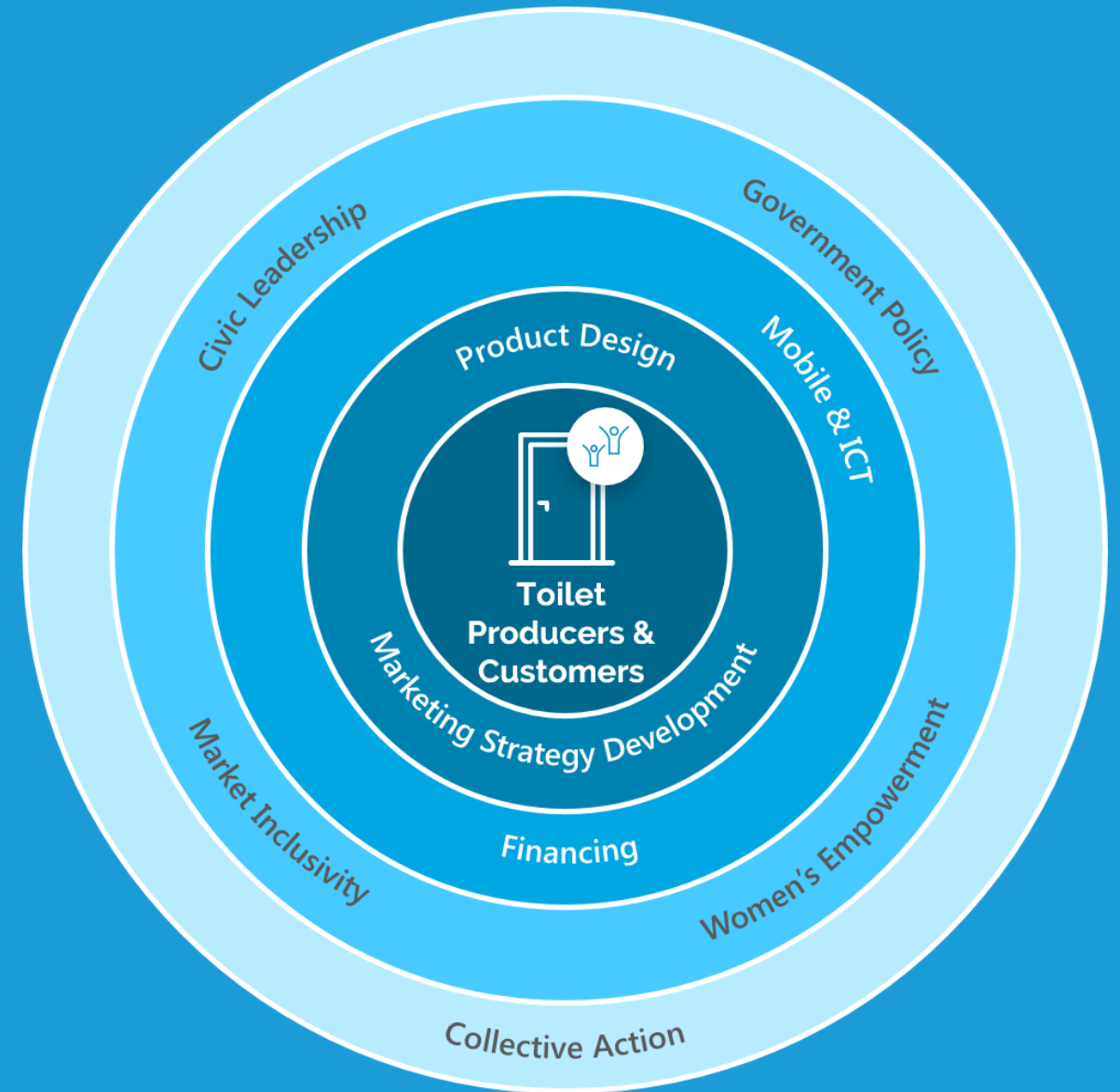




Evolving Metrics For Monitoring Sanitation Market Systems

Allison Salinger, Geoff Revell

We don't reach millions of people.
We build systems that do.



The Challenge

- Monitor a market system
- ...as you build it
- ... and ensure its sustainability



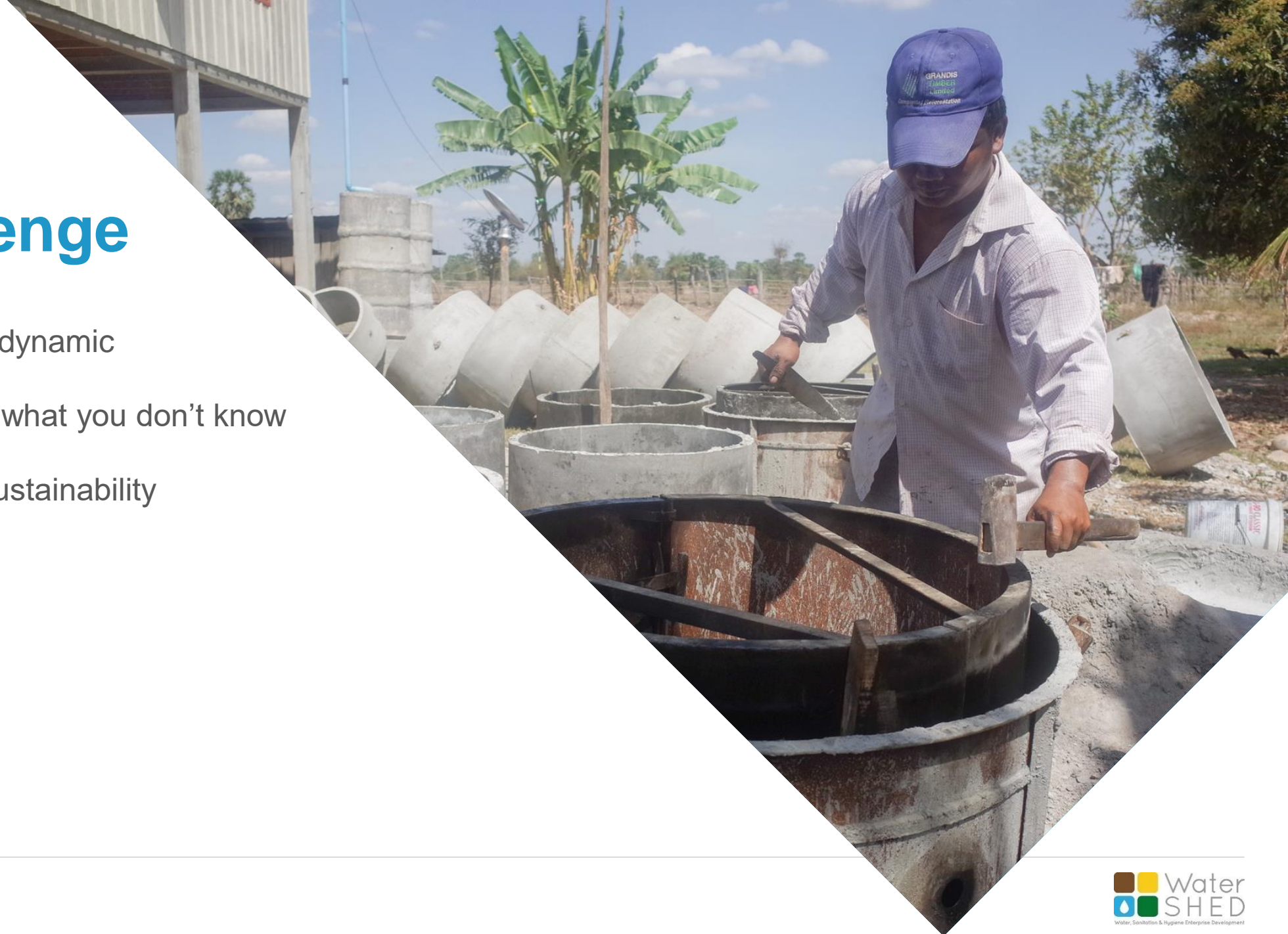
The Challenge

- Monitor something dynamic
- ...as you build it
- ... and ensure its sustainability



The Challenge

- Monitor something dynamic
- ...before you know what you don't know
- ... and ensure its sustainability



The Challenge

- Monitor something dynamic
- ...before you know what you don't know
- ... and use locally led mechanisms and local actors wherever possible



Real The ^ Challenge

- Monitor something dynamic
- ...before you know what you don't know
- ... and use locally led mechanisms and local actors wherever possible



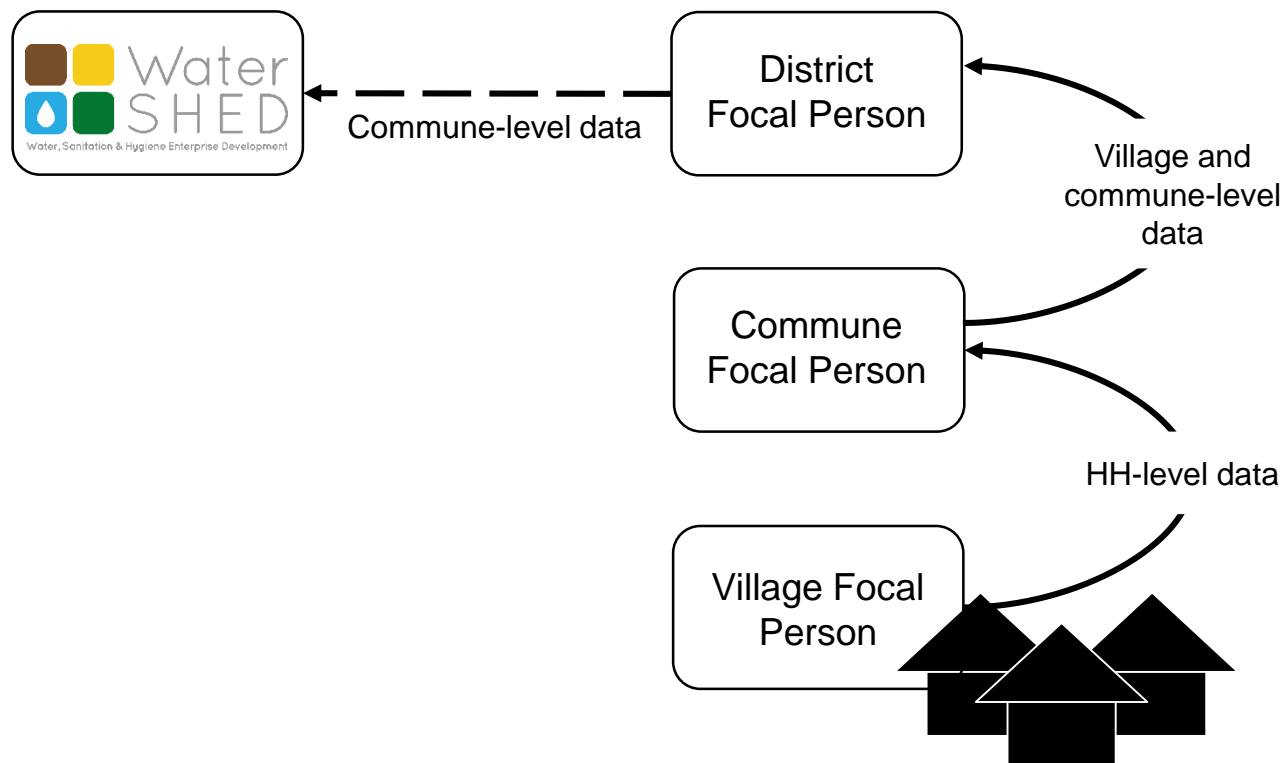


The Solution

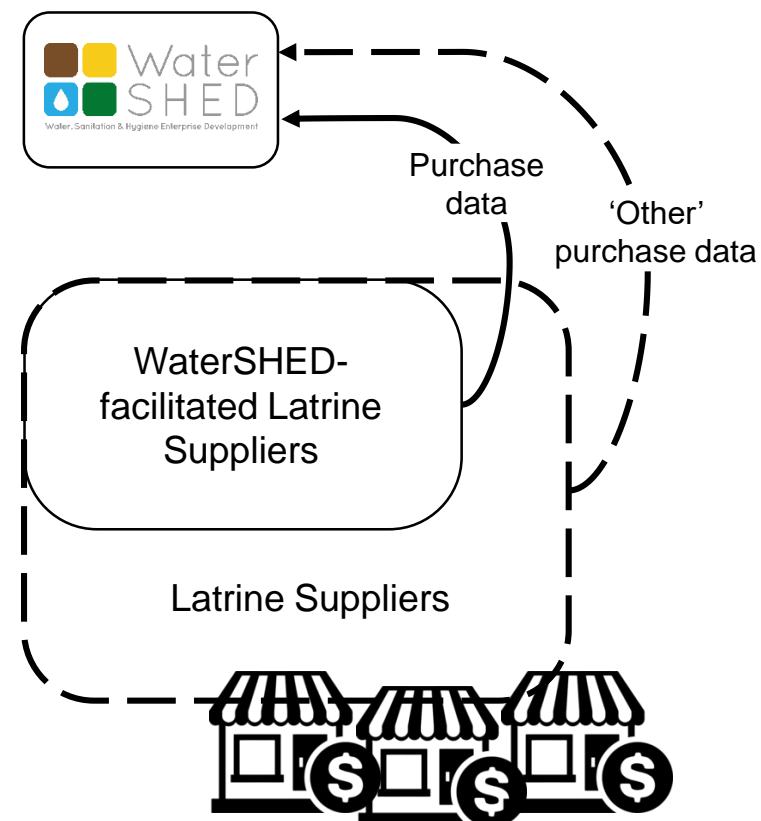
- Adaptive monitoring approach
- Responsiveness to learnings
- Local, government-led data collection mechanisms



Government-Led Data Collection

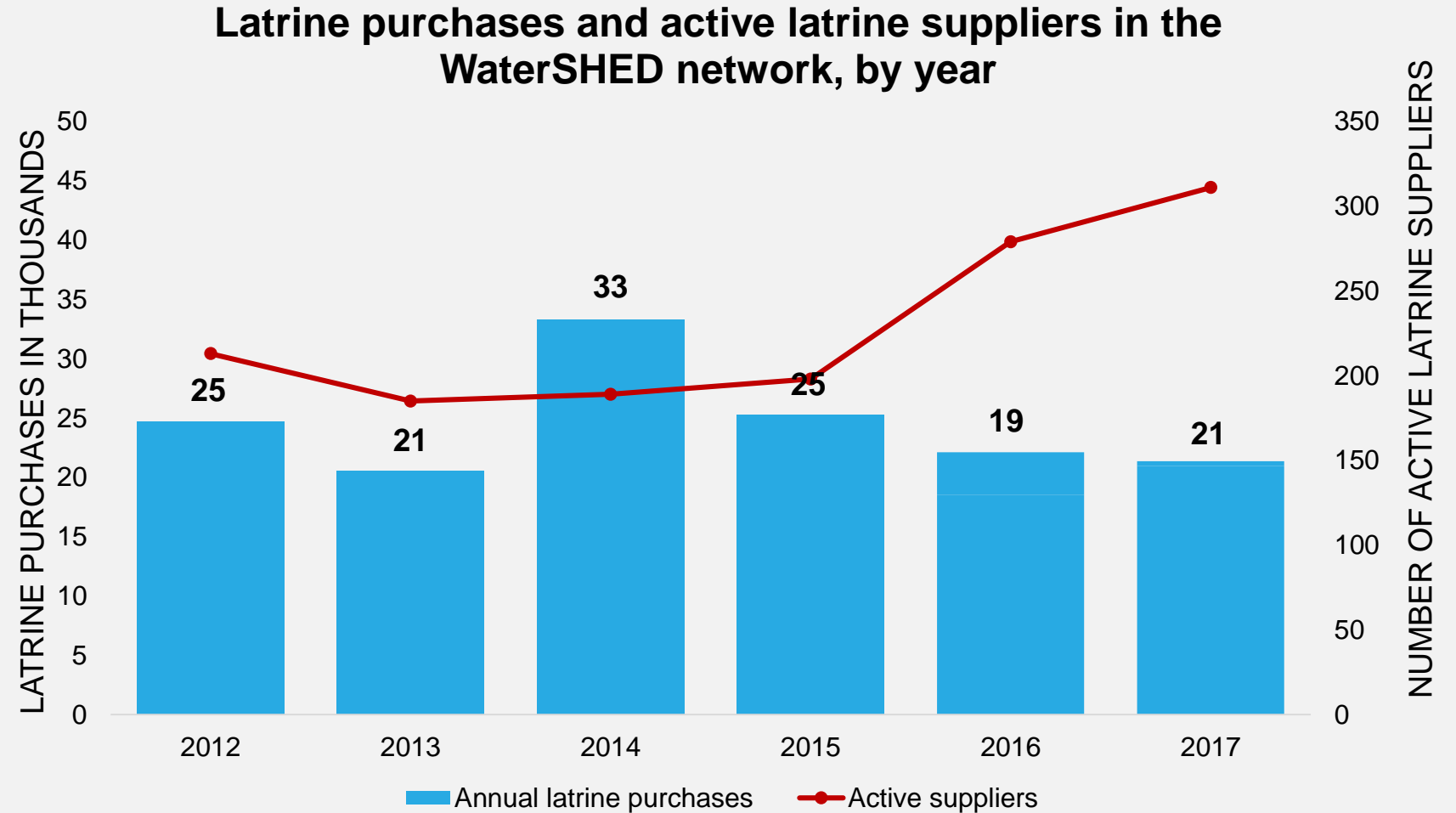


Latrine Supplier Data Collection



Core Components Of The Sanitation Market

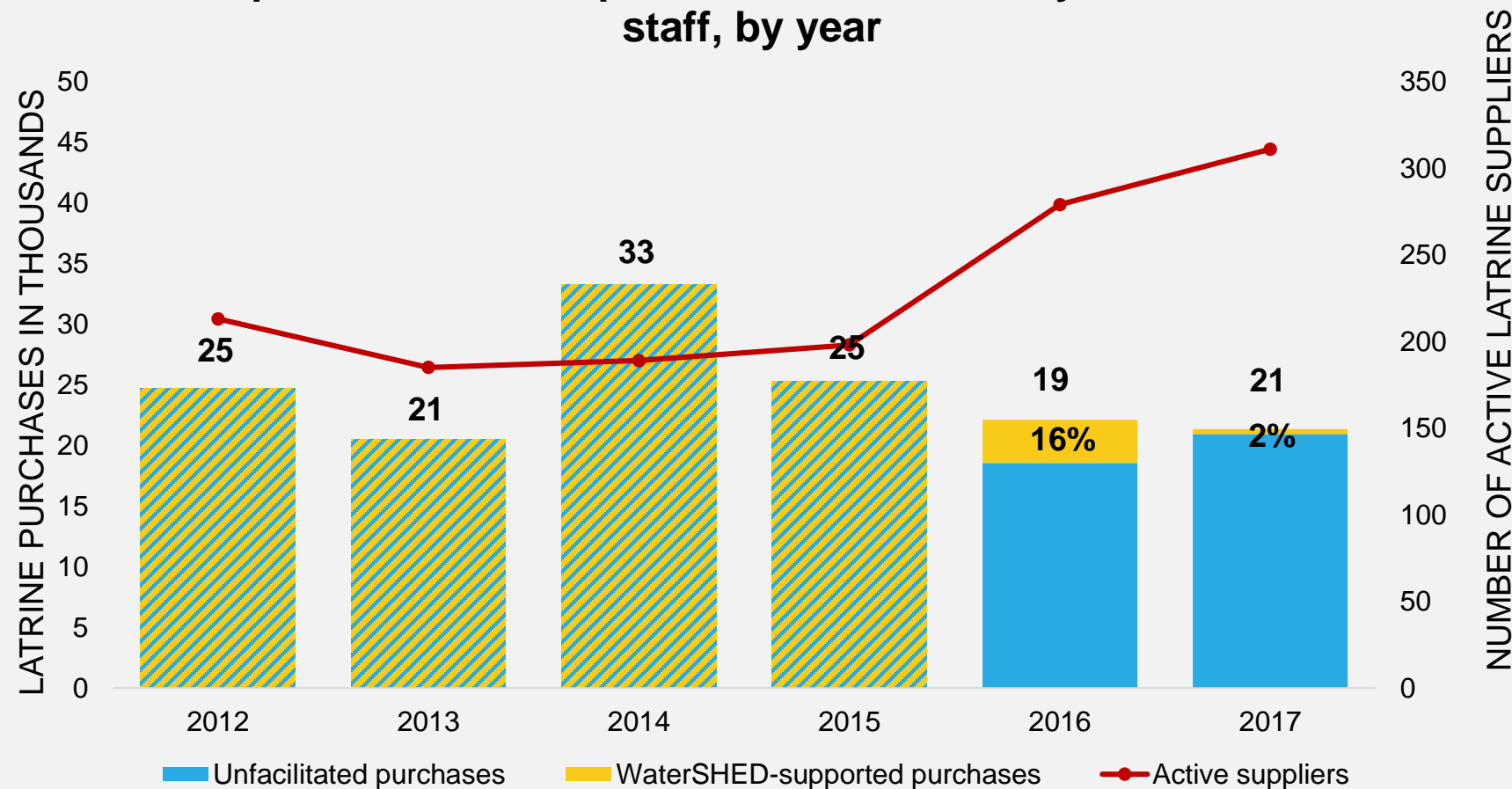
Using our initial metrics alone, it appears that market activity decreased over time.



Monitoring For Market System Sustainability

As we began to pull back from direct market facilitation (2015), we see the % of independent sales increase over time.

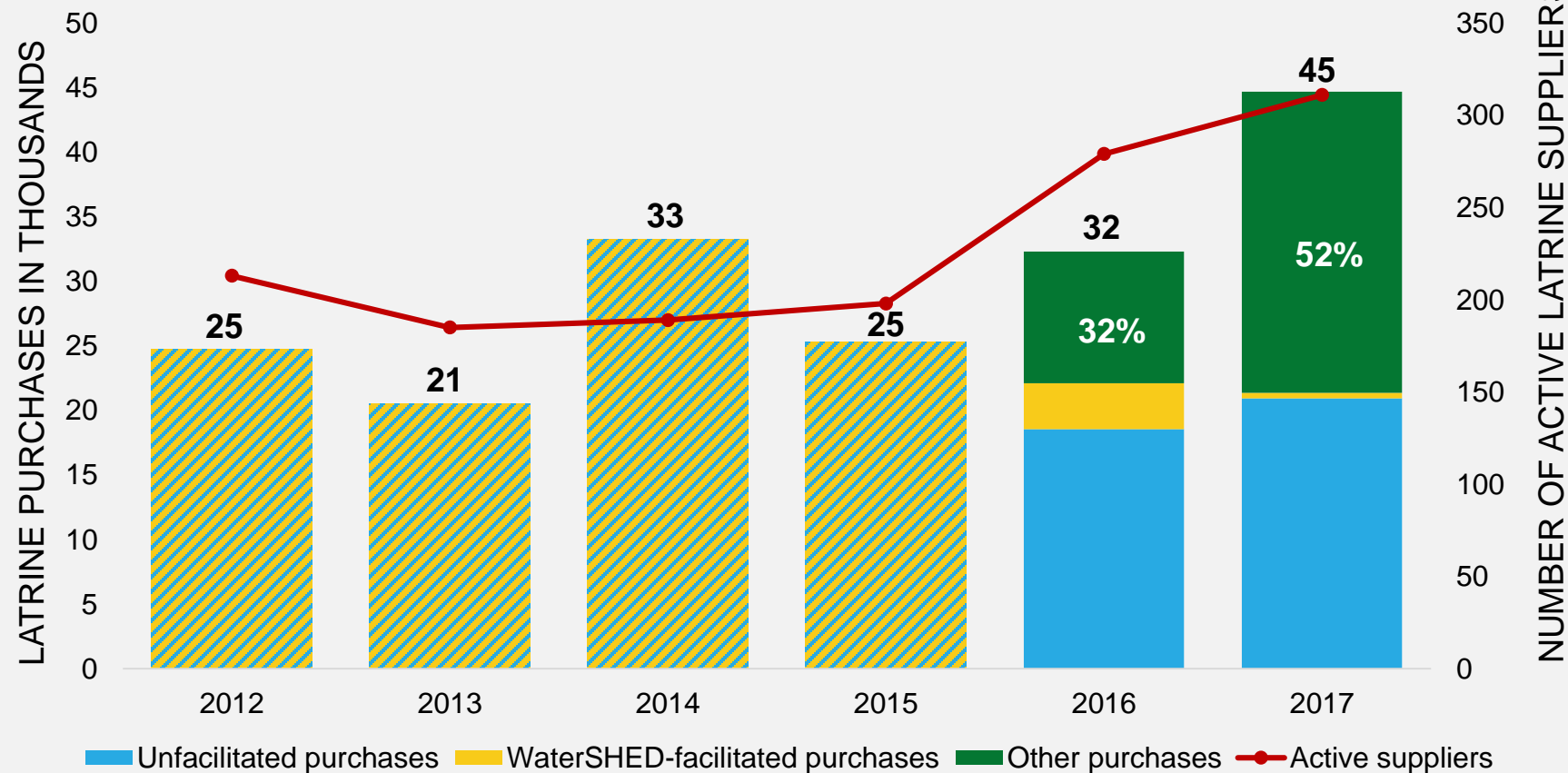
Proportion of latrine purchases facilitated by WaterSHED staff, by year



Monitoring With Government-led Mechanisms

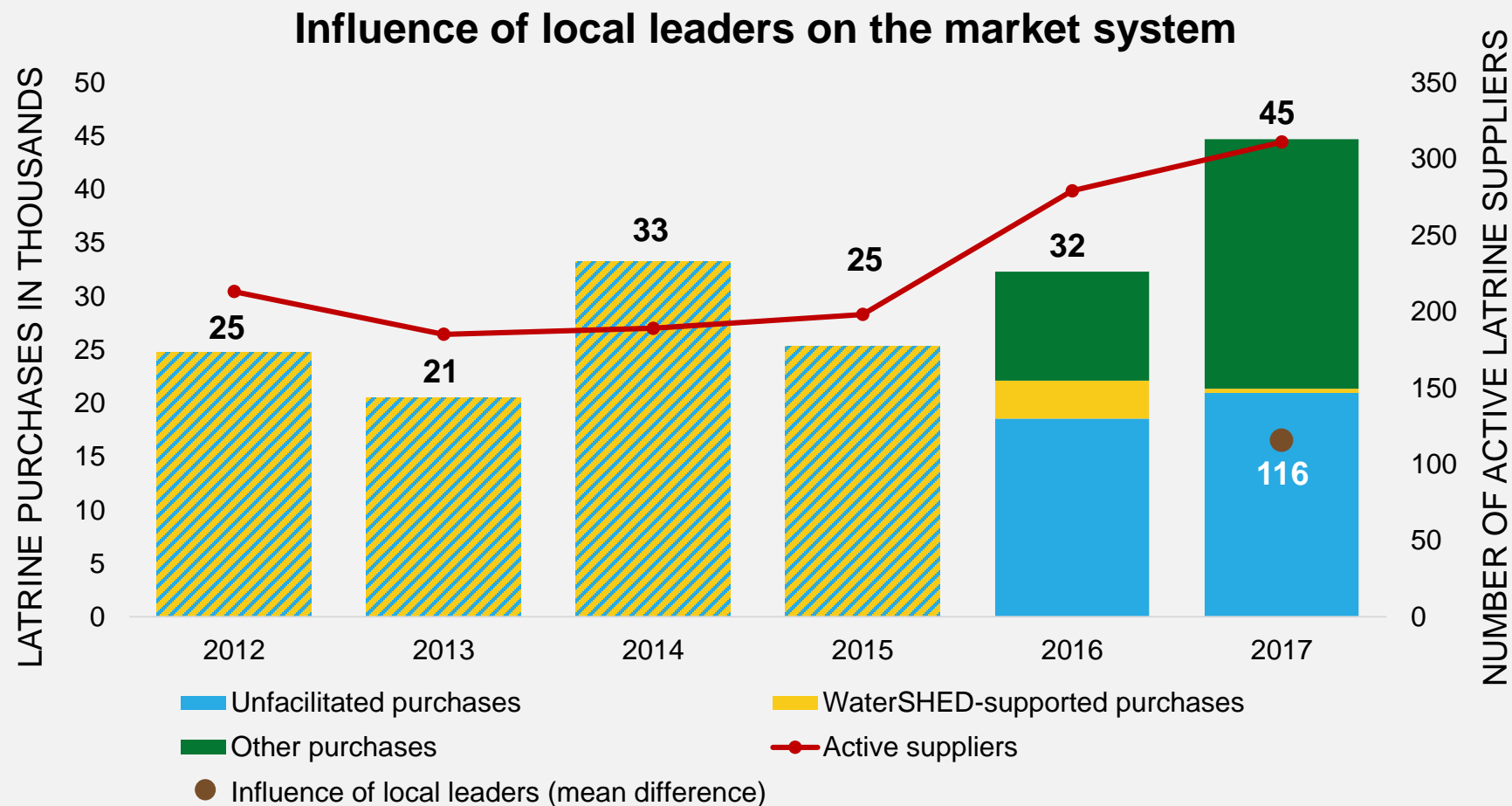
Government-led data collection gave a broader view of market activity.

Latrine purchases in WaterSHED network areas, by year



Monitoring For Influence Of The Political Context

In 2017, districts with trained government leaders had, on average, 116 more latrine sales than districts with untrained leaders.





The Tradeoffs

- Transferability; comparison across time points and contexts
- High-resolution vs. low-resolution data

Which would you choose?

- **Adaptive approach**, with lower resolution metrics and less transferable methods
- **Static approach**, with more comparable but potentially less meaningful metrics



Thank You

