

International Solidarity for **Water** and **Sanitation** European citizens **take action**



ALIANZA
POR
EL AGUA



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Editors Note: the figures given in the document are presented in Euros. The exchange rates as at 15 January 2009 were used to convert figures in pounds and Swiss francs (£1 = 1.13 € and CHF1 = 0.67 €)

Prologue

We are living in an increasingly globalised world and as such, we cannot remain indifferent to the suffering of our fellow citizens. An unacceptable proportion of the Earth's population still lacks access to water and sanitation. Resolving this problem is key to improving access to health, education and thus the ability to face the many other challenges of development.

People with easy access to water and sanitation can provide important support to those without access. Solidarity for water involves a heightened awareness of others, an awareness that, as shown in this document, has already led to a wide range of initiatives and actions. People in Europe are keen to work to help their fellow global citizens. Exchanges and debates organised among the different stakeholders on their actions, projects and their effectiveness, have given rise to two potential avenues for increasing and improving these actions.

Firstly, the existence of a national legal framework in countries of the North that facilitates international solidarity actions for water is essential. Only an enabling context will encourage actions to be taken on a significant scale and according to sound and effective practices.

Secondly, in this increasingly inter-connected world, we can no longer work alone. Close collaboration is needed to seek synergies, bringing together the stakeholders of solidarity initiatives, bilateral programmes and multi-lateral partners.

Our objective is to increase the impact of international solidarity actions for water and sanitation, now and in the long-term.

Jacques Oudin

Vice-President of the Vendée General Council

President of the Group d'échanges Commission nationale
de la Coopération décentralisée / Comité national de l'eau



The Challenges of Water and Sanitation

The global water crisis represents one of the main challenges to human development of the 21st Century. More than one third of humanity is affected, with 1.1 billion people still lacking access to safe water and 2.6 billion without basic sanitation.

Rapid population growth, industrial development, urbanisation and the need for water for irrigation are putting enormous pressure on water resources. Added to this are the effects of climate change, which some estimates calculate could lead to a further 1.8 billion people living without access to water by 2080.

The water and sanitation crisis has severe consequences on many aspects of human development. It has a greater impact on poor communities who pay the highest prices in the world for water, thus impoverishing them further. It has devastating effects on health, as contaminated water and a lack of sanitation cause many chronic illnesses which can lead to life-long health problems and which kill 10.6 million children under five each year. The crisis also extends to education, affecting children's cognitive development and causing them to miss school due to illness, thus inhibiting their personal development. The lack of water and sanitation also exacerbates gender inequalities. Education and future livelihood opportunities for women are greatly reduced as girls are frequently kept from school to fulfil the chore of collecting water, or drop out once they reach puberty due to a lack of toilets at school.

This situation reinforces the extreme inequality of opportunities that exists both among poor and rich nations and among the inhabitants of a country.

The right to water and sanitation for all

In 2000, during the United Nations general assembly in New York, the member nations' heads of state undertook to reach the Millennium Development Goals (MDG), fixing within Goal 7 the target of halving the number of people without access to a sustainable safe water supply and basic sanitation by 2015.

In this context, in recent years many initiatives have emerged to raise awareness and mobilise the general public regarding water and sanitation. In 2002 the Committee of Economic, Social and Cultural Rights recognised water as a human right. 2003 was declared international year of freshwater. 2005-2014 was declared the "Water for Life" Decade. The UNDP's annual human development report of 2006 was dedicated to the water crisis and 2008 was declared international year of sanitation. 2008 was also the year of the first international expo dedicated to water and sustainable development in Zaragoza, Spain. These initiatives, along with many others, draw attention to the need to take action. The principle of solidarity, based on the conviction that we have the duty and the responsibility to help our fellow citizens, motivates us to take action and work together to share access to water and sanitation among peoples, regions and nations.

International solidarity initiatives aim to reduce the gap between rich and poor in terms of access to water and sanitation. They offer support where national government policies are unable to meet the basic needs



The role of networks; the need to work together

of their populations, whether it be due to a lack of technical or financial resources. These actions provide access to the poorest and most isolated populations, paying particular attention to rural and peri-urban areas, often overlooked by larger aid programmes.

These actions contribute towards four fundamental needs:

- Provide access to water and sanitation for all,
- Reduce the consequences of lack of water and sanitation on hygiene and health,
- Reduce the burden on women and children of collecting water,
- Strengthen the capacities of local structures (local authorities, community associations, NGOs) whose role is increasingly being recognised and which are able to respond more effectively to local needs.

To tackle these issues, international solidarity actions raise awareness in both the North and South regarding the importance of water and sanitation, build infrastructure such as water networks, pumps, wells and latrines, build service management structures and provide training and capacity building.

As specified in the Zaragoza Charter that was drawn up by the Water Tribune during the international Expo on "Water and Sustainable Development", we must "encourage alliances between the public and private sectors that make it possible to join forces so that universal water supplies and sanitation become a reality". History has shown that no organisation is able to provide sustainable solutions to development challenges on its own. Solidarity actions involve all stakeholders, including governments, local authorities, civil society and the private sector in both North and South, as well as multilateral institutions. Combining our efforts is crucial if we are to succeed in combating the water and sanitation crisis.

Indeed, international solidarity actions have proven to respond effectively to meeting water and sanitation needs. By building lasting ties with partners in the South, experiences can be shared and capacities built, guaranteeing the sustainability of the actions. There are many different stakeholders involved in solidarity actions, adopting various fundraising approaches and operating methods, offering a wide range of solutions to help meet these great challenges facing humanity. Yet these initiatives are not well-known, and deserve to be more widely promoted among all water sector stakeholders.

In September 2008, within the framework of the Expo in Zaragoza, the Spanish network "Alianza por el Agua" and programme Solidarité Eau (pS-Eau) organised a meeting of European stakeholders in international solidarity actions for water and sanitation.

This document presents the many different actions highlighted during this meeting. It aims at inspiring other European stakeholders to participate in finding sustainable solutions and creating synergies through networks, thus helping to guarantee access to water and sanitation throughout the world.

Europeans take action

Europeans are increasingly aware of climate change issues and environmental problems. Water has become a key concern for everyone. In Europe we are affected by floods, droughts and increasing restrictions on our consumption of this crucial resource. We are increasingly aware of how lucky we are not to have severe shortages, while in many countries around the world millions of people must live without access to the basic services of drinking water and sanitation.

This issue is mobilising citizens in many industrialised countries of the world, particularly in Europe. They are taking action to help people in countries of the South without access to these services. The way in which they show their solidarity differs from country to country, depending on cultural, social and political factors.

The practice of twinning between cities in different countries began at the end of the second world war to bring people of the axis and allied nations together. This has developed in France to become a strong tradition of decentralised cooperation for development between French local authorities and their sister-cities in the South. This practice has given rise to the creation of a legal and political framework to facilitate such actions specifically in the water and sanitation sector. In Italy and Spain, local authorities are also involved in decentralised cooperation.

In England, the charity sector is strongly supported by the population who regularly make donations to organisations that support a cause they feel is important. One NGO, WaterAid, stands out as the reference in the water and sanitation sector and benefits from wide support from sector stakeholders and water users.

Water and sanitation sector employees in European countries such as the UK, France and Holland are also involved in international solidarity actions, often contributing their expertise to projects in the South. Furthermore, a growing culture of corporate

social responsibility is leading more and more private and public water utilities to take action and to mobilise their customers to support water and sanitation projects.

Attempts underway in Belgium and Italy to modify the legal framework to facilitate local authorities' and water sector organisations' ability to undertake solidarity actions also reveal a movement that is crossing borders. Switzerland is also testing a mechanism that it would like to see extended to all the cantons.

In this chapter, we describe a few examples, the list is far from exhaustive, of actions taken by stakeholders in international solidarity for water and sanitation in seven European countries: Spain, France, Italy, the United Kingdom, the Netherlands, Belgium and Switzerland. We have tried to highlight what motivates their actions, how they mobilise the people around them and we give some practical information and contacts to find out more.



S. Münzer

In Spain

From the North of Spain, that enjoys abundant water resources, to the East coast which had to resort to bringing in drinking water by ship during 2008, the people of the Iberian Peninsula are well versed in the importance of water. Initiatives to encourage good local management of the resource are juxtaposed with actions of international solidarity.

A multi-stakeholder alliance uniting Spain and Central America

www.alianzaporelagua.org

Launched just two years ago in October 2006, the initiative to create an alliance for water sprang up in response to the major economic and social problems caused by a lack of access to drinking water in Central America. Alianza por el Agua mobilises various resources (financial, political, information, research, technical support etc.) to promote the right to water and sanitation for the populations of Central America and, in the context of MDG 7, to provide at least 5 million inhabitants of this region with access to these basic services by 2015.

To achieve this objective, Alianza por el Agua promotes integrated actions and inter-sectoral collaboration, to maximise the quality and scale of each sector's actions to facilitate access to water and sanitation. The alliance also works to promote solidarity between Spanish and Central American water users, raising their awareness about resource preservation and using it in a more sustainable way.

Members of Alianza por el Agua

The founding Members of the alliance are the Spanish Ministry of the Environment and Rural and Marine Resources, the Ministry of Foreign Affairs and Cooperation, the United Nation's Millennium Goals' campaign in Spain, Expo Agua 2008 (organiser of the Expo Zaragoza 2008 Water and Sustainable Development) and the Ecology and Development Foundation, ECODES.

In Spain, 39 institutions belong to the alliance (local authorities, water supply companies, research centres and NGOs).



In Central America, more than 100 institutions and organisations have joined the alliance, including the regional representation of the Central American Environment and Development Commission (CCAD), part of the Central American Integration System (SICA), various regional organisations through which government institutions and civil society participate and national members (local authorities, universities and associations) within each country of the region.

Building and coordinating a multi-stakeholder network

Coordinating a network whose members come from several countries and two continents is not easy. During its first campaign Alianza por el Agua had to work hard to convince and mobilise both Spanish and Central American citizens. They were then confronted with the issue of competing interests, as other NGOs belonging to the network also seek funding from the public. Another challenge is how to translate savings on water consumption into funds for projects.

The distribution of network members in different geographical zones complicates communication; organisational and cultural differences between Spanish and Central American organisations required specific strategies to be developed for each. Awareness-raising messages needed to be carefully targeted.

The Actions carried out by Alianza por el Agua

In its first two years, Alianza por el Agua has collaborated with Spanish research and opinion centres to train more than 40 Central American technicians, organise training workshops on basic sanitation for more than 100 participants and to organise specialised workshops on water resource legislation in Central American countries. Thanks to support from the Spanish Ministry of the Environment and Rural and Marine Resources, the Alliance has also financed the 21 small-scale projects in rural communities, benefiting more than 60 000 people and has established a "bank" of projects to bring Spanish and Central American partners together.



Jesus Antonanzas

Women washing clothes in Guatemala

Despite these difficulties, the alliance has brought together more than 100 members in its first two years.

A Unique Initiative

Thanks to Alianza por el Agua, Spain and Central American nations are able to share information as well as technological and financial resources. It owes its success particularly to the support of the Spanish Ministry of the Environment and Rural and Marine Resources, the International Development Cooperation Agency, the participation of the main Spanish water supply companies as well as the wholehearted participation and appropriation of the initiative by the Central American partners. Key to its ongoing success are its flexibility and adaptability.

A water supply company and a municipality team up

www.amvisa.org

AMVISA (Vitoria Municipal Water Company) is a private municipal company whose objective is to provide water sourcing, treatment and distribution services as well as waste water treatment services. It collaborates with the development cooperation department of the Vitoria-Gasteiz municipality.

The objective of this partnership is to build synergies between the two entities, so that each may bring their expertise to the cooperation projects implemented by the municipality. Thanks to their technical know-how, particularly as regards setting up sustainable water supply services, the two partners add value to the work carried out by the NGOs.



Ayuntamiento
de Vitoria-Gasteiz
Vitoria-Gasteizko
Udala



AMVISA
AGUAS MUNICIPALES DE VITORIA S.A.
GASTEIZKO UDAL URAK E.A.

The Importance of Political Will

In 1988, Vitoria-Gasteiz was one of the first Spanish municipalities to dedicate a percentage of its budget to cooperation actions. In 1991, thanks in particular to strong support from within the municipality, it was also decided that AMVISA would dedicate 0.7% of its budget to such actions. This political impetus was the starting point for the various actions developed, generating an excellent environment for mobilising the solidarity of both citizens and AMVISA employees. The employees derive both professional and personal benefits from being involved.

In getting involved in cooperation projects, AMVISA had to tackle certain difficult issues, such as deciding what projects to support, selecting the appropriate technologies to use, making the move from infrastructure construction to service management and fixing pricing policies.

Reinforcing the collaboration between AMVISA and the municipality's cooperation department, political support and the strong motivation and technical expertise of AMVISA's employees enabled these questions to be answered and tangible results to be obtained. In 2007, AMVISA dedicated €132 000 to cooperation projects.

An AMVISA project in Ethiopia ►

Construction of 5 boreholes for drinking water in the Afar region. The project includes borehole construction, drinking troughs for the animals, environmental protection actions, hygiene education and training in borehole maintenance and upkeep. 75 000 people have directly benefited from this action.



AMVISA

An Innovative Partnership in the Basque Country: URA and UNESCO Etxea

www.uragentzia.net • www.unescoeh.org

Attached to the Department for the Environment and the Management of the Basque Government Territory, the Basque Water Agency, URA, was created in 2006 to ensure application of national and European water policy in the region. Since 1991, UNESCO Etxea (UNESCO centre for the Basque Country) implements UN principles, programmes and lines of action in the region.

The commitment made by the Basque Country in 2004 to the Millennium Declaration meant integrating these values into its external actions as well as in the internal policy of each department. Within the context of the European Framework Directive on Water, the Basque Government decided to impose a levy from 2009 on excess water usage. Six euro

cents will be charged for each cubic metre consumed over and above 130 litres of water per person per day.

In July 2008, the Council of the Basque Government decided to dedicate 5% of the income generated by this levy to improving access to water and sanitation for the most vulnerable populations in developing countries. These funds will be additional and complementary to those designated for development cooperation.

Translating the local government's commitment into a concrete proposal for action and ensuring the MDG concepts and the right to water were fully understood by Basque civil society took time. The initiative has been able to become a reality thanks, in particular, to the political commitment of the Basque Government and the unconditional support of the UN Office of the Water Decade which has its headquarters in Zaragoza.



Jesús Antónanzas

In France

Thanks to a national network, a specific legal framework and the considerable mobilisation of local authorities, water companies and users, water and sanitation sector stakeholders in France are very much involved in international solidarity.

A new legal framework

Since 1992 a law allows French local authorities to finance development cooperation projects from their general budget targeting local authorities in the South with which they have signed official cooperation agreements.

1% of the water and sanitation budget mobilised

In 2005, the Oudin-Santini Law went even further, allowing (but by no means obliging) local authorities and water agencies to also dedicate up to 1% of their water and sanitation budget to cooperation actions in this particular field. In this case, no pre-existing contractual relationship is required. Many local authorities and all six water agencies have already put the law into practice.

The different local authorities take varied approaches in developing and implementing their solidarity projects and involve a wide range of sector stakeholders including NGOs, water sector employees and water supply companies.



S. Münzer

Funds raised by the new Oudin-Santini law

In developing countries, French local authorities support the construction of infrastructure and the building of local capacities. In 2008 the total financial support provided was 17 million euros. For the moment, urban authorities contribute 3 million, city councils 3 million, water authorities 3 million, smaller authorities 3 million and the water agencies contribute 5 million. If all local authorities applied the law to the maximum of 1% of their water and sanitation budget, a potential total of 120 million could be mobilised. In 2008 this funding supported 300 projects.

Specialised NGOs

Programme Solidarité Eau : a network of 20 000 correspondents around the world

www.pseau.org

Created in 1984, pS-Eau is a network of water, sanitation and solidarity sector stakeholders in France and abroad. Its main mission is to encourage networking between water sector stakeholders to improve the effectiveness of solidarity actions between France and countries in the South aiming at improving access to water and sanitation in developing countries. To achieve this objective, it informs stakeholders on the issues at stake in the sector, supports international solidarity actions and encourages sharing

G. Aubourg



of experiences by developing activities of exchange, capitalisation and information dissemination.

pS-Eau coordinates a network of 20 000 members, including technicians, researchers, elected officials, water and sanitation sector employees and NGOs. Its members, representative of all sectors relating to water and sanitation, comply with a charter ensuring the focus of their efforts. Supported by the French public authorities¹, local authorities², and NGOs³, pS-Eau consists of a team of 12 people. It produces many reference tools in the field.

¹ Ministry of Foreign and European Affairs; Ministry of Ecology, Energy, Sustainable Development and Territorial Planning; Ministry of Immigration, Integration, National Identity and Development; French Development Agency.

² Grand Lyon, Conseil Général 34, etc.

³ Gref, Eau Vive...

Eau vive : an NGO helping people to show their solidarity

www.eau-vive.org

Eau Vive is an NGO that works in West Africa. Its approach for 30 years has been to build the capacities of local stakeholders in the South to become drivers of their own development. By supporting Eau Vive, French local authorities, water agencies, company employees and citizens are involved, supporting projects, participating in awareness-raising campaigns in France and creating local Eau Vive branch-associations within their own communities.

Aquassistance and Veolia Environment Foundation: water companies' employees take action

<http://aquassistance.blogspot.com> • www.fondation.veolia.com

Aquassistance is a humanitarian association of the GDF SUEZ group made up of staff members who volunteer their time and expertise in the fields of water, environment and waste management to help populations in difficulty. The association provides support in the form of its members skills and equipment. The group's staff members take time from their annual leave to contribute to the projects carried out in partnership with other French stakeholders in international solidarity.

The Veolia Environment Foundation, which provides financial support to many solidarity projects in France and abroad also puts the time and extensive expertise of the 500 volunteers of Veoliaforce at the disposal of associations, local authorities and international solidarity stakeholders. They intervene in the field in both emergency situations and as part of longer term development actions, during their work time while being paid by their company. The Foundation organises their action and the logistical aspects, and finances the equipment needed for their missions.



The Actions of the Grand Lyon in figures

- Funds attributed: 0.4% of water and sanitation revenues, i.e. around €600 000 / year, plus the philanthropy of Veolia Water of €300 000 / year totalling between €900 000 to €1 000 000 /year.
- Human resources dedicated: in the North, one full-time engineer, one third-time engineer and volunteers totalling one full-time equivalent. In the South, two full-time project managers.
- The populations supported: 250 000 people since 2004.



Jeanne Debeauvais

Local Authorities are Active in International Solidarity for Water

Grand Lyon: a committed local authority

With the intention of becoming a confirmed stakeholder in international solidarity for water and sanitation, Grand Lyon made a political commitment to contribute to the MDGs during the World Summit on Sustainable Development in Johannesburg. Fulfilling this objective, Grand Lyon has developed two mechanisms for showing its solidarity:

1. The "Water Fund" to finance projects. Grand Lyon and Véolia Water (the company responsible for water distribution on behalf of Grand Lyon) contribute to the fund, then launch calls for proposals. For each project financed, an agreement is signed between the Grand Lyon and an NGO in charge of managing and implementing the project on behalf of the local authorities in the South.
2. Decentralised cooperation actions, based on the exchange of know-how between local authorities in the North and South. The Council decides on whether to sign a cooperation agreement between Grand Lyon and the local authority in the South and fixes the annual budget that will be dedicated to it. For this type of action, Grand Lyon incurs the expenses directly, without any transfer of funds to the partner authority or an NGO.

Grand Lyon currently has partnerships in Lebanon and Madagascar which are co-financed by the French Ministry of Foreign Affairs and the EU respectively.

www.grandlyon.com/Presenter-un-projet-au-Fonds-Eau.3151.0.html

Solidarity - more than just financing: SEDIF in Cambodia

A public company, the *Syndicat des eaux d'Ile-de-France* (SEDIF), is responsible for supplying water to 144 boroughs in the Paris region. SEDIF's administrators consider that, as a public service, they must help the poorest populations both in France and abroad have access to water supply services. Setting aside €0.006 per m³ of water consumed, they raised €1.6 million in 2008. Seventeen years of solidarity actions have seen the completion of 300 operations with partner NGOs to directly help 2.25 million people in 18 countries.

In Cambodia, the local authority, SEDIF and an NGO (GRET) have been collaborating to build a water supply system in Pech Changva, a village 70 km from Phnom Penh with a population of 3 312. The local authority was supported to lead the project to improve rural water supply and refine a technical model for replication in similar villages.

Delegated management of the water supply system was established via a contract between the future management team and the public authority with overall responsibility. Complementary funding was mobilised from local private investors to strengthen the delegated management team.

This project illustrates several ways in which international solidarity actions provide more than just financing. It highlights the complementarity between a local authority and a development NGO as well as the importance of commitment over several years. It shows how this type of action can mobilise local funds and be replicated by institutional donors.

www.sedif.com

In Italy

Italy is the greatest consumer of bottled water in the world. The Tuscany region hopes to reduce this practice by raising awareness about wasting water resources and promoting international solidarity actions focusing on good governance and reaching the MDGs. In the provinces of Turin and Venice, similar actions are being implemented.

The Water Right Foundation, initiator of a multi-stakeholder partnership

info@wrf.it

Water Right Foundation was created in 2005 by the local authorities of the Tuscany Region already active in water solidarity actions through their solidarity fund, "L'Acqua è di tutti". WRF is a non-profit organisation intended to promote cooperation, research and training actions on the right to water and sustainable water resource use.

In 2007, WRF and the town of Florence created the Multi-partnership for application of the right to water and sanitation (IMADA) to bring together all stakeholders, nations, towns, regions, associations and public and private utilities, to promote the "1 euro cent for Solidarity". The partnership was formed with the support of the UNDP in the context of the platform for innovative partnership actions and with the World Alliance of Cities Against Poverty.

Since 2003, decentralised cooperation projects have contributed to providing access to populations in Latin America, Africa and Asia through specialised NGOs and agreements between Water Right Foundation and local governments in these regions.

WRF also organises awareness-raising campaigns in Italy on the environment, saving water, and international solidarity.

1 euro cent per m³ consumed = 2 million people with access to water

Funds are mainly raised by the water and sanitation utility, Publicacqua S.p.a. which takes one euro cent per cubic metre consumed by the population. It entrusts this money to WRF. Funds are also contributed by the Tuscany region and banking foundations.

From 2003 to 2007, Water Right Foundation raised €1 450 000, thanks to users from the Tuscany region (around 1 500 000 inhabitants), the local authorities, banking foundations and other institutions who contributed co-financing to the solidarity projects.

Around 2 000 000 users now have access to water thanks to 22 projects carried out in Africa, and in Morocco and Palestine.

Other initiatives in Italy

Acqua bene comune (2004). This fund was also created by taking 1 euro cent per cubic metre consumed by the 630 000 inhabitants of Venice and Treviso provinces. The funds raised are used to finance water projects in Africa and Latin America.

Solidarietà a Torino (2004). The province of Turin dedicates one thousandth of a euro per cubic metre billed to funding international cooperation projects aimed at building sustainable water resource management models.



In the United Kingdom

WaterAid is a British NGO focusing specifically on the provision of water supply and sanitation systems and hygiene education to the most impoverished populations around the world.

For almost 30 years WaterAid has been working with the populations of the South thanks to donations by those in the North

www.wateraid.org

WaterAid was founded in 1981 following the commitment of water industry employees and authorities to respond to the UN 1981-1991 Drinking Water Supply and Sanitation Decade. That year, water industry employees raised £25,000 (€28 250).

Since then, WaterAid has been working to enable the world's poorest people to gain access to safe water, sanitation and hygiene education. These basic human rights underpin health, education and livelihoods and form the first, essential step in overcoming poverty.

WaterAid works with local partners, who understand local issues, and provides them with the skills and support to help communities set up and manage practical and sustainable projects that meet their real needs.

WaterAid also campaigns locally and internationally to change policy and practice and ensure water and sanitation's vital role in reducing poverty is recognised.

Organising regional and national fundraising events

Throughout the 1980s the formation of regional WaterAid fundraising committees, based in many of the UK water industry's organisations, enabled more and more organised fundraising events to take place.

The privatisation of the water supply and sewerage authorities in England and Wales in 1989 saw the creation of nine companies and regulatory bodies. The new entities and their staff pledged to continue their support for WaterAid's work and to this day remain a valuable and pro-active group of core supporters.

Now, the staff of the water companies, supported by WaterAid's Regional Team, carry out a range of fundraising activities to raise as much as £4 million (€4.5 million) per year for WaterAid.

Water industry employees participate in or organise many different sporting or cultural fundraising events to mobilise their friends, families and communities. For instance marathons and triathlons, golf or cricket tournaments, charity balls and thousands of small-scale local fundraising events.

One such event, the **Munro Challenge**, aims to put teams of four to six people on each of the Munros in Scotland and peaks of over 3000 feet (914.4m) in England and Wales on the same day! In 2007 almost 3000 people participated, raising £250 000 (€282 500) for WaterAid !

For many more ideas: www.wateraid.org/uk/get_involved/events/default.asp

WaterAid in figures for financial year 2007-2008

- £40.3 million (€45.5 million) raised
- around 160 000 regular givers
- 1 million people with access to water
- 3 million people with access to sanitation

WaterAid



"Sing for Water", another fundraising event

Approaching the general public

The annual Customer Appeal is the foundation for raising funds from individuals. It is negotiated on an annual basis with each company. Companies often contribute to the cost of the leaflet which is usually distributed with the water bills. Thus WaterAid reaches each household and strengthens people's awareness of their own access to water and sanitation services in comparison with the thousands of people who do not have such access.

Besides fundraising, WaterAid's individual supporters also take part in campaigning activities. Communication and feedback to donors is generally via a twice-yearly magazine (Oasis) and a twice-monthly e-newsletter. Water companies and other organisations have regular features in their own magazines and staff communications on what their own employees, customers, companies and local groups are doing for WaterAid.



Participant in a triathlon raising money for WaterAid

WaterAid and its Donors

Working so closely with the public, WaterAid must answer many, often conflicting, questions. Some examples are:

- "Why does administration cost so much? • I want all of my money to go to projects. Why do you send me so much information – surely a magazine every six months is a waste of money? • I don't want my money to go to corrupt African governments. Yet another conference and policy paper – how does it make a difference to people's lives? • Surely you can't be independent if you are so heavily supported by the privatised water companies – surely they really run WaterAid."

These issues and others are addressed through the development of high quality marketing and communications materials that help the public to understand what is at stake.

Additional challenges include securing funding for policy, advocacy and campaigning work, managing increasing amounts of restricted funding from bi-lateral and multi-lateral donors, and the increased competition for funding from sources such as Trusts and Foundations. Measures to overcome such challenges include taking a strategic approach and developing robust contract management systems.

WaterAid's income has grown significantly in the last five years and continues to grow. This is thanks, among other things, to WaterAid's excellent relationship with water companies, a relatively low-cost annual public appeal and attracting donors and supporters who want to know specifically about water and sanitation, and therefore are likely to be more loyal to WaterAid as the UK's main development agency focusing on these issues.

WaterAid

In The Netherlands

Known for its innovation in water treatment and management, the Dutch water sector is contributing actively to the targets of MDG 7. Eager to share their expertise, both private and public entities are motivated by a strong sense of corporate social responsibility and the employee satisfaction and motivation that come from contributing to solidarity actions.

Vitens-Evides International, Pioneering Partnerships

www.waterforlife.nl • info@waterforlife.nl

The Netherlands' two largest water providers, Vitens and Evides, serve 7.8 million people. Both are privately structured but publicly owned, and in 2006 they decided to join forces to establish Vitens-Evides International (VEI) to contribute to reaching MDG 7.

Over more than 100 years, Vitens and Evides have amassed extensive knowledge and expertise in the sector and are among the top in the world in service quality and reliability. They wish to share their knowledge and expertise with water utilities in developing countries. An element of motivation for their employees, Vitens and Evides' involvement in international activities is also valued by their customers. The Dutch Government's commitment to the MDGs provides a national supporting context for this endeavour.

VEI's main activity is to build partnerships with local water providers in developing countries to help them improve their operational performance and become more independent and financially viable. This in turn will help ensure sustainable water services to the population. VEI is considered a pioneer in developing these Water Operator Partnerships (WOPs). VEI is currently working in WOPs in Mozambique, Yemen, Vietnam and Mongolia.

Communication is key to fundraising

Vitens and Evides contribute €1 million each to VEI per year. To supplement this money, the **Water for Life** foundation (created by Vitens) carries out fundraising actions targeting both its domestic and commercial customers. Via the water bill, flyers are sent to customers with a request to contribute to projects in developing countries. Clear communication to customers is crucial to ensure they understand the issues at stake and the objectives of VEI.

Customers may make a one-off donation or sign up to give a fixed amount per day of 5 cents, 10 cents or 15 cents, adding up to a yearly contribution of €18, €36 or €54. For the year 2007 the funds raised were approximately €600 000.

Currently 15 000 households, representing 50 000 people, as well as corporate clients participate in Vitens and Evides actions and the number is rising each year.



The number of people equipped by VEI in Mozambique, Yemen, Vietnam and Mongolia is estimated at approximately 500 000 inhabitants to date.

Opposite, a household standpipe in Vietnam and children in Mongolia collecting water.



Vitens-Evides International in Mozambique

- 6000 people have access to reliable drinking water
- 82 standpipes repaired, 9 new standpipes installed
- 6 new wells drilled
- The local mains network doubled (see photo)
- 105 employees trained



Aqua for All, water sector employees rise to the challenge!

www.aquaforall.nl

Created in 2002 at the initiative of water sector employees, Aqua for All is a foundation linking water and sanitation projects in developing countries with the Dutch water sector. By acting as a 'hinge' between stakeholders, Aqua for All facilitates the actions of different stakeholders thus increasing the effectiveness and impact of the programmes supported.

**One million people with access to drinking water,
600 000 people with basic sanitation**

Certain funds are raised through partnerships with the business and knowledge sectors and Overseas Development Assistance. The contribution from businesses varies between a total of 2 and 3 million €, which is doubled with Dutch Government co-financing. In 2008, Walking for Water raised €600 000.

Aqua for All also manages a pool of 140 water sector experts available for short and long term contributions both from behind their desks as well as abroad, who support projects with training, workshops, studies and institutional support. These in-kind contributions represent the equivalent of some €100 000 to €300 000 per year. In 2006-2008 some €18 million were spent to provide drinking water to more than 1 million beneficiaries and sanitation to approximately 600 000 beneficiaries. Approximately 65% is direct support to Africa.



A Sanitation Project supported by Aqua for All

Developed by Safi Sana, a Dutch holding, human excreta from the WASH blocks are mixed with extra input from other urban sources and then processed into organic fertilizers and biogas. The project is to start in Ghana and be expanded to Kenya, Tanzania and Cameroon. In a three partite partnership, the local government, local private operators and local NGOs construct WASH blocks in urban slums under a franchise model. Profit, governmental fees and extra revenues are reinvested into a revolving fund.

Walking for Water, a National Event

Aqua for All coordinates an annual (still growing) national event called Walking for Water. Pupils walk 6km with 6 litres of water on their backs, sponsored by their friends and families. Hundreds of primary schools participate, also hosting talks on water and sanitation issues. With wide media coverage of the Walking for Water campaign, many stakeholders pledge to double or triple what the children raise. Aqua for All doubles the end result. NGOs and community groups can work with schools for their own water and sanitation program objective, participating under the franchise model of walking for water.

In Belgium

Belgium is a federal state with three regions: Flanders, Wallonia and Brussels. While Overseas Development Assistance is a federal responsibility, each region is responsible for its own water provision. Therefore, solidarity initiatives in the water sector differ from one region to the next.

The need for a national framework

In Belgium, systems to introduce mandatory taxes or levies do not comply with the mandate of inter-municipal water supply structures. The country is seeking to establish a framework that would facilitate mobilisation of water users.

In May 2008 the Walloon Government voted to create an International Fund for Solidarity for Water. This fund, which is not yet operational, will receive contributions from the Walloon region, drinking water distributors, the inter-municipal sanitation authorities, donations and legacies. When it is launched, this fund will issue calls for proposals. It will also encourage decentralised cooperation actions with a focus on water through twinning relationships.

In March 2008, in the Brussels region, the local government proposed to introduce an international solidarity fund based on a levy on water of varying levels, increasing with increased consumption. The proposal is not yet approved at the time of writing.

Also active in international solidarity actions for water and sanitation, the Elisabeth and Amélie Foundation aims to support fair and sustainable water management in the South. With a budget of €100 000 in 2007 the foundation funded six projects and in 2008 after an open call for proposals, eleven projects were approved in the first half of the year, with another round in October to distribute a total of €250 000.

Flemish Partnership Water For Development

A platform for private and public stakeholders

www.watervoorontwikkeling.be

The Flemish Partnership Water for Development (VPWvO) is a platform founded on World Water Day in 2004. It brings together the Flemish Ministry of the Environment, public and private water players, the academic sphere and NGOs who wish to contribute to achieving MDG7. The population of Flanders is six million, thus the objective of the initiative is to provide the same number of people in developing countries with access to drinking water by 2015. To achieve this objective, the platform works to stimulate partnerships for co-financing and/or exchanges of knowledge and expertise.

Public and Private Funding

The Ministry of the Environment allocates a yearly budget to the platform, fixed at its discretion. Then local water sector stakeholders, public inter-municipal structures and private water companies add to these funds with voluntary contributions. Calls for proposals are held and funds are allocated to approved projects, which in particular must be proposed by at least two partners, and support the notion of water as a publicly managed good.

To permit longer-term planning, it is planned to achieve a fixed budget allocation from the new Flemish Government for the next five years (2009-2013), and raise further funds by seeking cooperation with other Government departments, increasing private sector stakeholders and academic sector members in the platform.

Members of the Flemish Partnership Water For Development

ACOD-LRB, AWW, Belconsulting n.v., Bevrijde Wereld vzw, Bierbeek gemeente, BIWM, Bond Beter Leefmilieu, Ecorem, GROEN!, Hemmis NV, IMDC, IMWV, Ingenieurs Zonder Grenzen, IPAS n.v., ISWa, IUPWare, Ninafri vzw, ORI, Pidpa, PROTOS, Safmarine NV, Taminco NV, TMWV, Vlaamse Overheid dept LNE, VLIR-UOS, VMW, VODO, Vrienden van Burkina Faso vzw, WATERLEAU, WES Onderzoek en Advies, WWF



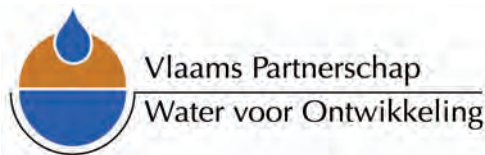
PROTOS

In 2007, Government funding was €450 000 and voluntary corporate contributions added a further €231 500. Water users are not mobilised directly, however the partners always inform their customers and stakeholders of their actions.

Significant results despite modest funds

Between 2005-2007 the Flemish Partnership Water for Development carried out 16 good quality projects. By the end of 2007, thanks to these projects, access to drinking water had been provided for 116 000 people, and 79 000 had gained access to sanitation. The support included concrete cases of knowledge and expertise transfer.

However, the amount of money generated needs to increase to achieve the objectives of reaching 6 million people by 2015.



PROTOS programme in Ecuador

Founded in 1977, PROTOS facilitates and strengthens development processes that are integrated into the local cultural and social context and that aim to improve the well-being of vulnerable populations of the South. In Belgium, PROTOS works with local authorities, schools, companies and citizens who wish to show their solidarity with people who lack access to water and sanitation, giving them the opportunity to support or get involved in projects in the field.

The programme implemented by PROTOS in the context of the Flemish Partnership Water for Development in the south of Ecuador has enabled 10 000 people to have access to a drinking water system and 20 000 to benefit from improved integrated water management.

Several Belgian partners are participating in the project, contributing both financial resources and expertise. The Flemish Environment Department provides funding and human resources to coordinate the programme. PROTOS is the technical operator of actions in the field. TMWV (inter-municipal drinking water structure), the province of Limburg and the Bruges Fund for International Cooperation also contribute financing. The VLIR-UOS University platform for international cooperation contributes expertise, as does IMDC, a private consultancy firm specialised in water management which helped develop the mathematical models to predict water availability in 3 water sub basins. GROHE, a private company making sanitary fittings provided funding and dedicates two pages to the project at the end of its catalogue distributed to clients throughout Belgium. The project benefited from €50 000 from the Flemish Government and €78 500 from other partners.

In Switzerland

Switzerland benefits from abundant water resources, considerable financial resources and excellent technical know-how – three reasons that motivate the authorities to support those who lack access to drinking water and basic sanitation. International solidarity is the "raison d'être" of Solidarit'Eau Suisse.

Solidarit'eau Suisse : an on-line platform

www.solidariteausuisse.ch • contact@solidariteausuisse.ch

Solidarit'eau Suisse was launched by the Swiss Agency for Development and Cooperation (SDC) in partnership with Swiss NGOs and the AGUASAN Group, made up of Swiss experts for water and sanitation in developing and transition countries.

Solidarit'eau Suisse is an online platform designed to bring Swiss NGOs and their partners with a project proposal into contact with municipalities or water utilities who wish to participate in solidarity actions. It thus aims to mobilise new sources of financing to contribute to achieving the MDGs. Compulsory on-line project forms facilitate the evaluation and comparison of projects. AGUASAN experts give a second opinion on proposals, to guarantee the concept and strategy is sound.

Municipalities and water utilities may contribute financing or expertise, working directly with the project stakeholders. The platform also serves as a means to share experiences and lessons learned and is maintained and facilitated by a steering committee including the most active partners.

The projects target the most vulnerable populations thanks to the local cooperation approach. Municipalities in the South are able to share know-how with their peers from the North – particularly important in the context of decentralisation.

In the first year of operation, 13 towns and villages have contributed approximately CHF 450 000 (€300 000) and several municipalities have already committed to making annual contributions. Two cantons and one city have also integrated the idea into their legislation. Thus far, annual running costs, currently borne by SDC, amount to CHF 80 000 (€53 000).

An attractive national label

Municipalities and water utilities are thus provided a simple way to participate in international solidarity actions. Those that invest 1 cent CHF (0.67 euro cents) per 1000 litres of water consumed per year are awarded the Solidarit'eau Suisse label for one year, which they can display in all correspondence and communications. As more municipalities participate, more are motivated to join.

Furthermore, when the municipality undertakes international solidarity actions, they also raise awareness regarding the value of water supply and sanitation and promote responsible consumption of water in Switzerland. The whole population is involved.

While municipal solidarity budgets may be quite small, good media coverage and committed municipalities is motivating others.

 **solidarit'eau suisse**
Gemeindesolidarität für Trinkwasser in Entwicklungsändern

Conclusion

Different ways to reach a shared goal: access to water and sanitation for all

The wide array of experiences in terms of solidarity actions for water and sanitation initiated in Europe is closely linked to the cultural, historical, legal and economic diversity of this continent. The initiatives differ both in terms of why they came about and how they have developed. They may emerge from a political drive (as in France, Switzerland or Spain), from public mobilisation (as in the United Kingdom with WaterAid) or they may be spurred on by the corporate sector (such as Vitens and Evides in the Netherlands).

Solidarity actions involving all sectors of society

Public authorities can organise fundraising systems (water levy in the Basque Country), legislate in favour of solidarity for water and sanitation (Oudin-Santini law on decentralised cooperation in France), or be drivers of new initiatives (the Flemish Partnership Water for Development in Belgium, Solidarit'eau Suisse in Switzerland).

Civil society for its part, increasingly aware of water and sanitation issues, is making huge commitments, whether it be in communication, lobbying for more public responsibility, making donations to specialised organisations or by contributing time and expertise to combating the water crisis (Water Aid, Grand Lyon etc.).

The private sector is also increasingly emerging as a stakeholder in solidarity, contributing through philanthropy, through corporate social responsibility or the development of their own projects (Vitens-Evides International) or by supporting actions with their technical skills (AMVISA, Aqua for All, Aquassistance).

Very varied approaches

Certain initiatives use the funds raised to support programmes run by international organisations such as the United Nations (the UNDP in the case of the Agencia Vasca del Agua/ UNESCO-Etxea), while others favour direct aid to local projects, contributing financial and technical support to specific initiatives (SEDIF, Grand Lyon, WaterAid). Others highlight the transfer of skills and funding between twinned towns (France, Italy, Switzerland, Belgium).

Whatever the actions, the feeling of solidarity always arises in response to concrete needs, from a desire to take action and contribute to bringing local solutions.

Certain shared concerns and characteristics can be highlighted among these initiatives:

- they target the most vulnerable and isolated populations, often overlooked by larger national or international programmes, and respond directly to local needs,
- they favour long-term partnerships;
- they involve all stakeholders in implementation processes;
- they aim at building capacities and favour the improvement of local service provision and governance;
- they give local projects visibility, enabling them to attract other funding and generate a leverage effect.

The day of presentations and exchanges on these initiatives held on 9 September 2008 in Spain in the context of the International Expo Zaragoza 2008, highlighted certain needs and the actions to be taken to respond to these needs.

Involve all stakeholders, particularly water users, in the actions

Participation is essential to the success of development projects, and not only in the country targeted by the actions. It is by mobilising users in the North that the actions of local authorities and companies will really become sustainable and effective. The active support by constituents will motivate local authorities to undertake or extend their actions. The potential contribution by water supply companies will be increased both through customer approval and the involvement of employees in the technical aspects of projects. The benefits in terms of brand image and employee motivation are two strong reasons to get involved. We should draw on our national experiences to develop a joint European communication strategy that involves all users.

Fighting against the danger of dispersion and fragmentation

With the increase in the number of actions, the need to adopt a more systematic and coordinated approach in the long term is becoming increasingly pressing. The participants would like to see information on the actions being implemented be more easily available to everyone in all countries, via specific pages on the websites of organisations interested in seeking synergies.

Alignment with local water strategies

A key strategic issue raised by participants from the North and South is the need to align actions with local water and sanitation policy. Most countries have established or are developing national policy and local implementation plans in this field. All actions carried out must take these policies and plans into consideration and involve those responsible for seeing them implemented. Solidarity stakeholders must be aware of local legislative frameworks regarding water and sanitation, the European network must make these easily accessible.

Clearly identify the needs of the local populations and involve them right from the start in the choice of actions to be implemented

We cannot emphasise this enough. The local populations must be involved in the decision making process and in project implementation, reinforcing the role of local

communities. Capacity building among local stakeholders is crucial to ensure the proper management and sustainability of services. Therefore, information on projects must also be available to stakeholders in the South and means of exchanging on these issues must be developed.

Multi-stakeholder networks

The fundamental issue underlying the meeting was how to work together better? The Spanish participants are seeking opportunities to share and collaborate, and the Alianza por el Agua has emerged to help respond to this need. In France pS-Eau works to bring together solidarity initiatives and water and sanitation stakeholders. Information and mobilisation actions targeting users directly is an area to be developed.

What each does at a local or national level should be made available to other stakeholders and at a European level so that we can share our experiences. Everyone expressed the need to work together and share on the themes of water and solidarity. All participants have expressed their desire to participate in implementing a more systematic means of sharing within their country and internationally.

We hope that the distribution of this document highlights ways to contribute to our shared objective of achieving access to water and sanitation for all, despite the variety of means, actions, motivations and targets.

This joint effort by the Alianza por el Agua and pS-Eau, supported by our European partners is a first step towards bringing together the wealth of experiences in solidarity existing in Europe.

We hope that many of you will join our efforts and extend the network of stakeholders in international solidarity for water and sanitation

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International Solidarity for Water and Sanitation

European citizens take action

More than a billion people in the world lack access to drinking water and 2.6 billion lack even basic sanitation. Just to halve these figures, we would need, according to UNICEF, to give access to water to 300 000 people, and basic sanitation to around 500 000 each day.

Provision of access to water and sanitation is above all a public responsibility, which lies first and foremost with local and national governments. However, neither national governments, nor international donors, nor businesses, nor civil society actions are alone able to provide the local authorities around the world with the capacity to ensure viable water and sanitation services that are accessible to all. Actions based on a feeling of solidarity, initiated by citizens, local authorities or companies have a key role to play in developing sustainable solutions.

Whether it be through decentralised cooperation between local authorities in the North and South, the contribution of expertise and funding by companies, actions led by NGOs or the mobilisation of users and sector employees, a multitude of actions based on solidarity are being implemented by European citizens to increase sustainable access to water and sanitation in developing countries.

This document aims to highlight a few examples of such initiatives which deserve to be more widely known, so that others may participate or adapt them to their own context.



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