintain progress”*



# We asked:

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## “WHAT IS THE WAY FORWARD?”

WASH sector needs greater diversification, integrated thinking, and a focus beyond just infrastructure

Donors and managers should adopt equal partnership and transformational leadership approaches, supporting existing government frameworks and aligning efforts.

Regular, systematic joint sector reviews are essential for identifying gaps

Better risk management should be prioritized over reactive solutions.

*“Diversification is sorely needed and a new way of thinking around solving problems and coming up with solutions. If you are trying to drive resilience, you need to understand the entire operating environment and the downstream and upstream root problems causing poor services.”*

# No Brainer



## “THE NO BRAINER MESSAGE IS:

The key issue is that many programs are missing the most vital information from customers (e.g. beneficiaries), staff (e.g. implementers), and/or regulators (e.g. government).”

Shared success is much more likely if you can gather and analyse their feedback, then align the aspirations and practical suggestions.

# Recommendations:

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## “WHAT YOU CAN DO DIFFERENTLY”

Getting feedback from beneficiaries (i.e. customers) is a massively important step for successful organizations to understand their needs and better engage with them

Do the same with your suppliers including national and local governments and institutions, NGOs, implementers etc. to understand their needs and how best to collaborate

Create a shared vision, priorities and action steps to align stakeholders

Do the same for existing WASH projects to align all key stakeholders and ensure improved performance

# Discussion:

raí

- Do these insights align with your sense of what's happening in the sector?
- What's missing?
- What else?



# Find out more:

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