

# Annual Report 2008



SHARING  
NETWORKING & KNOWLEDGE  
MANAGEMENT

PROMOTING  
ADVOCACY & COMMUNICATIONS

ENABLING  
GLOBAL SANITATION FUND



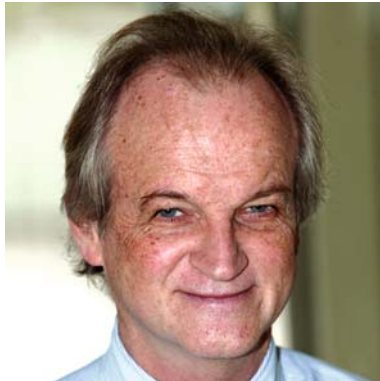
# MISSION

**The mission of the Water Supply and Sanitation Collaborative Council (WSSCC) is to achieve sustainable water supply and sanitation for ALL people by following six core principles:**

- >> WSSCC only exists to serve poor people.
- >> WSSCC puts the people themselves at the centre of planning and action for achieving sustainable water and sanitation.
- >> WSSCC works by enhancing collaboration among sector agencies and professionals rather than implementing its own projects.
- >> WSSCC recognizes that water and sanitation are essential for social and economic development.
- >> WSSCC aims to be at the forefront of global knowledge, debate and influence in its field.
- >> The number of people without sanitation is much greater than the number without water, while the agencies working in sanitation are fewer; therefore WSSCC dedicates most of its effort to sanitation and hygiene.

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The Water Supply and Sanitation Collaborative Council (WSSCC) is in its twentieth year. The world's need for a body to improve cooperation between sanitation and water professionals, and to ensure they can advance their cause with urgency and eloquence, is greater even than it was at WSSCC's start in 1990. The need grows with every birth into poverty, another addition to the queue of 2.5 billion people waiting to use the toilet. How much longer must they wait?

So I am personally very proud of WSSCC's highly successful reinvention of itself with a deliberate focus on sanitation. There are many more people without sanitation than there are without water, and there are fewer voices championing their crying need. Yet ensuring people have the basic privacy and cleanliness the rest of us take for granted pays for itself time and again. Yes, it gives another woman, man or child what we demand for ourselves. But it does so much more. It cuts absenteeism, it helps to break down gender inequality, it improves health, it spares the environment. Individuals, communities and societies gain. The world gains. This, if anything, is a win-win proposition.

You can read in this report about the highlights of WSSCC's year, of its steady growth, of the partners and members on whom it relies totally to carry out its mission. I hope you will read the report from start to finish, because it tells the story of how a few committed people, separated by distance and often by experience and way of life, are forging an alliance to change the world for the better. It is a privilege to work with them.

I must pay tribute to our Executive Director, Jon Lane, who has continued to provide inspiring leadership throughout 2008, taking WSSCC into this new and vital phase of its development. We owe a debt of thanks to Jon, and to his highly professional and dedicated staff. They in turn depend on the commitment and wisdom of my colleagues on the Steering Committee, and we are all in the debt to the National Coordinators and the WASH coalitions and members they serve with such distinction. And we owe a final thank you to our generous hosting organization, the World Health Organization.

A handwritten signature in black ink that reads "Roberto Lenton". The signature is fluid and cursive, with the first name being the most prominent.

**Roberto Lenton**  
Chair  
Water Supply and Sanitation Collaborative Council

# 1 MOVING FORWARD IN 2008

More than a third of the world's people, 2.5 billion of our fellow beings, live without good sanitation. The year when WSSCC began to grow into its new self was 2007, with the deliberate decision to concentrate most of its effort on sanitation and hygiene. What happened in 2008 was the logical and spirited turning of this mandate into reality. WSSCC

took long strides towards its mission of achieving sustainable sanitation and water supply for everyone. Its strategy is to grow, to concentrate on sanitation, and to balance the complementary activities of networking and knowledge management, advocacy and communications, and grants management. All of these it did in 2008, with a quickening tempo and a clearer vision.



**8 OUT OF 10 USERS  
OF UNIMPROVED  
SANITATION  
FACILITIES LIVE IN  
RURAL AREAS.**

WSSCC's membership gives it its legitimacy and underpins its governance. There were 700 individual members on 1 January 2008; by the end of the year the total was 2,200. This growth comes from the increased level of WSSCC activity, which makes it more visible and encourages more people to join, and from greater integration of national coalition membership rolls with those globally in the Secretariat.

One of WSSCC's strengths remains its governance. Two Steering Committee meetings in 2008 provided clear guidance and oversight for the organization. Open, transparent and seamless by- and general elections in June and December, respectively, set the scene for strong democratic leadership in the years to come.

A highlight of 2008 was the launch of the Global Sanitation Fund on 14 March, with more than US\$60 million committed by year end towards its intended \$100 million annual turnover.

WSSCC marked World Water Day on 20 March with a press conference and speeches in Geneva – and a toilet queue at the Palais des Nations. National Coordinators met in Geneva in early May for four days, reviving for a second time this former fixture in the WSSCC calendar. The WASH Media Awards competition attracted nearly 150 entries from print, web, radio and TV journalists.

The three pillars of WSSCC – the Networking and Knowledge Management, Advocacy and Communications, and Global Sanitation Fund (GSF) departments – became proper operational units. Partly because of support from the Secretariat, the level of activity in the National WASH Coalitions increased, as did the overall number of individual members.

For any organization like WSSCC, donors are crucially important, and the Secretariat maintained good relationships with its existing bilateral donors from governments while it nurtured relationships with foundations, philanthropic organizations and the private sector.

## TOP DEVELOPMENTS IN 2008

- ▶ Global Sanitation Fund launched
- ▶ "WASH Case Study" series premiered
- ▶ New Steering Committee members elected
- ▶ International WASH Practitioners Marketplace and Fair held in Bangladesh
- ▶ International Year of Sanitation Advocacy and Media Kits prepared on behalf of UN-Water
- ▶ World Water Day "Toilet Queue" organized at the UN Palais des Nations in Geneva
- ▶ WSSCC involved at major global events: the regional sanitation conferences; World Water Week; Clinton Global Initiative; UBS Philanthropy Forum
- ▶ New National Coordinators named in Benin, Cambodia, Mali, Niger and Togo
- ▶ WASH Media Award winners announced
- ▶ Global Handwashing Day supported by WSSCC
- ▶ 1,500 new members joined WSSCC; total membership rose to 2,200
- ▶ WSSCC and Eawag-Sandec published the "Compendium of Sanitation Systems and Technologies"
- ▶ "WASH Coalition Building Guidelines" published

In brief, the first full year of implementing the new “three pillar” strategy has seen WSSCC make good progress. The level of activity in Geneva and by the national coalitions increased compared to the year before. Membership is up, and WSSCC has a larger staff. New publications and other aids to effective working are now on offer to the coalitions. The GSF is in business. WSSCC has increased its participation in global

events and its dialogue with stakeholders, both within and beyond the water supply and sanitation sectors. It is making more of its material available in French and Spanish as well as English, and much of it is being translated by the coalitions into local and regional languages as well. Lastly, WSSCC is examining how it can be even more impact- and results-oriented. Indeed, WSSCC is moving forward.

## WSSCC AND THE INTERNATIONAL YEAR OF SANITATION (IYS)

The United Nations-declared International Year of Sanitation 2008 (IYS) provided the backdrop and context for much of WSSCC's work during the year. Particularly in its advocacy efforts, WSSCC energetically embraced the IYS.

WSSCC's own **Global WASH Campaign** materials were used heavily throughout the year. They were distributed upon request from the Secretariat, to the National WASH Coalitions and at regional sanitation conferences in South Africa and India. The “Hurry Up! 2.6 billion want to use the toilet” poster/postcard series was particularly popular and was translated into local languages by some coalitions.

WSSCC also produced an **IYS Advocacy Kit** on behalf of the UN-Water Task Force on Sanitation. The kit was available beginning in March and supported efforts by sanitation and hygiene professionals to speak clearly and in unison on sanitation at the international, national and local levels. The activity was funded by the Bill and Melinda Gates Foundation, and the key messages were:

- ▶ Sanitation is vital for human health
- ▶ Sanitation generates economic benefits
- ▶ Sanitation contributes to dignity and social development
- ▶ Sanitation helps the environment
- ▶ Improving sanitation is achievable!

In March WSSCC formally launched the **Global Sanitation Fund**, which brought attention to the need for innovative financing mechanisms in the sector. With WHO, UNICEF and UN-Water, WSSCC organized a **Sanitation Matters** toilet queue at the UN Palace of Nations on World Water Day. The sanitation-focused **World Water Week in Stockholm** featured an active presence by WSSCC, which convened sessions, distributed material, recruited new members and moderated the high-level panel on sanitation.

The **WASH Media Awards 2007-2008** competition culminated in August and had a strong focus on sanitation and, as it turned out, gender when four female journalists were honoured by WSSCC and SIWI at the World Water Week in Stockholm. WSSCC and its National WASH Coalitions also supported awareness-building efforts on the first **Global Handwashing Day**, held in October, as well as on World Environment Day in June and World Toilet Day in November.

WSSCC contributed to two **BBC Earth Reports** television programmes entitled “Clean Living.” In addition, a number of articles were written for other magazines and journals, including *Waterlines*, *Asian Water*, *Multi-lateral Environmental Assessments*, *Stakeholder Outlook* and *The Lancet* (for publication in 2009).



## “A Remarkable Year”

Umesh Pandey, Director, Nepal Water for Health, and WSSCC National Coordinator, Nepal



Umesh Pandey says that the International Year of Sanitation was an umbrella under which much was accomplished in 2008. He cites as examples of sector successes the following: the National Sanitation Master Plan and the Urban Water and Sanitation Policy development process; the separate budget allocation for sanitation; the recognition of water and sanitation as basic rights in the SACOSAN III declaration (“remarkable achievements”); and the increased media coverage of sanitation.

On the last point, he says the Symposium on Sanitation Systems and Technologies in Nepal was unique in that it was a sector event organized in close cooperation with government and non-government sector stakeholders (Nepal WASH Coalition, IYS Nepal Desk, Resource Centre Network Nepal, EWP Campaign Alliance). The various activities undertaken with the support of the Federation of Nepali Journalists (FNJ) to strengthen media collaboration included media monitoring and alerts on sanitation issues. With FNJ, the coalition also organized a programme with parliamentarians which highlighted the importance of sanitation and emphasized the need to consider the topic when writing the country's new constitution.

Mr. Pandey finds the support to the Nepalese WASH Coalition helpful. “The affiliation with WSSCC has created ample space for me to express the concerns of the poor and voiceless at the national level,” he said. “If I have to criticize, for example by challenging the government, then I can wear the National Coordinator's hat to do so. This position lets me approach high-level officials and politicians who would normally not be available to meet me as a representative of a national NGO.” He describes the Nepali coalition's relationship with WSSCC as “supportive, cordial and understanding.”

What will it take to achieve the Millennium Development Goal targets in Nepal, where coverage is lower for sanitation (46 percent\* total coverage) than for water (77 percent\*)?

“The current pace of progress and commitment is far from achieving both targets,” Mr. Pandey said. “We need greater political commitment, increased investment, funds going to the lowest level, and reaching out to the poor and socially excluded.”

\* Source: *Progress in Drinking-water and Sanitation: special focus on sanitation (2008)*, WHO/UNICEF Joint Monitoring Programme.



# 2

Sharing through...

## NETWORKING & KNOWLEDGE MANAGEMENT

Through networking, WSSCC builds bridges between individuals and organizations working in sanitation and water supply, two sectors traditionally marked by a lack of coordination. The Networking and Knowledge Management department fosters networking wherever it can: nationally, regionally, globally and thematically. But it goes beyond making connections. In an age of information overload, the department also works to improve access to knowledge that professionals can actually use to help improve access to sanitation and water supply services. This report shows in detail how successfully WSSCC implemented its networking and knowledge management programme in 2008 while it also laid the foundation for remaining on the cutting edge as an information provider.

in 2008. These contracts were awarded after the formal proposal and contracting cycles were modified in 2007 to ensure proper assessment, negotiation and revision of submitted proposals. The Secretariat called again for proposals in June 2008 and began processing proposals for action programmes in 2009. All coalitions agree to report on what they do, and a summary of the wide range of activities they undertook appears in this annual report.

**HYGIENE PROMOTION IS OFTEN THE SINGLE MOST COST-EFFECTIVE PUBLIC HEALTH INTERVENTION.**

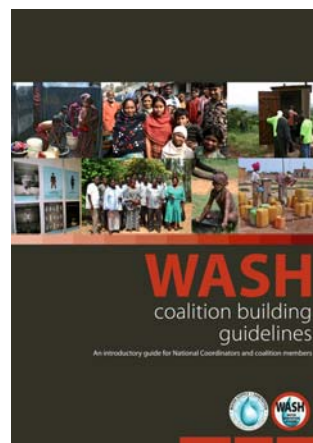
WSSCC staff members travelled far and wide, visiting coalitions, National Coordinators (NCs) and WSSCC partners in Bangladesh, Cambodia, India, Kenya, Kyrgyzstan, Philippines, Senegal, Tanzania, Thailand and Trinidad. The visits helped to foster understanding of WSSCC, built relationships and supported the growth of existing coalitions. The Secretariat also worked with members and partners in Ghana and Cameroon to lay the foundations for new WASH coalitions in these countries.



WSSCC National Coordinators at the 2008 annual planning meeting in Geneva.

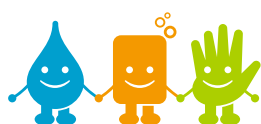
### Crucial networks, national and regional

The National WASH Coalitions are central to WSSCC's work and especially to its networking and knowledge management. The Secretariat gave financial support to national coalitions for field-level activities in 17 countries and 3 regions



The department published new "WASH Coalition-Building Guidelines" in July. These were developed in response to the National Coordinators' expressed desire for a practical publication which introduces

concepts, ideas and literature about how to form active and effective National WASH Coalitions, networks and partnerships. It helps NCs to manage complexity, create clear mandates and respond to changing circumstances for their coalition.



## Global Handwashing Day October 15

In May National Coordinators and Regional Representatives met in Geneva for their annual planning meeting. NCs presented national and regional progress reports and participated in sessions on WSSCC themes such as environmental sanitation and hygiene promotion. They also learned about projects and products linked to WSSCC's partners, including the WHO/UNICEF Joint Monitoring Programme and the "Compendium of Sanitation Systems and Technologies." An interactive session dubbed "the WASH Cafe" gave NCs an informal platform to discuss issues and offer practical ideas about WSSCC's priorities and work.

Finally, the department reappointed (or appointed) National Coordinators for a new period of three years using updated terms of reference.

### Global networks

WSSCC worked across the board in 2008, seeking out the full range of international partners and initiatives. Some are formal strategic partners; others represent the sharing of common interests and aims.

WSSCC reviewed and made comments on two important global reports – the Global Annual Assessment Report on Water and Sanitation (GLAAS), published in 2008, and the World Water Development Report (WWDR), set to be published in March 2009. A National Coordinators-GLAAS session at the annual planning meeting enabled WSSCC's National Coordinators to give useful national perspectives on this global activity.

WSSCC remained active in the Public Private Partnership for Handwashing with Soap (PPPHW). Carolien van der Voorden, WSSCC's Networking and Knowledge Officer, attended its board meeting in Washington, D.C., in April and joined its Behaviour Change working group, while WSSCC supported the first-ever Global Handwashing Day in October by encouraging activities in its National WASH Coalitions.

Global networking saw WSSCC involved in the Second African Conference on Sanitation and Hygiene (AfricaSan) in February in Durban and the Third South Asian Conference on Sanitation (SACOSAN) in November in Delhi, where it co-hosted a preliminary meeting of civil society representatives. The meeting's recommendations were summarized in an official declaration and submitted formally to SACOSAN, where many were absorbed in the final ministerial statement. In general, global networking through the International Year of Sanitation represented a return to form for WSSCC as an active partner and member of UN-Water (the coordinating mechanism for the 26 UN agencies working on water) and its Task Force on Sanitation.



**Top:** Ministers at AfricaSan in February 2008, where firm commitments were made to prioritize sanitation.

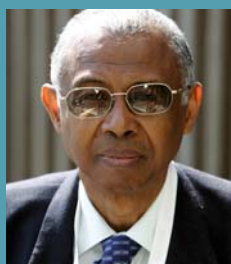
**Bottom:** Silent candlelight vigil during the civil society SACOSAN pre-meeting, dedicated to all who died from diarrhoea in South Asia since 2006.

WSSCC sought out new global partners and people working outside its own sector in 2008, opening up sanitation to potentially new and important stakeholders. For example, it was active in continuing to develop a "World Sanitation Financing Facility" with the social entrepreneurship organization Ashoka and a group of banks interested in stimulating large-scale financing to contribute to the Millennium Development Goal target of halving the proportion of people lacking access to basic sanitation. Executive Director Jon Lane

spoke at the UBS Global Philanthropy Forum in September 2008 and introduced WSSCC's latest department and initiative, the Global Sanitation Fund, to foundations and individual donors interested in supporting progress on sanitation. He was invited to join the Clinton Global Initiative (CGI) as a member and moderated the water and sanitation session at its annual meeting in New York in September. For the CGI meeting, which included a water and sanitation focus for the first time, WSSCC developed good working relationships with the networks Global Water Challenge and Water Partners International and had its commitment – to raise an additional \$30 million for the GSF – included in a "Water Mega-Commitment" recognized by President Clinton.

## "An Institutional Sea Change"

Jean Herivelo Rakotondrainibe,  
WSSCC National Coordinator,  
Madagascar



During such an important milestone year – the International Year of Sanitation – you can't get much more progress than Madagascar achieved.

"Strong and effective attention was given to sanitation," said Mr. Jean Herivelo Rakotondrainibe, WSSCC's National Coordinator on the island nation off the coast of East Africa. "A new ministry in charge of water, sanitation and hygiene was set up, and there was the personal commitment of the President of Madagascar."

Many leading experts heard of this success when President Marc Ravalomanana spoke to participants in August 2008 at the World Water Week in Stockholm. It doesn't end there, though: Madagascar set up a number of new regional committees for water and sanitation and even became one of the first countries to start down the road towards implementing the Global Sanitation Fund.

For Mr. Rakotondrainibe, being affiliated with WSSCC has its benefits, particularly in providing reliable support and technical assistance. "I am recognized as the representative of a coalition that is a reliable partner for the water, sanitation and hygiene sectors," he said. "I have an office in the Ministry of Water and am invited as the National Coordinator for Diorano-WASH, our coalition, to official meetings."

Still, he says, there is a lot of work to do. According to the WHO/UNICEF Joint Monitoring Programme, improved drinking water reaches 47 percent\* of the people, and sanitation 12 percent\*.

"We need a good national process to implement our sanitation strategy," he said. "We have now deep discussions about how to use our finances most effectively – what must be financed, how families should be involved, and so on. If we have good answers to these questions, I believe it will be possible to achieve the MDG sanitation target."

With a new ministry and an active coalition and members, Madagascar is on the right track.

\* Source: *Progress in Drinking-water and Sanitation: special focus on sanitation (2008)*, WHO/UNICEF Joint Monitoring Programme.

**GLOBAL IMPROVED  
SANITATION  
COVERAGE IS UP  
FROM 54% IN 1990  
TO 62% IN 2006, BUT  
THE MDG TARGET  
WILL STILL BE MISSED  
BY OVER 700 MILLION  
PEOPLE AT THE  
CURRENT RATE.**

While in New York, WSSCC participated in a Water and Sanitation for All session at the UN High-Level Event on the Millennium Development Goals. It expressed its support for one of the event's key results: a recommendation by several governments to develop a "Global Framework for Action (GFA)." Throughout the autumn, WSSCC gave regular advice and input as the GFA pressed towards its

aim of creating an annual high-level meeting and report to synthesize and add value to all other existing international processes, meetings and reports, and thus drive forward progress on water and sanitation internationally.

WSSCC strengthened relationships with its strategic partners, which included the Water Engineering Development Centre (WEDC), the International Water Association (IWA), IRC International Water and Sanitation Centre, the Swiss Federal Institute of Aquatic Science and Technology (Eawag) and its Department of Water and Sanitation in Developing Countries (Sandec), and WaterAid.

Executive Director Jon Lane gave keynote addresses at partner-organized events, including the WEDC conference in Accra, the Fourth Caribbean Environmental Forum in Grenada, and the IWA World Water Congress in Vienna. With IRC, WSSCC supported the IRC Urban Sanitation for the Poor Symposium.



## Networking on themes

WSSCC directly supports networks devoted to particular themes and also collaborates with others which simply share common aims. So it supported the publication of the “Compendium of Sanitation Systems and Technologies” with Sandec. The compendium was launched at the World Toilet Forum in Macau in November and requested by many members. WSSCC and Sandec took the compendium “on the road” later that month by hosting a workshop on the topic for local water and sanitation practitioners in Nepal. The participants also learned more about Household-Centred Environmental Sanitation, which is a departure from the (unsuccessful) central planning approaches of the past because it places the household and its neighbourhood at the core of the sanitation planning process.

WSSCC also supported the Collaborative Working Group on Solid Waste Management (CWG) coordinated by the Swiss Resource Centre and Consultancies for Development (SKAT), and the organization of a CWG-WASH workshop on capacity development in solid waste management in Burkina Faso in December. WSSCC provided support as well to the Multiple Use Water Services working group coordinated by IRC for a programme of work leading up to the 2009 World Water Forum.

In addition to the WSSCC-hosted working groups, the Secretariat also (re)engaged other strategically important networks like the Rural Water Supply Network, Women for Water Partnership, the Gender and Water Alliance and the Water Integrity Network.

**ONE GRAM OF FAECES CAN CONTAIN 10,000,000 VIRUSES, 1,000,000 BACTERIA, 1000 PARASITE CYSTS AND 100 PARASITE EGGS.**

In response to National Coordinators’ suggestions, the Secretariat explored two “new” themes for its thematic networking programme, “the future of urban sanitation” and “climate change and WASH.”

Work also began on a new publications series, the “WSSCC Reference Notes,” set to be published in 2009. The series will give professionals a handy and quick overview of the linkages between WASH and other important issues such as HIV/AIDS and disaster and emergency preparedness and response.



## WSSCC NETWORKING THEMES

- ▶ Capacity building and integrated water resource management
- ▶ Ecological sanitation
- ▶ Environmental sanitation
- ▶ Gender and water
- ▶ Household water treatment and safe storage
- ▶ Hygiene promotion
- ▶ Multiple use water services
- ▶ Operation and Maintenance
- ▶ Rainwater harvesting
- ▶ Rural water supply
- ▶ Scaling up
- ▶ Solid waste management
- ▶ Sustainable sanitation
- ▶ Transparency and water resources
- ▶ WASH in schools
- ▶ Water services and the urban poor

## Managing what we know

Knowledge management has always been central to WSSCC, though it has never had a formal strategy until one was developed in 2008. It will guide WSSCC’s knowledge management work until 2012, exploit the Council’s strengths, and mark it out as a leading source of knowledge for everyone concerned with water and sanitation. The strategy distinguishes between tacit and explicit knowledge, and has the following aims:

- ▶ Availability of and access to quality-controlled, explicit knowledge and information ensured within WSSCC and its various sections
- ▶ Sector professionals directed to high quality, relevant sector knowledge and information
- ▶ Existing knowledge gaps identified and closed
- ▶ Easy uptake and adoption of knowledge and information facilitated
- ▶ Experience and lessons learnt of the Global Sanitation Fund shared and applied.

**WATER POLLUTION  
STEMMING FROM  
POOR SANITATION  
COSTS SOUTHEAST  
ASIA MORE THAN  
USD 2 BILLION PER  
YEAR.**



Members of the neighbourhood sanitation committee in a DSK (Dushtha Shasthya Kendra) sanitation project in one of Dhaka's slums, January 2008.

The department also introduced a major new series of tools in 2008, the "WASH Case Studies" series, which showcases successful National WASH Coalitions. Ethiopia, Nepal and Madagascar appear in the first studies.



WSSCC also re-established a co-publishing arrangement with the IRC on two issues of "Source Bulletin," a leading, case study-focused practical journal for water and sanitation professionals working in developing countries. Each was produced in English, French and Spanish, and distributed globally. The Networking and Knowledge Management department managed this until June, when it moved to the Advocacy and Communications department, which will manage and expand the collaboration to four issues in 2009.



The Swiss Agency for Development and Cooperation, the Water and Sanitation Programme (WSP) and WSSCC published "One Fly is Deadlier than 100 Tigers." Released in August, it analysed and described "total

sanitation marketing," an approach to generate sanitation demand at scale and increase the supply of sanitation products and services by better understanding poor people's wants and needs around sanitation methodologies.

### Thematic workshops, training and meetings

Combining national and thematic networking, WSSCC helped bring together sanitation and hygiene professionals to share experiences at a regional "Communities of Practice" workshop in Dhaka in January. WSSCC worked with IRC, WaterAid and the NGO Forum on the workshop. It also helped support the International WASH Practitioners' Marketplace and Fair in Bangladesh in November.

# 3 Promoting through... ADVOCACY & COMMUNICATIONS



**WSSCC argues tirelessly for the world's basic needs for sanitation, hygiene and water to be met, and it relies on driving that message home to everyone prepared to listen. So its Advocacy and Communications department is another key to its work.**

**This one department has two complementary functions. The Advocacy unit concentrated on changing or influencing policies and practices at the global and national levels, while the Communications unit focused on editorial, design, marketing, media, production, web and public relations work.**

## Telling the world

In 2008 most advocacy concentrated on the International Year of Sanitation, the Global WASH Campaign, regional sanitation conferences and World Water Week in Stockholm. Work also began on a comprehensive strategy to guide WSSCC's advocacy programme from 2009 to 2012, a major effort which will look at how WSSCC's activities (including the Global WASH Campaign) can continue to remain on the cutting edge in the sanitation and water sectors. The process began in May and included market research, member surveys, professional training and expert consultation to identify new ways of making advocacy work. A two-day planning meeting held in September included professionals from outside WSSCC with expertise in both advocacy and sanitation.

## Seizing opportunities

The World Water Day 2008 celebrations in Geneva on 20 March were dedicated to sanitation. A press conference was followed by speeches by Serguei Ordzhonikidze, Director General of the UN in Geneva, Dr. Margaret Chan, Director General of the World Health

Organization (WHO), His Royal Highness Prince Willem-Alexander of The Netherlands, Chair of the UN Secretary General's Advisory Board on Water and Sanitation (UNSGAB), Beate Wilhelm, Assistant-Director General of the Swiss Agency for Development Cooperation, Philip O'Brien, Regional Director of the UNICEF in Geneva, and Jon Lane of WSSCC.

The World Water Week in Stockholm, as the main annual global meeting for water and sanitation professionals, gave WSSCC the chance to continue to remind people of the organization's leading role in sanitation and hygiene. WSSCC participated in or arranged a number of sessions and hosted an attention-grabbing exhibition which drew in new members. The WASH Media Awards competition, a joint effort of WSSCC and the Stockholm International Water Institute to stimulate interest in and coverage of WASH issues by developing country journalists, culminated when three African journalists and one from Brazil took top honours. WSSCC received favourable media coverage through reports on BBC World Service, Reuters Television and several international wire services.

WSSCC supported development of the programme for the 5<sup>th</sup> World Water Forum (March 2009) by working as a topic coordinator on behalf of WSSCC, UNICEF, WHO and the Water and Sanitation Programme at a preparatory meeting in Istanbul in February. At the UBS Philanthropy Forum in Singapore, WSSCC – ever the innovator – hosted a Global Sanitation Fund side-event in a hotel toilet.



**Top:** His Royal Highness Prince Willem-Alexander of The Netherlands talking to the press at the World Water Day 2008 celebrations in Geneva.

**Bottom:** Winners of the WASH Media Awards 2007-2008, from left to right: Anders Berntell (Executive Director, SIWI), Winfred Onyimo (Kenya), Robert Lamb (jury chair), Salome Gregory (Tanzania), Jon Lane (Executive Director, WSSCC), Catia Toffoletto (Brazil), and Claudine Efoa Atohoum (Benin).



## Cooperation the keynote

Advocacy Programme Officer Saskia Castelein visited the India WASH Forum (the local coalition) in July and helped to foster cooperation between WSSCC's Global WASH Campaign and the End Water Poverty (EWP) campaign by participating in the EWP international planning meeting in Nairobi in October. She also supported a Tanzania WASH Coalition workshop aimed at developing a new advocacy strategy for the coalition.

## Choosing the right medium



Tanzania WASH Coalition advocacy workshop, November 2008.

A major new initiative was the launch of the WASH Radio Campaign initiative in late July, encouraging advocates for water, sanitation and hygiene to use radio as an effective medium. National WASH Coalitions responded to a call for proposals,

and by July, WSSCC was already supporting the launch of Ethiopia's new year-long, nation-wide radio campaign.

The Global WASH Campaign posters, postcards and stickers remained popular in 2008. Many organizations used or adapted them, including the Swiss Agency for Development and Cooperation, which displayed them on elaborate aluminium prints in September at the World Water Expo in Zaragoza, Spain.

## Tools for communication

The unit produced a range of products in 2008. These included promotional materials for the Global Sanitation Fund (GSF), Global WASH Campaign and WSSCC; the "WASH Coalition Building Guidelines" (together with the Networking and Knowledge Management department); and the "WASH Media Awards Compendium." The Annual Report for 2007 was published in July and distributed broadly

in English, French and Spanish. To keep its members informed of activities at the Secretariat and in the national coalitions, WSSCC produced four issues of the WSSCC Newsletter, the first two in English only, but the last two available in French and Spanish as well. The unit also contributed articles to a number of publications.

## Digital developments

WSSCC upgraded the content and working of its website several times. Member registration became easier and faster, and new Global WASH Campaign "e-cards" proved popular, with hundreds being sent from the web site to recipients around the world. Tracking of website usage was improved, and this new knowledge of user trends and tendencies will be part of the process to redevelop the site in 2009 into a more modern, accessible one which matches WSSCC's updated profile and strategic aims. WSSCC also developed an e-mail "News Flash" in September and distributed it four times by the end of the year to members, providing news updates between issues of the newsletter.

## Targeting marketing and media work

The Global Sanitation Fund was launched on 14 March during a small press conference hosted by Roberto Lenton, WSSCC's chair. WHO's Assistant Director-General for Health Security and Environment, Dr. David L. Heymann, was the guest of honour, and guests received the new GSF brochure in English and French. A press event on the GSF in Madagascar was also held during the World Water Week in Stockholm.

WSSCC also issued press releases to mark involvement in the World Water Week, the Clinton Global Initiative and the pre-SACOSAN meeting of civil society representatives. The latter was a collaboration between WSSCC, WaterAid and the Freshwater Action Network. Media releases were also used to announce new publications and to raise awareness of sanitation and hygiene in connection with the Global Handwashing Day and World Environment Day. Local media learned of the newly-elected Steering Committee members in Anglophone Africa and Latin America.

**FOR EVERY  
1% INCREASE  
IN FEMALE  
LITERACY, A  
COUNTRY'S  
ECONOMY CAN  
GROW BY 0.3%.**



## Communicating with the members – and beyond

Work began in 2008 on harmonizing WSSCC's external and internal communications strategies and associated activities and products. This meant big strides in standardizing the way WSSCC and its departments are seen through the use of logos, descriptive language, and colour schemes for departmental publications.

### PROVIDING A TOILET CAN REDUCE CHILD DIARRHOEAL DEATHS BY OVER 30%, HANDWASHING BY MORE THAN 40%.

As well as managing the membership database, the communications unit began talking directly to members and the National WASH Coalitions. For example, contributions from coalitions' and individual members were used in the September and December newsletters, and member feedback was sought as input into the upcoming web redesign. So that the WSSCC would be seen as an active member of the Geneva community, department staff lectured at the Graduate School for International Development and coordinated a sanitation project by MBA students at the University of Geneva.



**Top:** Roberto Lenton, WSSCC Chair, Jon Lane, Executive Director, and Barry Jackson, Global Sanitation Fund Programme Manager, at the GSF side-event during World Water Week in Stockholm, August 2008.

**Bottom:** Jon Lane and President Clinton at the Clinton Global Initiative Annual Meeting in New York, September 2008.

Outside of Geneva, Communications Officer Tatiana Fedotova represented WSSCC at the Central Asian Sanitation Conference in Bishkek, Kyrgyzstan, and participated in a meeting of WSSCC members from the region. Programme Officer for Communications David Trouba attended the WSSCC-supported Sanitation for the Urban Poor Symposium in Delft, Holland, which was hosted by strategic partner IRC.

### “Challenging the Status Quo”

**Lyn Capistrano, Executive Director, Philippine Centre for Water and Sanitation, and WSSCC National Coordinator, Philippines**



Getting sanitation on the front page of the daily newspapers has always been a challenge. For that, the International Year of Sanitation helped in the Philippines, said Lyn Capistrano, noting however that “there was not as much media coverage of sanitation as there was of corruption and other scandals involving public officials and their families.”

So it goes. On the ground, however, she said various sanitation projects that were implemented in a number of communities benefited from the IYS, which, as an advocacy effort, was useful in influencing local governments and even some national agencies to implement sanitation programmes.

One prime example: “A Mindanao chapter was formed to tackle issues relevant to Muslim Mindanao, recognizing that the Philippines is an archipelago with distinct cultural groups,” Ms. Capistrano said. “The WASH coalition built partnerships for action, research and demonstration projects to stimulate innovative sanitation and hygiene solutions targeting the poor and vulnerable groups.”

Being a part of the “vibrant” WSSCC network provides the global and regional perspectives to complement the national coalition’s vision, she said. In particular, the network helps the coalition in its work in the provinces most affected by poverty and conflict. With 86 million people, the Philippines has had great success in providing improved drinking water coverage to 93 percent\* of the people and improved sanitation to 78\*. Still, most of the unserved are in the rural and more poverty stricken areas, exactly where the coalition works.

How will local MDG targets for water supply and sanitation be reached? Ms. Capistrano notes a number of ways: ending corruption in the government; promoting low-cost, appropriate technologies; building on indigenous knowledge and social capital; enhancing the WASH capacities of local governments, NGOs and communities; and promoting social justice.

\* Source: *Progress in Drinking-water and Sanitation: special focus on sanitation (2008)*. WHO/UNICEF Joint Monitoring Programme.

# 4 Enabling through...

## GLOBAL SANITATION FUND



WSSCC's third department, the **Global Sanitation Fund (GSF)**, began work in 2008. Things moved apace in most of the seven "Round 1" countries (Burkina Faso, India, Madagascar, Nepal, Pakistan, Senegal and Uganda) and the first GSF staff members joined the Secretariat, including a Programme Manager and a Programme Officer. The GSF quickly made its mark and awareness grew after its launch in March. It maintained strong relations with its existing and potential donors.

### Background, Purpose and Scope of the GSF

In many developing countries national sanitation policies exist but the funding to implement them does not. WSSCC works with national governments to accelerate implementation of these policies. It is the national governments that provide the leadership and legitimacy to any work undertaken by the Global Sanitation Fund.

The GSF operates both at the global level and within each selected country. At the global level, the overall management of the GSF is handled by the WSSCC Secretariat. It secures donations, selects the eligible countries for each round of funding, reviews country proposals, prepares contract documents, and manages procurement and the disbursement of funds.

The quality of the work supported by the GSF is ensured by the GSF Advisory Committee, which gives advice to the Secretariat on all professional aspects of its programmes. The World Health Organization (WHO), as the host agency of WSSCC, provides the legal and administrative framework for GSF operations.

At the national level, Executing Agencies, selected by the WSSCC Secretariat, will manage the GSF-funded programme by selecting,

supervising, training and helping Sub-Grantees who directly implement the sanitation and hygiene work programmes. Country Programme Monitors will verify and report on the work of Executing Agencies on behalf of WSSCC.

Links between the national government and non-government actors regarding all the work funded by the GSF are ensured by a Coordinating Mechanism. This also makes certain that the work of the GSF is in line with national policies and the activities of WSSCC's National WASH Coalitions that undertake professional networking, knowledge management, advocacy and communications work.

### Progress in 2008

WSSCC completed its plans for the GSF in 2007 and received approval for them at the March 2008 Steering Committee meeting. The Fund's principles and procedures are established and are being put into action by the Secretariat staff. The \$44 million multi-year proposal submitted by WSSCC to the Netherlands government in May 2007 was accepted, and funds were received in July 2008. Commitments also came from the Governments of Australia, Sweden, Switzerland and the UK. In total, about \$60 million is committed.

### GSF ADVISORY COMMITTEE

WSSCC's Steering Committee has decision-making authority over the strategic direction of the Global Sanitation Fund, and a Geneva-based staff implements and manages the decisions made about the GSF. To advise the staff, a Global Sanitation Fund Advisory Committee was established to give the best and latest advice on sanitation and hygiene programmes at scale. It comprises six globally-renowned experts plus a resource person who together cover all aspects of sanitation and hygiene. They met as a committee for the first time in March 2008 and are:

- ▶ Prof. Sandy Cairncross, London School of Hygiene and Tropical Medicine (Chair)
- ▶ Ashoke Chatterjee, independent consultant
- ▶ Mai Nalubega, independent consultant
- ▶ Eddy Perez, Water and Sanitation Program
- ▶ Roland Schertenleib, Sandec
- ▶ Sophie Trémolet, independent consultant
- ▶ Barbara Evans, committee resource person

**DIARRHOEA IS ONE OF THE BIGGEST KILLERS OF CHILDREN UNDER FIVE WORLDWIDE, ACCOUNTING ALONE FOR 17% OF DEATHS IN THIS AGE GROUP.**



WSSCC consultant Robert Martin during a GSF press conference in Madagascar, spring 2008. From left to right: Dr. Jean Louis Robinson, Health Family Planning and Social Protection Minister, Robert Martin, and Rajoanson Hugues, Director of the Cabinet of the Energy and Mines Minister.

The table below provides summary information for the start-up in Round I countries. The key is IP (In progress), C (Completed) and P (Pending)

	Uganda	Nepal	Madagascar	Senegal	Burkina Faso	India	Pakistan
Planning with National Groups	C	C	C	C	C	IP	P
Country Report & Proposal	C	C	C	C	C	P	P
Design of National GSF Programme	IP*	IP*	IP*	IP*	IP*	P	P
Procurement & Appointment of Executing Agency	Projected Mid-2009	Projected Mid-2009	Projected Mid-2009	Projected Late-2009	Projected Late-2009	P	P

\* Indicates Scope of Work

To have real impact, WSSCC envisions funding of around \$100 million annually. Executive Director Jon Lane continued discussions with a number of potential donors, both governments and corporations. For example, he asked Clinton Global Initiative corporate members to contribute up to \$30 million to the Fund.

## GSF country status reports

The GSF began work in the seven "Round 1" countries in 2008. Progress so far has been both well thought-out and instructive, with lessons learned constantly fed back. Importantly, several Scopes of Work (SoW) – the document which forms the basis for GSF-funded work

in each country – neared completion. Each SoW takes into account, for example, the national sanitation policy or strategy, the appropriate type of sanitation and hygiene work, existing sanitation funding sources and shortfalls, and systems for monitoring, evaluation and learning from the GSF implementation in the country.

Progress was slower in India due to the effort required to coordinate between many different stakeholders in such a large country, and in Pakistan, where United Nations security restrictions prevented start-up work.

*See table at the top.*

As 2008 ended, work began on identifying countries for "Round 2" of the GSF, set to begin in 2009. Further, WSSCC has drawn up an extensive draft monitoring framework which reflects the performance indicators required to

monitor everyone in the system: Sub-Grantees, Executing Agencies, the GSF as a whole, and the GSF as a component of WSSCC's work.

### "Sanitation: Say it Loud"

Michael Negash, WaterAid Ethiopia, and WSSCC National Coordinator, Ethiopia



Health extension workers benefiting from the International Year of Sanitation (IYS)? According to Michael Negash, it happened.

"Several sanitation issues received intensive media coverage because of the IYS," said Mr. Negash. "Sanitation was given higher attention in many ways, and there was political action which resulted, for instance, in intensive training on sanitation and hygiene for health extension workers. In fact, hygiene and sanitation are to be part of the health sector core plan at the federal, regional and local levels."

But that wasn't all. Ethiopia, long on the cutting edge of awareness building on the issues, established a "media forum," where journalists and sector professionals gather and continue to network, and the Ethiopia Sanitation and Hygiene Festival. In fact, Ethiopia's work with the media was so successful that the national coalition became one of the first three countries profiled in the WSSCC WASH Case Studies series launched in 2008.

Locally, and globally, he finds the WSSCC affiliation beneficial. "It helps me to coordinate the coalition in a more organized and systematic way and to share information and advocacy materials with the members and other actors, and to be up-to-date on global WASH issues," said Mr. Negash.

With 42 percent\* of the country served by improved drinking water, but only 1.1 percent\* with improved sanitation, what will it take for Ethiopia to reach its MDG targets?

"It will need concerted and continuous effort from all actors in the sector – harmonization of finances, coordination of activities, and joint monitoring and evaluation, for example," said Mr. Negash. "We shall also need a focus on behavioural change, and on the introduction of low-cost and appropriate technologies. And we need capacity building at different levels, especially locally."

\* Source: Progress in Drinking-water and Sanitation: special focus on sanitation (2008), WHO/UNICEF Joint Monitoring Programme.



# 5 GOVERNANCE & MANAGEMENT

The WSSCC Secretariat is based in the Swiss city of Geneva, where it is hosted by the World Health Organization. It is represented by National WASH Coalitions in 35 countries, in Africa, Asia, the Caribbean, Central Asia, Latin America and Eastern Europe. It is governed by its Steering Committee, a multi-stakeholder body elected by the members. By the end of the year WSSCC had about 2,200 individual members in nearly 90 countries, from a diversity of backgrounds. Some are academics, some from NGOs and civil society, while others represent the private sector, international organizations and governments.



*Steering Committee members and observers at their October 2008 meeting. From left to right: Peter Cookey, Darren Saywell, Sanjay Wijesekera, Thomas Zeller, Jaehyang So, Jayant Bhagwan, Ethne Davey, Lilia Ramos, Josheph Idigo, Nela Khan, Bunker Roy, Roberto Lenton, Edgar Quiroga, Dennis Daniel Mwanza, Serigne Diop, Jon Lane and Joep Bijlmer.*

## How WSSCC is governed

The Steering Committee decides the policies and strategies of WSSCC, manages the governance process and is accountable for its work. The Steering Committee is chaired by Roberto Lenton of Columbia University, USA. By the end of 2007 there were four vacancies on the committee. Seven candidates were nominated for two partner agency seats, and Clarissa Brocklehurst of UNICEF and Darren Saywell of the International Water Association

were elected, attending their first meeting in March. A mid-year by-election brought new Steering Committee members from Anglophone Africa, Peter Cookey of Earth Watch Nigeria, and Latin America, Edgar Quiroga of the Engineering Faculty of the University of Valle in Cali, Colombia. At the end of 2008, an on-line election was under way for seven committee seats – five regional and two open – as seat holders had completed their mandate period. All candidates for WSSCC elections are proposed by the membership in an open solicitation process.

## Serving the members

WSSCC's membership gives it legitimacy and underpins its governance. There were 2,200 members by the end of 2008, about three times the number a year previously. This is partly a reflection of WSSCC's higher visibility as its work becomes better known. It is also due to the existence of some national membership lists, which are being reconciled with the central list. Keeping members is important to WSSCC, and the staff are developing a strategy to create added value for sector professionals who join the organization.

## Relationships with donors

WSSCC is always aware of the debt it owes those who make its work possible, and the organization maintained good relations with its donors during 2008. Bi-lateral donors include Australia, the Netherlands, Norway, Sweden, Switzerland and the UK. WSSCC reported regularly on its activities, and also discussed how to measure the impact of the work by the Secretariat and the National WASH Coalitions. Apart from these formal discussions, WSSCC held an informal donor meeting in Stockholm in August with 13 existing or potential donors.

## Relationship with host agency

WSSCC continues to enjoy a good working relationship with WHO, its host agency. WSSCC consistently complies with its host's administrative and financial systems and



procedures while maintaining its independence. The current hosting arrangement between WSSCC and WHO expired at the end of 2008 but has been extended until 30 June 2009. In March the Steering Committee created a working group to agree a successor Memorandum of Understanding, to run from 2009 to 2015. Negotiations continue.

## 2008 STEERING COMMITTEE

### CHAIR

**Roberto Lenton**

### INDIVIDUAL MEMBERS

**Bunker Roy,**  
South Asia

**Dennis Daniel Mwanza,**  
Open Seat

**Edgar Quiroga,**  
Latin America

**Jay Bhagwan,**  
Open Seat

**Joseph Idigo,**  
Central and Eastern Europe, West and Central Asia

**Lilia Ramos,**  
Southeast Asia

**Nela Khan,**  
Small Island Developing States

**Peter Cookey,**  
Anglophone Africa

**Serigne Diop,**  
Francophone Africa

### PARTNER AGENCY MEMBERS

**Clarissa Brocklehurst,**  
UNICEF

**Darren Saywell,**  
International Water Association (IWA)

**Ethne Davey,**  
Gender Water Alliance (GWA)

### NON-VOTING INVITEES

**Jaehyang So,**  
Water and Sanitation Program (WSP)

### EX OFFICIO MEMBERS

**Assistant Director-General,**  
WHO

**Jon Lane,**  
WSSCC

## Administration

WSSCC's internal administration continues to run smoothly. The Secretariat office remains in Geneva in International Environment House, a building owned by the Canton of Geneva and let exclusively to international organizations at very low rents, where WHO provides WSSCC with various administrative support services. Staff growth means though that new office space must be found by the end of 2009.

The Secretariat submits an annual monitoring report on its activities to the Steering Committee each March, followed by an informal October report. The first formal report went to the Steering Committee in March 2008.

### “Address problems in hot-spots areas”

**Oral Ataniyazova, Chairperson, Center Perzent (Karakalpak Center for Reproductive Health and Environment), and WSSCC National Coordinator, Uzbekistan**



Dr. Oral Ataniyazova says that sanitation is a priority issue in Uzbekistan, particularly in areas such as the Aral Sea region.

“The Aral Sea region is really in a state of emergency, and the water and sanitation problems there need to be better addressed,” said Dr. Ataniyazova. “More than 50 percent of the people living there use water from unprotected open resources, and over 60 percent of the people need improved sanitation.”

Good cooperation is needed in the region by all stakeholders, she said, as well as investment, if the needs of the unserved are to be met. The National WASH Coalition in Uzbekistan plans to play a more prominent role fostering cooperation on water, sanitation and hygiene issues.

“We have not yet played a big role, but we are getting ourselves organized, developing our strategies, and planning our activities,” she said.

Dr. Ataniyazova says that being the National Coordinator gives her a feeling of great responsibility to develop and improve activities at the national level, particularly in improving partnerships and strengthening the capacity of the coalition. In fact, she likens the WSSCC association to that of being one large family.

“There is good opportunity to learn and improve collaboration in this family,” says Dr. Ataniyazova.

# 6 WSSCC'S MEMBERS & COALITIONS AT WORK

The mirror image – and essential complement – of WSSCC's advocacy and networking on the global level are the national activities implemented by voluntary National WASH Coalitions. During 2008 WSSCC financially supported around 25 coalitions to help them to build partnerships, lobby national governments and communities, improve communications with the media and monitor progress. The coalitions, led by National Coordinators, draw their members from governments, civil society, the private sector, NGOs, international organizations, the media and grassroots communities, all working for improved access to water and sanitation.

This short guide draws on the 2008 progress reports sent in by National Coordinators.

Obviously it cannot claim to describe national activities in much detail. Instead it tries to give a brief snapshot of each coalition and some of their accomplishments and lessons learned.

**Bangladesh's** National WASH Coalition is convinced that getting the very poorest people involved is fundamental to making sanitation campaigns a success. This is why it focused on a series of grassroots consultations, culminating in a national one in November. Sanitation for women is grossly inadequate and needs special attention, another area of the coalition's focus.

**Benin** held its first ever Global Handwashing Day. The National Day of Hygiene and Sanitation saw the Minister

of Health giving a demonstration of the proper way to wash hands. The coalition works with journalists and will hold a media training session in 2009. It is promoting the WASH Campaign in ten primary schools.

**Burkina Faso**, at the World Toilet Day celebration on November 19, launched a campaign – “My Dignity, My Health, My Life” – to increase the commitment of politicians and to accelerate the national programme to improve poor people's access to adequate sanitation. The government has set up a general directorate for sanitation which will help to focus attention. Working with sectors like health, women, education and HIV/AIDS networks helps to close the sanitation gap, the coalition is finding.

**Cambodia's** activities in 2008 included motivating school children and their families to change their behaviour to safe water use; washing hands with soap, and building and using low-cost latrines. Community groups can help vulnerable families to achieve sustainable sanitation, while peer education in schools and study visits to villages are valuable tools. But few teachers have a toilet at home and so cannot be role models, technical equipment for latrine construction is lacking, and success depends on school principals' interest.

**Colombia** has concentrated on producing a bulletin to extend the transfer of knowledge about water and sanitation by informal oral means to a more formal written approach. But that implies a change in culture and ways of communicating, from sharing ideas spontaneously through anecdotes and jokes to formulating them in written form. The coalition said the efforts have paid off and have built confidence between members and strengthened their work. It said it is important to improve journalists' research and writing skills.

**Ethiopia's** coalition wants to see increased political commitment to WASH issues, to achieve behavioural changes, to work on communication strategies for improved hygiene practices, and to cooperate closely with the media. It held one



**Top:** Members of a neighbourhood sanitation committee in Dhaka, Bangladesh, January 2008.

**Bottom:** Hygiene education in a rural school in Prey Veng province, Cambodia, June 2008.

media forum with 30 journalists and coalition members, and plans to repeat this every three months. One lesson it has learnt is that establishing multi-stakeholder regional chapters is important to strengthen local commitment, instead of giving the chance to one government organization to lead regional campaigns.

**Guyana's** activities in 2008 were dominated by International Year of Sanitation-related work. This included distributing communication materials. Several events were organized by the National WASH Coalition, such as a celebration of Global Handwashing Day and a number of media appearances.

**India's** coalition in 2008 offered inputs to the new Urban Sanitation Policy of Government of India. It also became formally registered as an India Trust, elected Trustees, drafted a constitution and held regular meetings of the Trustees. Further, the coalition co-hosted the civil society engagement in SACOSAN III in Delhi in November, including preparing and conducting the pre-meeting, drafting and presenting the civil society resolution as well as organizing sessions and exhibition stands in the four-day conference.

**Kenya** aims, through use of the WASH Campaign, to raise the profile of hygiene and sanitation for all, in order to meet the Millennium Development Goals. Recognizing the need for multi-stakeholder participation in the sector, the coalition carried out a rapid assessment of key actors in sanitation and hygiene, and their preparedness to reach the MDGs. The coalition prepared to apply to the Global Sanitation Fund, and brought journalists to its mini national hygiene and sanitation fair. It became clear that reaching communities directly requires constant effort to link them firmly to the district water and sanitation forums.

**Kyrgyzstan's** coalition wants to put the community of Kyrgyzstan on track to achieve the sanitation Millennium Development Goal target, presenting best hygiene and sanitation practices and lobbying the Ministry of Education to approve mandatory extra-curricular lessons on sanitation and hygiene for primary school pupils. Media work included the transmission of TV and radio programmes, and there was a lecture series in

academic institutions in the south of the country. WSSCC's printed materials (postcards, booklets and brochures) were very influential in working with state organizations, which tend to be readier to act when an issue is obviously internationally recognized. Many of them were translated into both Russian and Kyrgyz.

**Madagascar's** coalition celebrated several international water- and sanitation-related events and was part of the stakeholders consulted for implementation of the Global Sanitation Fund. It worked intensively with the Ministry of Water to develop the national sanitation policy and strategy document. It also formed "School friends of WASH" and "Health care centre friends of WASH" in all parts of Madagascar. The celebration of the Global Handwashing Day in all regions was a great achievement, and one of the coalition's main successes is the inclusion of its strategy in the Madagascar Action Plan, which runs until 2012.

**Mali's** major activity was the merging of the two campaigns, End Water Poverty and WASH, in the belief that they share objectives and that the sector needs more synergy and coordination rather than new initiatives. The sanitation phase of the merged campaign was launched by the President of Mali and several well-known personalities were announced as goodwill ambassadors. A petition seeking more attention for water and sanitation issues, sent to the African Union and G8 summits, attracted more than 142,000 signatures. A consultation is being set up for a national programme to build latrines.

**Myanmar** has an informal WASH network, linked to but not financially supported by WSSCC, which was involved in several activities in 2008. The International Year of Sanitation was officially launched by the Minister of Health. There were campaigns in 30 communities, focusing on



*Top: WSSCC National Coordinator for India, Depinder Kapur, speaking at the SACOSAN civil society pre-meeting, November 2008.*

*Bottom: Global Handwashing Day celebrations in Madagascar, October 2008.*



universal access to latrines, and the network provided support to solve the WASH issues in areas affected by the Nargis cyclone. It set up a Public-Private Partnership for WASH with water and toilet companies.

**Nepal** has overall objectives to increase awareness on sanitation, strengthen partnership with the media, enhance political commitment to WASH issues, and increase sanitation spending, including the creation of a separate budget line for sanitation. Activities focused on improved media coverage (including monitoring and analysis of coverage, and involving editors as well as reporters) and lobbying politicians. Calendars, greeting cards, flipcharts, posters and other advocacy materials were widely disseminated. The value of gathering comments from the widest range of people was clear: the separate sanitation budget line has been established.



**Top:** Example of a Nepalese sanitation cartoon featured in an awareness raising calendar.

**Bottom:** Nigeria's first lady Hajia Turai Yar'Adua launching the National Hand Washing Campaign in Abuja, May 2008.

Reviewing the sanitation component of national Poverty Reduction Strategy Plan (PRSP) planning drafts showed that there were no clear strategies indicating how the nation's sanitation crisis will be addressed or funded. It is clear there is a need for institutionalized sanitation monitoring systems.

**Pakistan's** coalition worked closely with its partners, including 25 schools across the country, which tested approaches and materials and gave practical feedback. A main aim is to contribute to setting up centres for home

hygiene learning. Visible impacts in partner schools include well-maintained filter water dispensers, functioning and clean toilets and more hygienically-managed school canteens, leading to less absenteeism. The coalition continues to argue that primary attention should be given to the unacceptably high child mortality in the country. Much effort and attention to detail has gone into localizing the Urdu version of the IFH (International Scientific Forum on Home Hygiene) Home Hygiene Manual without altering its basic concepts and format, for instance making pictures culturally acceptable.

**Philippines'** coalition worked with communities in poverty and conflict-stricken areas, activities which distinguish the coalition from the other networks in the Philippines. It brings the concerns of such communities into national discussions and policy formulation. Because of the country's geography and cultural variety, the coalition has focussed on the autonomous region of Muslim Mindanao, tackling relevant issues and concerns. The civil unrest in Mindanao has made dissemination of printed materials increasingly difficult, while the importance of hands-on training has grown, because it is not lost even if people have to move. Future issues include finding ways to handle climate change, disaster preparedness and emergency response.

**Senegal's** coalition exists so far as a core group, which is due to be extended. The work of WSSCC to make more materials available in French, and visits to Senegal by staff from the Secretariat, have improved the visibility of water and sanitation issues in the country. This is shown by the number of organizations currently outside the coalition which are enquiring about WSSCC and the Global Sanitation Fund. The core group hopes that synergy can be created between the activities supported by the GSF in Senegal and the WASH Coalition, and that future work will focus increasingly on hygiene.

**South Africa's** coalition worked to start partnerships with private sector companies such as Dettol, Colgate and Unilever. It also distributed posters and pamphlets on cholera prevention and water treatment to help people to cope with the current epidemic. The special forum organized during the International Year of Sanitation - AfricaSan 2008 - culminated



in the signing of the eThekweni declaration and pledges by politicians, ensuring their commitment to improve community services.

**Sri Lanka's** coalition collaborated with different project partners during 2008. It spent time each month reviewing progress on provision of water and sanitation to people in tsunami-affected areas and conflict zones. Further activities include the preparation of standard water safety plans and bimonthly meetings monitoring achievements towards the Millennium Development Goals.

**Tanzania's** coalition found that the International Year of Sanitation opened up opportunities for new partnerships with ministries, development agencies, the private sector, district councils and community groups. The IYS certainly helped to raise the profile of sanitation. The government has acknowledged that over five million Tanzanians do not have access to any kind of toilet and more than 20 million are at risk of contracting deadly diseases. A national sanitation policy is still to be launched. A journalists' workshop was held on the benefits of using latrines and behaving hygienically: the media are commendable for sensitizing both government and individuals. Sanitation kits and WSSCC publications were distributed to participants. The task ahead is to ensure that a demand-driven sanitation policy emerges and is translated into action.

**Togo** needs a lot to achieve the Millennium Development Goals, among other things increased funds for water and sanitation. The coalition helps organizations to put in place integrated water supply, sanitation and hygiene projects. It is also concerned to raise journalists' and public awareness, and to encourage villages to improve their environment. One woman from a community which entered the coalition's healthy Village Competition said: "We are aware of our state of poverty, but a poor person who lives in a state of cleanliness is a rich person." The competition raised the awareness not only of the villagers but of the competition judges.

**Uganda's** coalition recognizes that working with the media is highly important, as is capacity building to improve the communication skills of community workers, and lobbying to integrate

related topics in the school curriculum. The integration of WASH into the activities of the National Community of Women Living with HIV/AIDS has been very beneficial to the members as it helps them to live in a clean and hygienic environment and avoid opportunistic infections.

**Ukraine's** WASH coalition, which was active in 2003-2004, worked in 2008 to reinvigorate and reinvent itself with a strong focus on sanitation problems. Progress during the year included the launch of several publications, the production of a five-minute sanitation TV documentary, and the decision by the Water Museum in Kiev to display examples of sanitation problems worldwide and in Ukraine, and the solutions to them.

**Uzbekistan's** coalition is still very new, operating primarily in the north-west of the country (Karakalpakstan) and working with communities and schools on hygiene promotion. Regional cooperation has been strengthened through participation in the Regional WASH meeting, which took place in Bishkek, Kyrgyzstan. The coalition's 2008 programme included a number of workshops and public events on sanitation and hygiene for community, students and youth at local the level and at the Medical University in Karakalpakstan.

**Zimbabwe's** coalition and its partners have done a lot to improve coordination and mobilize resources. It has overseen the formation of a National Sanitation Task Force and has launched a half yearly e-newsletter. The political situation meant the Sanitation Fair was reduced from three days to one, and hygiene promotion in schools and health clubs had to be cancelled in the face of other priorities like the production of health flyers during the cholera outbreak. The coalition has learnt that the current economic and political challenges in Zimbabwe make the aim of strengthening links between government and NGOs difficult to achieve. Partners need flexibility and innovation, and patience is required from partners to achieve anything at all.

**IN THE DEVELOPING WORLD ROUGHLY 90% OF SEWAGE IS DISCHARGED UNTREATED INTO RIVERS.**



*WSSCC's National Coordinator for Zimbabwe, Mrs. Nomathemba Neseni, talking to the press in April 2008.*

## 7

## FINANCIAL SUMMARY

WSSCC's financial condition entering 2009 is good. The overall balance carried forward on 31 December 2008 was USD 18,114,599. Spending on activities was satisfactory for all departments, although the Global Sanitation Fund's main budgeted expenditures are disbursements to Executing Agencies in country, and these will take place beginning in 2009.

Balance carried forward on 01.01.08	USD 2,240,235
Income during 2008	19,747,550
<b>TOTAL FUNDS AVAILABLE</b>	<b>21,987,785</b>
Firm Commitments	-152,960
Disbursements	-3,720,226
<b>TOTAL EXPENDITURE</b>	<b>-3,873,186</b>
Balance carried forward on 31.12.2008	USD 18,114,599

### Expenditures

Expenditures for activities and staff in WSSCC's three departments, plus governance and management costs, totalled USD 3,873,186. The expenditures breakdown by department:

Department	% of Total Expenditures*	% Expended on Activity Costs - % Expended on Staff Costs
Networking and Knowledge Management	29%	80% - 20%
Advocacy and Communications	31%	72% - 28%
Global Sanitation Fund	10%	72% - 28%
Governance and Management	30%	23% - 73%

\* Includes total of firm commitments and disbursements.

### Income

WSSCC received income from six donor governments. The Netherlands, Norway, Switzerland and the United Kingdom continued to support WSSCC, as they have traditionally done through the years. Sweden returned to the donor family after an absence of several years

and Australia became a first-time donor. The contributions and respective governmental agency were as such:

Donor	Amount (USD)
Australian Government Overseas Aid Program (AUSAID)	479,813
UK Department for International Development (DFID)	1,782,445
Netherlands Directorate-General for International Cooperation (DGIS)	12,600,000
Norwegian Agency for Development Cooperation (NORAD)	570,459
Swiss Agency for Development and Cooperation (SDC)	1,930,095
Swedish International Development Cooperation Agency (SIDA)	2,384,738
<b>TOTAL INCOME</b>	<b>19,747,550</b>

### Important Financial Management Developments

Long-term donor agreements were signed in 2008 and now follow a multi-year, multi-donor pooled funding system adopted by the Steering Committee and the common reporting associated with it. All bilateral donors are satisfied with the approach.

Within the World Health Organization, which serves as the legal and administrative host of WSSCC, a new 'global management system' was implemented in 2008. In the long term, the system will lead to better and clearer financial management and more accountability to donors.

WSSCC began development of a Monitoring and Evaluation Protocol, to be completed and implemented in 2009. Future annual reporting by WSSCC to its donors will include a general description of the progress of the activities, and specific notes on the results, impact and sustainability of the results.

A detailed financial report is available from the WSSCC Secretariat upon request at [wsscc@who.int](mailto:wsscc@who.int).

Visit [www.wsscc.org](http://www.wsscc.org) to download, read or print these freely available publications from the Water Supply and Sanitation Collaborative Council\*.

- ▶ Advocacy Sourcebook (2003)
- ▶ Community-Driven Development for Water and Sanitation in Urban Areas (2005)
- ▶ Compendium of Sanitation Systems and Technologies (2008)
- ▶ For Her It's The Big Issue (2006)
- ▶ Global Sanitation Fund – Investing in Sustainable Sanitation and Hygiene (2008)
- ▶ Global WASH Forum Proceedings (2005)
- ▶ Household-Centred Environmental Sanitation (2005)
- ▶ International Year of Sanitation Advocacy Kit (2008)
- ▶ It's The Big Issue – WASH Campaign (2002)
- ▶ Listening (2004)
- ▶ Making Every Drop Count – Financing Water, Sanitation and Hygiene in Ethiopia (2005)
- ▶ Making Every Drop Count – Financing Water, Sanitation and Hygiene in Sierra Leone (2005)
- ▶ One Fly is Deadlier than 100 Tigers: Total Sanitation as a Business and Community Action (2008)
- ▶ Partnerships in Action (2006)
- ▶ Sanitation and Hygiene Promotion – Programming Guidance (2005)
- ▶ Sanitation is a Business – Approaches for Demand-Oriented Policies (2004)
- ▶ Tackling a Global Crisis: International Year of Sanitation 2008 (2008)
- ▶ Vision 21 (2000)
- ▶ WASH Case Studies Series – Ethiopia (2008)
- ▶ WASH Case Studies Series – Madagascar (2008)
- ▶ WASH Case Studies Series – Nepal (2008)
- ▶ WASH Coalition Building Guidelines (2008)
- ▶ WASH Media Awards Compendium (2004)
- ▶ WASH Media Awards Compendium 2007-2008 \*\*
- ▶ WASH Media Guide (2004)
- ▶ WSSCC Annual Report 2007 (2008)
- ▶ WSSCC Information Brochure (2008)
- ▶ WSSCC Progress Report 2000-2003 (2004)
- ▶ WSSCC Reference Note – HIV/AIDS & WASH \*\*
- ▶ WSSCC Reference Note – Disaster Risk Reduction and Emergency Response for WASH \*\*

\* English-language publications; check [www.wsscc.org](http://www.wsscc.org) for availability of certain titles in French and Spanish

\*\* Forthcoming in 2009

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#### SOURCES FOR STATISTICS:

International Year of Sanitation (IYS) Advocacy Kit/UN-Water, WHO/UNICEF JMP 2008, UNICEF media kit for the IYS, "Tackling a global crisis: International Year of Sanitation 2008," UN-Water.

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This Annual Report and other WSSCC publications are also available at [www.wsscc.org](http://www.wsscc.org).



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# THE WIDE WORLD OF WSSCC



- |                 |                |                  |                       |
|-----------------|----------------|------------------|-----------------------|
| 1. Bangladesh   | 10. Guyana     | 19. Nepal        | 28. Tanzania          |
| 2. Benin        | 11. India      | 20. Nicaragua    | 29. Thailand          |
| 3. Brazil       | 12. Jamaica    | 21. Niger        | 30. Togo              |
| 4. Bulgaria     | 13. Kenya      | 22. Nigeria      | 31. Trinidad & Tobago |
| 5. Burkina Faso | 14. Kyrgyzstan | 23. Pakistan     | 32. Ukraine           |
| 6. Cambodia     | 15. Madagascar | 24. Philippines  | 33. Uganda            |
| 7. Colombia     | 16. Malawi     | 25. Senegal      | 34. Uzbekistan        |
| 8. Ethiopia     | 17. Mali       | 26. South Africa | 35. Zimbabwe          |
| 9. Fiji         | 18. Myanmar    | 27. Sri Lanka    |                       |

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