

Case Study: Value Proposition Development

Date of Services: May - September 2023

FSMA

At a glance

FLUSH helped FSMA clarify its story while identifying its perceived value by its audience through workshops, surveys, and interviews. This in-depth work led to FSMA assessing a rebrand to create better programming for sanitation professionals.

Client Testimonial

"FLUSH's adaptability and diverse skill set, combined with WASH knowledge, made them a unique partner to support expertise gaps within our organization. Their commitment to high quality work and meeting deadlines was also greatly appreciated."

Jennifer Williams
Executive Director
FSMA

ABOUT THE CLIENT

The FSMA is a member-based network created to support organizations and individuals working in fecal sludge management (FSM). They are a collaborative, responsive, and collective platform that advocates for the adoption and implementation of FSM to support inclusive sanitation planning as a public service.

CHALLENGE

After its cross-sectoral conference in Cote d'Ivoire in 2023, FSMA determined a need to assess its value proposition to water and sanitation professionals and learn how to articulate it. It wanted to understand how to best serve its audience members and partners while finding opportunities to collaborate within other relevant sectors, such as climate and water. FSMA needed help to marry its work to the needs and demands of sanitation professionals globally.

SOLUTION

FLUSH worked with FSMA's team to identify an underlying story to help the team articulate the innovative messaging strategies for partners and donors. FLUSH ran a multi-day in-person workshop in Rotterdam (The Netherlands), to facilitate deep discussions and exercises with the team. We then paired the workshop findings with data FLUSH collected from member surveys and sector interviews for analysis. From the results, we designed an actionable roadmap detailing a story of activities that would best showcase FSMA's value to its audiences while supporting the team's principles. This work also included a rebranding plan to help FSMA identify ways to interact with other sectors more easily.

FLUSH'S CASE TEAM

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FLUSH



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