

## TC ABSTRACT

### I. Basic Project Data

▪ Country/Region:	MEXICO/CID - Isthmus & DR
▪ TC Name:	Promoting behavioral change in water, sanitation and hygiene to prevent COVID-19 in Guanajuato, Mexico
▪ TC Number:	ME-T1443
▪ Team Leader/Members:	STURZENEGGER, GERMAN (INE/WSA) Team Leader; RIQUELME, RODRIGO (INE/WSA) Alternate Team Leader; VELASQUEZ RODRIGUEZ, MANUELA (INE/WSA); SASAKI, KEISUKE (INE/WSA); NUNEZ ZELAYA, ANAMARIA (KIC/DCC); CHAMPI TICONA, DIANA CARLA (INE/WSA); SANMARTIN BAEZ, ALVARO LUIS (LEG/SGO); GUIZA CERON, CARLOS ANDRES (INE/WSA); GORDON, PAOLA LISETTE (INE/WSA); ARGUELLO, MARLENE ZORAIDA (VPC/FMP)
▪ Taxonomy:	Client Support
▪ Number and name of operation supported by the TC:	N/A
▪ Date of TC Abstract:	04 Mar 2022
▪ Beneficiary:	Comisión Nacional del Agua (CONAGUA), Comisión Estatal del Agua de Guanajuato.
▪ Executing Agency:	ONE DROP FOUNDATION
▪ IDB funding requested:	US\$300,000.00
▪ Local counterpart funding:	US\$0.00
▪ Disbursement period:	18 months
▪ Types of consultants:	Individuals; Firms
▪ Prepared by Unit:	INE/WSA - Water & Sanitation
▪ Unit of Disbursement Responsibility:	INE/WSA - Water & Sanitation
▪ TC included in Country Strategy (y/n):	Yes
▪ TC included in CPD (y/n):	No
▪ Alignment to the Update to the Institutional Strategy 2010-2020:	Social inclusion and equality ; Productivity and innovation ; Institutional capacity and rule of law; Environmental sustainability; Gender equality

### II. Objective and Justification

- 2.1 The goal of this Technical Cooperation (TC) is to prevent the spreading of COVID-19 in Guanajuato's rural communities by expanding and improving access to safe water, sanitation and hygiene (WASH) and promoting key behaviors such as handwashing and water disinfection, thus tackling the health crisis and limiting its social and economic costs. These interventions will also create employment opportunities to contribute to the economic recovery of the state and, in alignment with IDB's 2025 Vision, promote social progress in rural areas.
- 2.2 Handwashing with water and soap is one of the most effective measures to prevent the spread of COVID-19. Handwashing requires reliable access to water and hygiene facilities at home as well as health and education centers. Increasing access to quality water services can contribute to the prevention of COVID-19. For WASH projects to be effective, it is key that they include interventions to work behaviors that could help

prevent the spread of the disease. Namely, handwashing, water storage, water disinfection and chlorination.

- 2.3 Behavior change is critical to maximize the effectiveness and sustainability of WASH infrastructure projects. However, rural water programs financed by the Mexican federal and state governments typically do not prioritize behavior change, including adequate handwashing and hygiene practices. This is the case of Guanajuato. The State government has been financing water infrastructure in rural areas, which have been key to increase access to this service. However, these projects often lack a sanitation and hygiene component, and do not systematically target behaviors such as handwashing, hygiene practices or water disinfection.
- 2.4 In 2018, The IDB, under the Lazos de Agua Program, began supporting the state of Guanajuato, through RG-T2712, in the provision of sustainable access to WASH and in the implementation of an approach that targeted behaviors such as handwashing and water disinfection. Working in coordination with Guanajuato's State Water Commission (CEAG), the program, implemented by One Drop in partnership with Living Water International, has benefited 61 rural communities with behavioral change interventions, including more than 13 art-related activities that have been replicated more than 286 times, reaching 25,686 people. 130 people have also benefited from microloans for the improvement of their WASH infrastructure, and 5 rural water committees have been strengthened through training in administration, operation, maintenance and construction.
- 2.5 To keep implementing this approach throughout the state and to help prevent the spread of the Covid-19 pandemic in rural areas, Guanajuato's Government requires the continued support of the Bank through its Lazos de Agua Program. The TC is consistent with the Institutional Strategy Update (UIS) 2010-2020 (AB 3008) and aligned with the following development challenges: (i) productivity and innovation, incorporating innovative behavior change activities using social arts techniques; and (ii) social inclusion and equality, by promoting behavioral change and developing business opportunities that will contribute to the sustainability of WASH infrastructure. The TC aligns with cross-cutting areas such as gender and diversity, by funding specific social art activities that promote gender equality, and by taking into account specific cultural conditions and local traditions that promote diversity.
- 2.6 The TC also aligns with IDB's Country Strategy with Mexico (2019-2024) as it fosters a more balanced and sustainable regional development by improving access to WASH services in rural areas. In addition, it contributes to service sustainability by strengthening the WASH value chain and by introducing microcredit tools. This operation also aligns with the Bank's efforts to prevent the effects of the pandemic generated by COVID-19. To this end, it is essential to ensure reliable and sustainable access to basic hygiene facilities.

### **III. Description of Activities and Outputs**

- 3.1 **Component I: Access & Behavior Change.** The goal of this component is to promote behavior change through innovative social arts tools, such as plays, puppet shows, community murals, among others, built on local traditions and cultures. This component will finance the design and implementation of social arts training programs to promote the adoption of sustainable behavioral change with focus on behaviors that can play a role in preventing the spread of Covid-19.
- 3.2 **Component II: Institutional Strengthening & Capacity Building .** The goal if this component is to: (i) improve the articulation of local actors, mainly governmental partners such as Mexico's National Water Comission (CONAGUA) and Guajanuato's Water Commission (CEAG); (ii) develop capacity within CEAG and CONAGUA to implement behavior change interventions in rural areas.

- 3.3 **Component III: Knowledge Development, Monitoring and Evaluation.** One Drop will be the executing agency of the operation. The goal of this component is to finance One Drop's project implementation costs, including monitoring and evaluation.

#### IV. Budget

Indicative Budget

Activity/Component	IDB/Fund Funding	Counterpart Funding	Total Funding
Access & Behavior Change	US\$100,000.00	US\$0.00	US\$100,000.00
Institutional Strengthening & Capacity Building	US\$94,000.00	US\$0.00	US\$94,000.00
Knowledge Development, Monitoring and Evaluation	US\$106,000.00	US\$0.00	US\$106,000.00
<b>Total</b>	<b>US\$300,000.00</b>	<b>US\$0.00</b>	<b>US\$300,000.00</b>

#### V. Executing Agency and Execution Structure

- 5.1 One Drop Foundation (One Drop), an international water and sanitation non-profit organization created by Guy Laliberté, Cirque du Soleil founder, will execute this technical cooperation. For implementation purposes, the IDB and One Drop will sign a non-reimbursable technical cooperation agreement. One Drop will be responsible for the administration of the resources provided by the Bank, in accordance to Bank procurement and financial policies and procedures. For project implementation, One Drop will: i) contract products and services in accordance with a procurement plan, and ii) sign agreements with local implementing partners such as Living Water International, which has been the implementing partner of the Lazos de Agua in Guanajuato since 2018. These agreements will be consistent with the agreement signed between One Drop and the IDB. Local implementing partners will follow all relevant IDB policies and procedures.
- 5.2 One Drop's focus is the promotion of behavioral change in the WASH sector through a unique know-how on social arts inherited from Cirque du Soleil. One Drop successfully implemented regional TC RG-2712 (Promoting Behavioral Change in Water and Sanitation) for US\$ 1 million, and PR-T1224 (Promotion of Behavior Change and Strengthening of the Water and Sanitation Sector in Paraguay for US\$ 600,000 financed by the JPO Fund.

#### VI. Project Risks and Issues

- 6.1 The major risk during the execution of this TC is the coordination between One Drop and Guanajuato's Water State Commission. As the Lazos de Agua project has been in implementation since 2017, specific coordination and monitoring protocols have been developed and improved during the years mitigating this risk. Several lessons learned about the executing structure were highlighted in the mid-term review of the platform and have been incorporated in the design of this TC (such as improving monitoring and evaluation support to sub-executing agencies). Another risk is the implementation of social art activities during the pandemic, to mitigate this risk, the project will include the development of digital products that will reduce the need of face-to-face activities.

#### VII. Environmental and Social Classification

- 7.1 The ESG classification for this operation is "C".