

# National Engagement Strategies Post Adoption

Non-sewered sanitation (NSS) standards: ISO 30500 & ISO 24521

## Developing cross-sector partnerships to increase awareness and effectiveness of ISO standards

Partnerships between the national standard body, government agencies, and national water, sanitation, and hygiene (WASH) experts are essential to implement standards. As decision-makers and leaders in your community, your role is essential in protecting community members from harmful, unhygienic, or unsafe sanitation systems.

Governments, parliaments, & local public authorities play an essential role in ensuring effective implementation and use of ISO standards following national adoption.

Institutional involvement will make the water & sanitation sector more productive and the management of water resources more sustainable.

## Non-sewered sanitation standards are adopted and published in your country: What next?

### Inform the public

- + Inform all relevant WASH stakeholders (technical committee members, academia, government, NGOs, etc.)
- + Alert local and national TV, radio, newspapers, academic journals, relevant newsletters to national adoption with:
  - + Press release, digital content, social media posts, news articles, etc.

#### ANSI Resources:

Visit ANSI's [English Toolbox](#), and expand the Media Materials section for a press release template, a social media post template and 6 short videos that can be shared with your partners, and displayed on your organization's website, Facebook, LinkedIn, Twitter pages.

#### Share with ANSI Sanitation!

Post your press release or news item on [ANSI Sanitation: In the News](#)  
Share news clippings, information or good news on [ANSI Sanitation's Forum](#)

### Stakeholder engagement

Are you engaging stakeholders across different sectors that have a role to play in ensuring successful implementation and use of ISO standards following adoption? Expand your stakeholder group by thinking about:

Who are the relevant stakeholders?

Who needs to be aware of the standards?

What are the relevant ministries?

Who needs to be aware of the standards? Who is missing?

Where should information about NSS standards be shared?

Are there ways to build upon existing ministerial or private sector initiatives, and include a standards component?

## Planning & logistics

Prior to conducting information sessions and training:



## Information & learning sessions

- + Convene seminars, workshops, or collaborative meetings to raise awareness to educate stakeholders and decision-makers who may not yet know about adoption. Be sure that relevant stakeholders are aware that these standards help to meet SDG 6 and keep these sessions non-technical.

**ANSI Resources:**

Visit [ANSI's English Toolbox](#), and expand the Awareness Building +Workshop materials section to view Overview PowerPoints you can tailor & share with stakeholders

## Trainings

- + Conduct in-depth trainings for technical experts and other stakeholders who play a key role in implementation such as:
  - + Wastewater management and operators.
  - + National, regional, and/or municipal water and sanitation departments.

**ANSI Resources:**

Visit ANSI's [English Toolbox](#), and expand the Training Materials section to view training materials developed by ANSI partners.

## Tips on effective presentations

- + **Be specific** – define the knowledge and skills required for relevant jobs under each standard
- + **Demonstrate interconnectedness** – describe how each activity contributes to a larger objective
- + **Include time for discussion** – allow participants to ask questions and explore topics of interest at a deeper level
- + **Follow up with participants** – share contact information and resources, and plan to reconnect within two weeks

Additional Questions? Feel free to contact [sanitation@ansi.org](mailto:sanitation@ansi.org) at any time!