



SOAP IT UP!

DESIGN CHALLENGE



WHAT TO DESIGN

A handwashing station including soap for a rural Indian household



MUST BE

Attractive & joyful
Affordable & buildable locally
Easy-to-maintain



WIN THIS

A trip to India for the UNBOX 2013 Festival
Top 5 designers get \$500 to build their prototypes
Winning designs featured at WASH Yatra

TIMELINE



CONTEST DETAILS

SOAP IT UP!

Take an elephant, laughter, innovative handwashing stations and delightful soap prototypes, and what do you have? You have the Great WASH Yatra—a traveling festival with a goal to educate and excite communities, on how to improve the quality of their lives and tackle sanitation, both practically and meaningfully.

For example, diarrhea is one of the biggest killers of children under 5 years old. In India, 1,000 children die of diarrhea as a result of unclean water, lack of toilets and hygiene every day. Proper handwashing with soap at critical times can reduce these preventable deaths roughly by half. Particularly in rural India, where the practice of open defecation is still widespread and hands are commonly used for eating, handwashing with soap at critical times is of high importance. The availability and access to a dedicated place for washing hands with soap is one of the crucial aspects to motivate and sustain this key life saving behavior.

THE WASH YATRA

In India, Yatra's are meaningful pilgrimages, processions and festivals that people participate in. The GREAT WASH YATRA is a mega-campaign developed by WASH United and Quicksand that seeks to positively influence the perception of sanitation and hygiene across India.

The YATRA will start in Delhi in mid-September 2012 and will end on World Toilet Day—November 19, 2012—in Mumbai. Along the route, the YATRA will stop in 13 towns and villages. The YATRA will harness the positive power of the things Indians love most: Bollywood and Cricket. Visitors will engage on the issues of sanitation and hygiene in a playful carnival style atmosphere, such as WASH Cricket games and competition for communities and schools.

DESIGN CHALLENGE

The challenge is to design a handwashing station for a rural Indian household that is attractive, acceptable and marketable. The selected TOP 5 designs will be built as prototypes and displayed at the WASH YATRA. The YATRA will give the opportunity to test the handwashing station prototypes with all the visitors across India. The visitors will vote on the best design, which will be recognized with the People's Choice Award. The aim of the challenge is to encourage innovative ideas and concepts, gather extensive user feedback—in order to learn and share new possible design solutions, for truly fun and joyful hand-washing stations that people will love to use.

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MORE INFO

For design challenge requirements, submission details, rules and procedures and background reading, please visit: www.wash-united.org.

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