TIP Matrix for cost Model "No subsidies"

The following tables include an example list of tasks for the Cost Model "No Subsidies". This cost model is also known as "market based approach" and used e.g. for Self Supply.

For this example the set up was chosen as follows:

A water supply technology, e.g. a household water filter is supplied to users by the privet sector. The users cover all investment costs (CapEx) and also the costs for minor and major repairs (OpEx and CapManEx respectively). Some "software" support is provided from an investor, government and NGO for promotion and social marketing.

The example list of tasks is provided to show how a division of tasks could be organized following a market based approach. However for each specific case the division of tasks needs to be verified and customized to the specific context.

Phase 1A: Piloting

Actor / Level	TIP host	Regulator: National Government	Regulator/Supervisor: Local Government	Investor	Facilitator	R&D	Provider	Producer / Implementer	User
Level A: **Strategic focus**	■ Capacity development for local government to monitor and follow up piloting and introduction	■ Assessment of WASH user needs and market (areas, product, substitutes) ■ Monitoring impacts of WASH Policies ■ Identifying procedures for validation of WASH technologies ■ Regulation on Standards /Control for WASH products ■ Triggering co-funding for piloting and beyond	■ Assessment of WASH user needs and market (areas, product, substitutes)	■ Developing policies and priorities to support specific technologies for WASH service provision	■ Developing policies and priorities to support specific technologies for WASH service provision		■ Assessment of WASH user needs and market (areas, product, substitutes)	■ Assessment of WASH user needs and market potential ■ Research of market trends and capturing needs from potential clients ■ Identifying aligned strategies and activities of government or third parties ■ Identifying procedures for validation of WASH technologies ■ Providing sufficient funding for piloting	■ Expressing demand for WASH technologies and services needed
Level B: **Operational focus**	■ Capacity development for local government to monitor and follow up piloting and introduction	■ Analysing results from Feasibility Assessment (technical, financial, legal) and potential to integrate technology in a national programme	■ Participation in piloting ■ Monitor piloting ■ Analysing results from Feasibility Assessment (technical, financial, legal) and potential to integrate technology in a regional or local programme	■ Back up funding for "software", e.g. Supporting organising piloting and feasibility study	■ Participating in piloting ■ Information of local government and other actors including potential clients on technology and its introduction ■ Supporting development of business plan for introduction	■ Supporting preparation and running of piloting ■ Participation in piloting ■ Supporting market research, product and supply chain development	■ Supporting preparation and running of piloting ■ Participation in piloting ■ Feedback on draft business plan and concept for introduction, focus on skills and viable supply chain	■ First draft concept of product, market and promotion ■ Development of concept for piloting ■ Planning and managing piloting of technology and concept for supply chain ■ Feasibility Assessment (technical, financial, legal), also based on TAF assessment ■ Analysis of results of feasibility study ■ Draft business plan for technology, supply chain and needs for capacity building ■ Draft concept for technology introduction based on selected cost model	■ Feedback on draft concept for introduction, focus on demand and expectations
Level C: **Technology development**		■ Supporting market research and technology development ■ Documentation	■ Concrete ideas on how to improve technology	■ Backup funding for "software", e.g. Supporting	■ Supporting market research, product and supply chain	■ Supporting market research, in product and supply chain	■ Participation in piloting ■ Analysis of results of feasibility	■ Market research on needs, requirements, substitutes, market drivers ■ Identifying knowledge gaps ■ Developing product ready to	■ Concrete ideas on how to improve technology

		and knowledge capture		market research for product development	development	development	study ■ Concrete ideas on how to improve technology and concept for supply chain	use with added values, maybe together with users (e.g. mix of technology, services, maybe funding option) ■ Planning and managing piloting of technology and concept for supply chain ■ Analysis of results of feasibility study ■ Concrete ideas on how to improve technology and concept for supply chain	
Level D: Innovation		■ Establishing M&E system for technology development and capturing experiences ■ Documentation and knowledge capture	■ Knowledge capture		■ Knowledge capture ■ Documentation and sharing ■ Training and capacity development	■ Knowledge capture ■ Documentation and sharing ■ Training and capacity development		■ Advocacy and fundraising for technology development and piloting	
Level E: Introduction process	■ Supporting the private sector in leading the introduction process, in particular in piloting ■ Resource hub for information and contacts ■ Steering the process as guiding actors according to their roles ■ Monitoring reliable funding and capacities for introduction ■ Identifying and supporting champions ■ Supporting preparation of piloting, e.g. contacts with various actors		■ Set up of monitoring system	■ Backup funding for "software", e.g. piloting and documentation and sharing	■ Capacity development for local government to Supporting introduction	■ Supporting setting up of monitoring system ■ Capacity development for local government to Supporting introduction	■ Supporting setting up of monitoring system	■ Planning and managing the introduction process, information of other actors, in particular on results of piloting ■ Advocacy and fundraising for technology development and piloting	

Phase 1B: Preparing for launch

Actor / Level	TIP host	Regulator: National Government	Regulator/Supervisor: Local Government	Investor	Facilitator	R&D	Provider	Producer / Implementer	User
Level A: Strategic focus	■ Linking relevant institutions, coordination, information, in particular with investor ■ Developing capacities and resources to support planning and starting of the launching	■ Reviewing evidence of meeting user demand ■ Assessing affordability and equity and inclusion issues, potential for scalability, e.g. by using TAF ■ Assessing alignment with national strategies ■ Formal recognition of technology by an official body (validation) ■ Assessing potential to support integration of technology in programmes at national level ■ Establishing body responsible and processes for quality control and legal compliance. ■ Needs assessment for capacity development at local level ■ Triggering co-funding for piloting and beyond	■ Reviewing evidence of meeting user demand without negative impacts; also based on TAF assessment		■ Development of capacities and resources to support planning and starting of the launching ■ Linking relevant institutions, coordination, information	■ Development of capacities and resources to support planning and starting of the launching	■ Capturing evidence of meeting user demand without negative impacts, also based on TAF assessment ■ Assessing scalability	■ Capturing evidence of meeting user demand without negative impacts, also based on TAF assessment ■ Assessing scalability ■ Developing capacities and resources to support planning and starting of the launching ■ Applying for validation ■ Establishing procedures for quality assurance ■ Advocacy and attracting allies/synergies ■ Fundraising for technology introduction and going to scale	
Level B: Operational focus	■ Capacity development for local government to support-ing introduction	■ Developing policies and strategies for supporting uptake through social marketing or labelling of quality products ■ Capacity development for local government to Supporting introduction ■ Developing policies for funding mechanisms to reach poorest households (e.g. voucher system, revolving funds) ■ Support in promotion	■ Sensitizing key actors, promotion. demonstration sites, "big kick" ■ Launching supportive information campaigns ■ Generating concrete ideas for improving product quality up to "designed as fit for use"	■ Sensitisation of high level key actors ■ Option for co-funding of launching	■ Motivating Innovators, Early Adopters and Laggards ■ Sensitizing key actors, promotion. demonstration sites, "big kick" ■ Capacity development for business development, and promotion ■ Supporting	■ Generating concrete ideas for improving product quality up to "designed as fit for use"	■ Developing up viable supply chain, e.g. with local partners; development of local partners ■ Increase of capacity and quality of supply chain ■ Tailor-made promotion of target groups, e.g. in combination with partners	■ Evaluation of piloting ■ Developing Monitoring & Evaluation concept to follow up performance of technology; ■ Developing concrete business plan and allocation of funding ■ Improving product and service quality up to "designed as fit for use" ■ Building up production capacity and links with supply chain, e.g. with local	■ Feedback on satisfaction

					building up production and supply chain, e.g. with local partners; development of local partners			partners; development of local partner ■ Training of potential users on how to use best the technology ■ Tailor made promotion of target groups, e.g. .in combination with partners	
Level C: Technology development		■ Identifying knowledge gaps, launching complementary research ■ Clarifying issue of "Patented or Public Domain"	■ Supporting producers and providers in improving technology	■ Patented or Public Domain ■ Support to producers and providers in improving technology	■ Supporting producers and providers to improve product and service quality	■ Feedback from early users ■ Knowledge gaps, research ■ Supporting producers and providers in improving product and service quality	■ Improving product and service quality up to "designed as fit for use" ■ Support to producers to improve product for launching	■ Improving product and service quality up to "designed as fit for use" ■ Supporting providers in improving viable supply chain for launching ■ Patented or Public Domain	■ Feedback from users of product and services
Level D: Innovation	■ Supporting private sector in documentation of process ■ Strengthening skills and capacity for scaling up in the sector	■ Embedding and revisiting lessons learned in piloting	■ Regular exchange on lessons learned	■ Allocating reliable funding for innovation	■ Strengthening skills and capacity for scaling up in the sector	■ Regular exchange on lessons learned	■ Regular exchange on lessons learned	■ Regular exchange on lessons learned	
Level E: Introduction process	■ Review of roles, mandates ■ Coordinating monitoring and documentation of the introduction process with private sector, including evidence to support choice of cost model	■ Regular exchange with actors on progress ■ Assessing potential to support / for integration of technology in programmes at national level	■ Regular exchange with actors on progress	■ Backup funding for regular exchange with actors on progress	■ Supporting developing and reviewing the business plans and budgets ■ Regular exchange with actors on progress	■ Supporting developing and reviewing the business plans and budgets ■ Regular exchange with actors on progress	■ Regular exchange with actors on progress	■ Regular exchange with actors on progress ■ Allocating sufficient funding for introduction and innovation	■ Demand response as key feedback

Phase 2:   Tipping Point

Actor / Level	TIP host	Regulator: National Government	Regulator/Supervisor: Local Government	Investor	Facilitator	R&D	Provider	Producer / Implementer	User
Level A: Strategic focus	■ Linking relevant institutions, coordination, information, in particular with investor ■ Assuring capacities and resources to support starting and following up of a major launch	■ Enforcing standards ■ Evaluating results from Monitoring & Evaluation of performance and impacts of technology for M&E ■ Developing funding mechanisms to reach poorest households	■ Monitoring and evaluation of performance and impacts of technology for M&E. ■ Controlling products and services and construction quality ■ Enforcing standards ■ Supporting funding mechanisms to reach poorest households (e.g. voucher system, revolving funds)	■ Supporting subsidies and funding mechanism for the poorest households that cannot afford any contribution	■ Controlling products and services and construction quality			■ Assuring reliable finances for strengthening production, supply chain, support of introduction process and follow up ■ Further sensitization and demand creation ■ Establishing or support of funding mechanisms to reach poorest households	■ Funding mechanisms to reach poorest households
Level B: Operational focus	■ Specific support of producer and supply chain, e.g. in linking to other initiatives, resources, events of the sector	■ Further general sensitization and demand creation ■ Revising hindrances, e.g. tax regulations	■ Further general sensitization and demand creation ■ Specific training of producer and supply chain ■ M&E of mid-term impact of introduction on WASH context (e.g. using TAF)	■ Funding for further optimizing of production capacities, product quality and supply chain logistics ■ Funding for further sensitization and demand creation ■ Funding for M&E to assure proper follow up from regulator side	■ Further sensitization and demand creation ■ Monitoring of quality and user feedback ■ Specific training of producer and supply chain	■ Specific training of producer and supply chain	■ Monitoring of quality and user feedback ■ Optimizing production capacities, product quality and supply chain logistics	■ Monitoring of quality and user feedback ■ Further optimization of production capacities, product quality and supply chain logistics and process for quality control ■ Targeted specific marketing, promotion and sensitization ■ Specific training of user in proper O&M	■ Monitoring of quality and user feedback

Level C: **Technology development**					■ Capacity building for producer / provider in business or technical skills	■ Capacity building for producer / provider in business or technical skills		■ Further optimization of production quality, production processes, costs and capacities ■ Research on how to further improve product, e.g. adding value	■ Feedback to producer on user satisfaction
Level D: **Innovation**		■ Sharing of lessons learned from successes and failures of launch	■ Capture of lessons learned from successes and failures of launch	■ Supporting capturing of lessons learned from successes and failures of launch and for sharing	■ Capture of lessons learned from successes and failures of launch	■ Capture of lessons learned from successes and failures of launch		■ Capture of lessons learned from successes and failures of launch, and sharing with wider sector	
Level E: **Introduction process**	■ Documentation of process. ■ Identification of gaps; sharing experiences to support uptake		■ M&E of introduction and uptake		■ Supporting documentation and sharing of experiences	■ Supporting documentation and sharing of experiences	■ documentation and sharing of experiences	■ M&E of introduction and uptake including: ■ Documentation and sharing of experiences ■ Advocacy and fundraising for technology development and promotion	■ O&M according to agreed schedule, tariff system

Phase 3: Uptake and use

Actor / Level	TIP host	Regulator: National Government	Regulator/Supervisor: Local Government	Investor	Facilitator	R&D	Provider	Producer / Implementer	User
Level A: Strategic focus	■ Documentation of impact of introduction ■ Links to research and education institution	■ M&E of long-term impact of introduction on WASH context ■ Quality Control of products and services ■ Enforcing standards ■ Revision of sector policies	■ M&E of long-term impact of introduction on WASH context ■ Responsibility for Quality Control ■ Enforcing standards	■ Policy dialogue on technology, on innovation process and enabling environment		■ Policy dialogue on technology, on innovation process and enabling environment ■ Supporting documenting performance and benefits of technology		■ Monitoring uptake and documenting performance and benefits of technology ■ Monitoring quality of products, services and construction	
Level B: Operational focus		■ M&E of long-term impact of introduction on WASH context ■ Revision of sector policies	■ M&E of long-term impact of introduction on WASH context (e.g. using TAF)			■ Improving quality and efficiency of supply chain logistics	■ Improving quality and efficiency of supply chain logistics	■ Maintaining value for each supply chain link while keeping end user costs down ■ Improving quality of product, and efficiency of production, supply chain logistics	
Level C: Technology development			■ Assessing customer and supply chain feedback to evaluate impacts on WASH and livelihood (e.g. using TAF)			■ Assessing customer and supply chain feedback to drive next design evolution		■ Assessing customer and supply chain feedback to drive next design evolution	
Level D: Innovation	■ Linking piloting and scaling up with research and education institutions ■ Policy dialogue on technology, on innovation process and enabling environment	■ Assessing process to evaluate impacts on innovation policy ■ Policy dialogue on technology, on innovation process and enabling environment	■ Assessing process to evaluate impacts on innovation policy	■ Assessing process to evaluate impacts on innovation policy ■ Policy dialogue on technology, on innovation process and enabling environment	■ Assessing process to evaluate impacts on innovation policy ■ Monitoring of performance indicators, in particular cost indicators	■ Assessing process to evaluate impacts on innovation policy ■ Link piloting and scaling up with research and education institutions. ■ Capture and documentation of lessons learned from successes and failures of launch	■ Assessing process to evaluate impacts on innovation policy	■ Assessing process to evaluate impacts on innovation policy and introduction strategy	

Level E: Introduction process	■ Documentation of process ■ Links to research and education institution	■ Further horizontal expansion into surrounding geographical areas	■ Further horizontal expansion into surrounding geographical areas	■ Further horizontal expansion into surrounding geographical areas	■ Sharing and exchange of experiences	■ Sharing and exchange of experiences	■ Sharing and exchange of experiences	■ Sharing and exchange of experiences	■ Proper uptake and maintenance leading to improved living conditions