1. PURPOSE

This procedure is specifically aimed to organize the steps in One Stop-Shop Sanitation Services, especially from the social-map creation, triggering and product promotion phase up to receiving order phase. Hence, these steps could be implemented consistently and well-planned.

This is the first part of a complete SOP files which are aimed as references used by the ENTREPRENEURS (including Sanitarian who wants to be or are working as an entrepreneur in sanitation business), which consist of several documents as follow:

Business Process Map of One Stop Shop Sanitation Services as a simple visualization of the whole process flow of this sanitation business (filename: @2 Business Process Map One Stop Shop Sanitation.pdf)

The first part of SOP that explains procedures of one-stop shop sanitation services from developing social map, triggering and product introduction until order processing (filename: 01_SOP one shop sanitation social map until order.docx).

The second part of SOP that explains procedures of one-stop shop sanitation services from receiving order, materials preparation, construction, until handover (filename: 02_SOP one shop sanitation WSP construction.docx).

The third part of SOP that explains procedures of one-stop shop sanitation services on how an entrepreneur and the customers could select different type of payment methods until the final payment process (filename: 03_SOP one shop sanitation WSP payment.docx).

The first, second, and third part of SOP are part of the business cycle while the forth part of SOP is the process that needs to be done prior to starting the business.

The fourth part of SOP that explains procedures of one-stop shop sanitation services for a new entrepreneur to prepare the sanitation business. This SOP is a prerequisite for starting a new business, which means in term of value stream this SOP is not part of the daily Business Process Map cycle (filename: 04_SOP Business Plan.docx).

As an SOP, in general these documents are considered the best the process that are performed today, hence these documents should be revised and updated to keep up with the latest practices and technology.
2. **SCOPE**

This procedure is the first part of all SOP documents that specifically covers **social map, triggering and product promotion**, as well as **receiving order** of healthy toilet construction.

3. **DEFINITION**

3.1. **Social Map** is a map that illustrates the site plan of resident houses in a hamlet that clearly and visually depicts houses with healthy toilet and houses without healthy toilet.

3.2. **Triggering and Product Promotion** are activities planned by cadre/trained agent or sanitarian and entrepreneur that are aimed to raise public awareness about the importance of healthy toilet and sanitation. Triggering event has fixed standard from the National Health Department, while in this SOP, the additions are the preparation and execution of **Product Promotion** by Entrepreneur.

3.3. **Sanitarian** is a Health Center staff who is in charge for counseling and socialization of health and environmental hygiene to the public/people within a district.

3.4. **Sanitation Committee** (notes: in Indonesia is known as STBM committee) is a group/people who are appointed or volunteer to be the coordinator in socialization and education of health/sanitation programs in a hamlet, including coordinating toilets ordering and payment.

3.5. **Entrepreneur** is business actor (private party) who owns a business in sanitation/healthy toilet sector.

3.6. **Cadre/Trained Agent** is the officer in the hamlet who becomes the spearhead in giving information, service and public empowerment and directly interacts with the public either in face to face or using other media.

3.7. **Customer** is a resident or public who orders a toilet.

4. **GENERAL PROVISIONS**

4.1. For every toilet order, a customer has to put his/her name and home address.

4.2. For ordering toilet via credit, the following customer data have to be added: copy of ID card, family card and business statement (the last document is only for micro credit application to a bank)

5. **INDICATORS AND SUCCESS CRITERIA**

In performing this first part of SOP, an entrepreneur should measure the following indicators:

5.1. Increased access to healthy toilet in a hamlet or a village.
5.2. Owned or created a Social Map that clearly illustrates the potential market in a hamlet as a market target/
5.3. Track the monthly order for healthy toilet.

6. PROCEDURES

6.1. Social Map Creation

6.1.1. Social Map Creation is began with cross-sector coordination meeting, which involves District Head, Head of Health Center, Village/Hamlet Head as well as the elements of local districts leadership forum.

6.1.2. Social Map Creation is carried out by cadre/trained agent with support from local Hamlet Head and Village Head and guidance from Health Center Sanitarian.

6.1.3. Social Map is aimed for documenting the number and location of residents’ houses with and without healthy toilet and in simple diagram.

6.1.4. Social Map is illustrated in Picture 1.

6.1.5. Houses with healthy toilet are depicted with green box; houses without healthy toilet are depicted with red box.

6.1.6. Beside pictures, Social Map must have the list of residents/households who don’t have healthy toilet (based on the red boxes).

6.1.7. A Cadre/trained agent from each hamlet submits the Social Map to the Health Center Sanitarian as the materials for triggering and product Promotion plan.

6.1.8. Sanitarian and cadre/agent work together with an entrepreneur to plan triggering event.
Picture 1: Social Map
The green square indicates homes with healthy toilets; the red square indicates homes with unhealthy toilets.

6.2. Triggering Event and Product Promotion
6.2.1. Sanitarian and cadre/agent perform Triggering to the public to build their awareness about the importance of keeping environmental health and hygiene by having a healthy toilet in their houses.

6.2.2. Sanitarian ensures that the public have good understanding about the importance of environmental health and hygiene for the entire hamlet.

6.2.3. In performing Triggering, Sanitarian refers to the standardized Triggering materials and instructions provided by the National Health Department.

6.2.4. After the triggering activity is done, entrepreneur participates in this Triggering event by doing Product Promotion through giving information such as the types of healthy toilets and distributing product information brochures.

6.2.5. Entrepreneur assisted by cadre/trained agent to follow up this Triggering and Product Promotion results to the potential customers who are interested to own a healthy toilet.
6.2.6. Entrepreneur and cadre/agent evaluate the list of interested people with their buying capability.

6.2.7. This evaluation result will be collected in a list called **Toilet Work Plan Form**

6.2.8. Each Customer will make the the initial payment or pay in full according to the type of payment options: Cash, Installments to Entrepreneur, Bank Micro Credit or by Social Gathering or *Arisan* as known in Indonesia (*each payment type and method will be explained further in the SOP Pembayaran/SOP-IND-APPSANI-003*)

### 6.3. Order Receiving

6.3.1 Cadre collects data of customer who orders the toilet and then submits it to Entrepreneur via Health Center Sanitarian or Sanitation Committee.

6.3.2 Entrepreneur receives customer data for toilet construction.

6.3.3 Entrepreneur evaluates and updates Toilet Work Plan Form based on the latest update.

6.3.4 Entrepreneur prepares materials required for toilet construction which are recorded in Material Order Note.

6.3.5 Entrepreneur schedules the masons/workers assignment.

6.3.6 Entrepreneur sends the materials to customer's location based on Toilet Work Plan that has been prepared.

6.3.7 Entrepreneur sends the mason to start toilet construction at customer's house.

### 6.4. Payment

6.5.1 Customer will make the remaining payment to entrepreneur after the toilet is handed over to customer (*this process will be explained further in SOP Payment/SOP-IND-APPSANI-003*).

### 7. ROLES AND RESPONSIBILITIES

#### 7.1 Sanitarian

7.1.1. Sanitarian serves as coordinator in the One Stop Shop Sanitation Service concept and work together with Village Officials (Village Head, Hamlet Head), cadre, Head of Health Center and, especially, the entrepreneur.

7.1.2. Sanitarian makes healthy toilet access improvement plan and ODF plan within the district that is in scope of his jobs.

7.1.3. To improve the access to healthy toilet and sanitation, sanitarian plans and executes triggering event for every village and hamlet in the district that is in scope of his job.
7.1.4. Sanitarian provides information to cadre/agent to create Social Map in the hamlet that belongs to the working area of each cadre/agent.

7.1.5 Sanitarian requests the Social Map from each cadre/agent to be collected at the health center.

7.2 Cadre/Trained Agent

7.2.1 Cadre/Trained Agent executes the work plan related to sanitation and healthy toilet access in each hamlet.

7.2.2 Cadre/Trained Agent creates Social Map to locate the name of households, location and number of house/household with and without healthy toilet in a simple map. The existing data also determines target residents for Triggering.

7.2.3 Cadre/Trained Agent supports Sanitarian and Entrepreneur schedule and execute the triggering event.

7.2.4 Cadre/Trained Agent follows up triggering event by recording residents who want to have healthy toilet (order).

7.2.5 Cadre/Trained Agents submits these data and order and coordinates with the entrepreneur in registration, initial payment (down payment), toilet construction, handover, quality inspection and final payment.

7.2.6 Specifically for payment method by social gathering (Arisan), cadre also serves to work together with Sanitation Committee to manage the social gathering events that are leveraged as fund coordination to construct healthy toilet.

7.3. Entrepreneur

7.3.1. Entrepreneur serves as the healthy toilet construction service provider by ensuring all processes ranging from receiving order, toilet construction, handover, quality inspection to payment.

7.3.2 Entrepreneur, together with cadre and sanitarian, involves in triggering event, including managing the schedule.

7.3.3 Entrepreneur coordinates with cadre to follow up triggering results, evaluates the Social Map and develops business plan to improve access to healthy toilet profitably.

7.3.4 Entrepreneur is required to give fee to sanitarian and cadre as the ones who help to market their healthy toilet and sanitation products

7.3.4 Entrepreneur is required to always improve the process, product and service so that s/he can deliver better, healthier, faster and more affordable service while keep generating profit for her business.
7.4. Hamlet Head and Village Head

7.4.1. Hamlet Head and Village Head must support the healthy toilet and sanitation access improvement activities.

7.4.2. Hamlet Head and Village Head support the execution of Social Map creation for recording sanitation access accurately.

7.4.3 Hamlet Head and Village Head support the execution of triggering event and support cadre in increasing sanitation access.

7.4.4. Specifically for payment method with Social Gathering, Hamlet Head and Village Head support the Social Gathering and Dasa Wisma concepts.

7.5 Head of Health Center

7.5.1. Head of Health Center must develop healthy sanitation access improvement and ODF accomplishment in scope of his working area.

7.5.2 Head of Health Center requires Sanitarian to hold the responsibility for ODF accomplishment plan.

7.5.3. Head of Health Center provides the information, training and support to Sanitarian to achieve that target.

8. RELATED DOCUMENTS

8.1. Toilet Work Plan Form
8.2. Material Order Note
8.3. Brochure sample
### Attachment 1: Toilet Work Plan Form

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<thead>
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<th>No</th>
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### Attachment 2: Material Order Note Form

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Attachment 3: Sample of Brochures (Bahasa Indonesia)

JAMAN PRODUK "SMS" LEBIH KUAT DAN TAHAN LAMA, KARENA BUIS BETON DIGOR LANGSUNG DI TEMPAT TANPA SAMBUNGAN SESUAI PESANAN
JAMAN PRODUK "SMS" Dikerjakan oleh Tukang Sanitasi Terlatih dan Bersertifikat juga Tukang Sanitasi yang diterbitkan oleh WSP (WATER & SANITATION PROGRAM)