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# *Serving all urban consumers - a marketing approach to water services in low- and middle-income countries: Book 3 - PREPP - utility consultation with the urban poor*

This item was submitted to Loughborough University's Institutional Repository by the/an author.

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**Additional Information:**

- This record is made up of 17 files. Individual chapters and the complete pdf are available to download from the record.

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## Chapter 10

### Training of PREPP Teams

#### 10.1 Selecting PREPP teams.

PREPP facilitation requires good communication and organization skills. The PREPP team should be familiar with the use of participatory tools and techniques and also able to understand the utility's objectives for using PREPP. For this reason choosing and training the right team is important.

**Table 10.1. Useful team attributes and finding team members**

Team member	Skills, knowledge and experience	Attitudes	Possible team members
<b>Water supply technical specialist</b>	Low-income water supply Informal settlements Multi-agency implemented projects Appropriate language skills	Open to community-based work and development of informal settlements Able to see low-income consumers as potential valuable customers	Utility engineer who has worked on a pro-poor project
<b>Lead facilitator and co-facilitator</b>	Participatory approaches to community-based development Applied research and analytical skills Water supply in low-income areas Working in multi-disciplinary teams Team management Appropriate language skills	Open to working toward utility goals, including commercial approaches to service delivery in low-income areas	Utility employed sociologist NGO staff member External agency project officer
<b>Assistants</b>	Able to pick up key points and translate these to notes for later use Water supply in low-income areas (either as worker or resident) Good listening skills Flexibility to adapt to different roles	Open to working toward utility goals, including commercial approaches to service delivery in low-income areas Willing to finish a job (e.g. post-session write up of notes)	Local graduates or final-year students NGO staff
<b>Artist</b>	Able to follow verbal brief and instructions Water supply in low-income areas (either as worker or resident)	Open to constructive criticism and able and willing to adapt work	Local graduates or final-year students NGO staff

The table above highlights some useful team attributes and indicates where good PREPP team members might be found.

## **10.2 Terms of reference**

It is useful to have clear terms of reference (TOR) for the team. Examples of the type of things that might be included in a TOR for the role of facilitator and assistant are provided below.

### ***The facilitator***

1. To work with the utility to undertake planning and preparation activities for the focus group discussions. For example this may include meeting community representatives who can mobilize the community and help to set up the focus group meetings, agreeing times and venues.
2. To attend preparation meeting(s) and PREPP training sessions with the PREPP team OR to conduct PREPP training on behalf of the utility.
3. To conduct the focus group discussions in line with the methods developed.
4. To ensure that the FGD is adequately analysed, reported and documented in the format agreed with the utility.
5. To work with the PREPP team at all times.
6. To take responsibility for reporting the PREPP data after each session in the format agreed and in consultation with the PREPP assistant.
7. To conduct, with the PREPP team, an observation walk in each location.

### ***The assistant***

1. To attend preparation meeting(s) and PREPP training session.
2. To record the focus group discussions as agreed with the facilitator.
3. To work with and assist as necessary, the facilitator at all times.
4. To work with the facilitator after each session to record the PREPP data.
5. To record the observation walk conducted with the facilitator in each location.

## **10.3 Training PREPP teams**

It is advisable to conduct a training session to make sure that the PREPP team understands what is expected of them.

At a minimum training should include:

## TRAINING OF PREPP TEAMS

- An overview of the utility's strategy for water supply in low-income areas
- A discussion about low-income consumers: poverty and vulnerability
- PREPP tools and techniques: theory and application
- The PREPP process and focus group facilitation
- Working in a team
- Reporting and analysis requirements