

Join the call, **toilets for all!**

2009/10 campaign guide for End Water Poverty member organisations



End Water Poverty is an international civil society coalition that campaigns to end the global water and sanitation crisis. Launched in March 2007, the coalition has grown rapidly to include over 150 member organisations in 44 countries across Africa, Asia, Europe and North America. Almost one million actions have been taken in support of the campaign during its first two years, demonstrating a real global movement for change.

2009 has started well for the End Water Poverty campaign with events organised across the world to mark World Water Day on 22 March (see coverage at www.endwaterpoverty.org/wwd2009). This guide outlines suggested campaign actions for End Water Poverty member organisations over the rest of 2009 and early part of 2010.

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The 2009/10 international campaign plan

End Water Poverty is asking member organisations to promote four more key campaign actions throughout 2009 and 2010 to build up the pressure on governments to deliver sanitation and water for all.

These actions have an international focus and can be carried out alongside ongoing national lobby work.

| Campaign actions 2009/10 | | | |
|--------------------------|---|--|--|
| No | When | What | Why |
| 1 | Throughout 2009/10 | Promote the End Water Poverty petition | We need to mobilise mass support all year round to make your government a sanitation champion |
| 2 | Early July: G8 and African Union (AU) summits | Organise 'send-off' events to remind your leaders to talk about taps and toilets when they go to their summits | Sanitation and water are on the agenda of both of these key meetings, which will be crucial in gaining support for the Global Framework for Action |
| 3 | 19 November 2009 World Toilet Day | Organise events standing up for the right to sanitation. | 2.5 billion people in the world live without somewhere safe and clean to go to the toilet. |
| 4 | 22 March 2010 (World Water Day): Before the First Annual High-Level Meeting on Water and Sanitation | Join the World's Longest Toilet Queue | To ensure those attending the Annual High-Level Meeting deliver real action to achieve sanitation and water for all |

Members should choose how to deliver these activities in the most appropriate way given your capacity and priorities. We suggest that the priorities for public mobilisation are the **'World's Longest Toilet Queue'** and the **national petitions**. Other events, such as those in advance of the G8 and AU summits, might be delivered with small lobby meetings if capacity is limited.

End Water Poverty will promote these campaign activities at the national level, and seek to represent the range of international activities to key international media and policy makers, ensuring national efforts can have a global impact.

We also need goodwill ambassadors for a 'Toilet Roll of Honour'

End Water Poverty needs high-profile sanitation and water champions who can speak out about our cause to the public, media and politicians. Such champions could be well-known celebrities, cultural or sporting figures, faith leaders, political dignitaries, economists, health experts, or anyone whose voice would stand out as an effective international advocate for sanitation and water for all.

If you have contacts with any such figures, please get in touch with the End Water Poverty secretariat to discuss ideas.

Why are we campaigning?

End Water Poverty is campaigning to end the global sanitation and water crisis – a crisis that kills 4,000 children every day, and undermines efforts to combat poverty, ill-health and inequality.

We believe it is unacceptable that over 2.5 billion people have no access to safe sanitation, and almost 900 million people have no access to clean water.

We believe that, as civil society organisations across the world, we must make our voices heard and campaign **together** to ensure that governments recognise the strength of our movement and fulfill the most basic rights of all citizens.

What do we want?

End Water Poverty is committed to campaigning to achieve access to safe sanitation and clean water **for all**. As a step towards this, we are pressing for the achievement of the Millennium Development Goal targets to halve the proportions of people without access to safe sanitation and clean water by 2015. Yet on current trends, Sub-Saharan Africa will not reach the sanitation target until **2108**.

The problem

The global sanitation and water crisis represents deep failures by donor and developing country governments to provide the needed **finances** and **political will** to ensure universal access to safe water and sanitation. It also represents a weakness of national and international **institutions** to monitor, coordinate and drive progress in this area.

The solution: A Global Framework for Action

End Water Poverty calls on world leaders from the North and South to support a Global Framework for Action, in which:

- 👉 **Developing country governments** develop credible national plans to provide sanitation and water for all, and invest more in their implementation.
- 👉 **Donor governments** support the development of these plans, and ensure that **no credible national plan fails for lack of finance**.
- 👉 **International systems** are developed to monitor and drive progress in the sector, including specifically a global task force, an annual review and an Annual High-Level Meeting.

In response to our campaigning, such a framework was proposed by the governments of the UK and the Netherlands at the United Nations in September 2008. This included an agreement to hold the first Annual High-Level Meeting in April 2010.

Now we need more countries to support and fund this framework, and build the political will to ensure it delivers sanitation and water for all.

See a further briefing paper on the Global Framework for Action at www.endwaterpoverty.org/globalframework

- 1 UNDP, Human Development Report (2006)
- 2 WHO, Safer water, better health (2008)
- 3 UNDP, Human Development Report (2006)
- 4 Hutton, G. et al., "Economic and health effects of increasing coverage of low cost water and sanitation interventions," UNDP HDR Office Occasional Paper (2006)
- 5 UNDP, Human Development Report (2006)

Why do we want it?

We believe that it really pays to invest in sanitation and water because:

- 👉 It brings a nine-fold economic return by keeping people healthy and in work.¹
- 👉 It could prevent 4,000 child deaths every day.²
- 👉 It improves the lives of women, and keeps children in school.

We also believe that doing nothing is costing too much. Investment in water, and especially sanitation, is grossly neglected in aid and national budgets, with devastating consequences. Each year these costs include:

- 👉 5% of Sub-Saharan African GDP lost through illness and reduced productivity.³
- 👉 Half the hospital beds in Sub-Saharan Africa being taken up by people suffering diarrhoeal diseases.⁴
- 👉 443 million school days lost as children, especially girls, are kept out of school because of poor health, unhygienic conditions or the need to collect water.⁵

Sanitation and water are key building blocks of social and economic development, and governments must act now to ensure life, dignity and prosperity for all.



The President of Mali added his voice to the End Water Poverty campaign in 2007 by signing a giant wall petition calling for urgent action to tackle the water and sanitation crisis.



Campaign action 1: Promote the End Water Poverty petition

Over 2007 and 2008 hundreds of thousands of petition signatures were collected in countries including Nepal, Bangladesh and Mali. Now, member organisations are encouraged to run petitions in the months leading up to the G8 and AU summits in July 2009 and the Annual High-Level Meeting on Water and Sanitation in April 2010.

Why?

Promoting a petition to support your national and international objectives is one of the simplest ways of getting mass support for the campaign, and can be easily incorporated into events you are holding. Petitions prove to governments that water and sanitation are a key issue for the general public. Visual and creative petitions also offer a good opportunity for securing media coverage.

Campaign action ideas and tips

Agree the wording: Combine the nationally-specific demands you are making of your own government (for example to develop a national plan or invest more in sanitation) with a call to support the international campaign. Examples are given in the sample petition sheet available on the website, but try to ensure that the wording of your petition expresses support for the End Water Poverty campaign, and includes a call for your government to “*support a Global Framework for Action to ensure sanitation and water for all*”. Otherwise feel free to adapt as you please.

Choose your target: Target the petition in the first instance to the most appropriate person with responsibility for water and sanitation in your national government.

Choose your method: The petition could be as basic or creative as you wish. Collect signatures, handprints or photographs. Use basic petition sheets or get people to sign banners laid out in public places, postcards, toilet seats or rolls of toilet paper. Making it visually interesting will help get media coverage. Getting key groups such as medical professionals to run petitions can also be a good angle.

Organise a hand-in event: Present your petition to your target (or appropriate representative) in a media-friendly way. Also consider presenting the petition to an international target such as the Italian Ambassador, as a representative of the G8.

Don't forget to:

Report back to End Water Poverty: Send us details of how many people sign the petition so that we can present a global total to world leaders before the Annual High-Level Meeting in April 2010.

There is also be a petition for people to sign on the End Water Poverty website at www.endwaterpoverty.org/take_action. If you are hosting a petition on your own website please keep us updated with numbers so we can keep adding them to the global total.

Campaign action 2: Give your leaders a send-off before the AU (1–3 July 2009) and G8 (8–10 July 2009) summits

In early July, leaders of G8 and African Union countries will be heading off to their annual summits. Water and sanitation will be discussed at both of these meetings. We are asking member organisations to organise send-off events for the leaders urging them to be sanitation champions and to support the Global Framework for Action.

Why?

Send-off events will reinforce the campaign messages to the head of state attending the meeting, generate media coverage for the need to tackle sanitation and water, and demonstrate the level of public support for them.

Campaign action ideas and tips

- 👉 **Publish an open letter in a national newspaper** the week before the summit.
- 👉 **Deliver a statement** signed by a range of individuals and organisations.
- 👉 **Present your petitions** or other campaign actions you have taken to date.
- 👉 **Meet your leader or their representatives** and tell them what you think they need to do.
- 👉 **Sanitation clock** – Launch a clock in a prominent location, but rather than telling the time, have the clock count up the number of people who will needlessly lose their lives to unclean water and poor sanitation while your head of state is away at the summit. The clock serves as a constant reminder of the need for action, and you can frame any messages around the number on the clock.

- 👉 **Think of Italy** – If your leader is going to the G8 Summit in Italy, you could give your stunt an Italian theme. Hand out slices of pizzas to parliamentarians with your campaign ask on the box, have a legion of Roman Soldiers marching to deliver your campaign message, or book a troupe of opera singers to serenade your head of state. A creative photo opportunity can get noticed by the media.
- 👉 **Final call** – Find out how your leader will be leaving for the summit, and organise for your message to be prominently displayed on the route to the airport. You could take over a billboard, or organise for people to line six kilometres of the route, symbolising the average distanced walked by women in Africa to collect water each day.
- 👉 **Flash squat** – Hold a ‘flash squat’ close to your parliament on the day your head of state leaves. You’ll need to find 50 – 100 people to simultaneously squat in solidarity with the billions without access to a toilet. It’s a fun idea that could get the media’s attention. You might need to reassure participants they don’t actually have to remove clothes or defecate! Find out how End Water Poverty members in the UK did it at www.endwaterpoverty.org/flashsquat.
- 👉 **Candlelight vigil** – Hold a candlelight vigil to commemorate the deaths of children from diarrhoeal diseases since the last summits were held.

👉 **Media briefing** – Organise a media briefing, arrange a panel of speakers on the subject and invite local media to come and learn more about the issue and what you are expecting from the summits.

👉 **Alternative G8/AU** – Find someone to represent each of the G8/AU leaders (perhaps someone from each G8 country) and convene a meeting of them in a public space. Invite members of the public to come and speak about what they would like to see the G8/AU do, and ask the alternative G8 to write their own communiqué based on what members of the public have said.

Don't forget to:

👉 **Tell the media** about what you're doing. If appropriate, send out a press release before the event, inviting them to come along. Send out another one afterwards telling them what you discussed and what needs to happen.

👉 **Get others involved.** Events like these can be great opportunities to build your coalitions, so take the opportunity to invite others along.

👉 **Tell End Water Poverty.** Please tell the international secretariat what you're planning, so we can share it with everyone else. Please send any photos and reports to info@endwaterpoverty.org.



FAN South Asia, WaterAid and the WSSCC held a candlelight vigil at the South Asian Conference on Sanitation (SACOSAN) in November 2008, to commemorate the deaths of two million of the region's children from diarrhoeal diseases since the last conference two years previously.

Campaign action 3: Stand up for the right to sanitation (World Toilet Day, 19 November 2009)

Yes, there really is a whole day dedicated every year to celebrating toilets. World Toilet Day is a good time to promote the End Water Poverty petition, get high-profile figures to speak out to the media, organise creative stunts, or hold seminars with key politicians and officials.

End Water Poverty will produce ideas and resources to help you mobilise supporters, attract the media and influence policy makers on World Toilet Day.

See www.endwaterpoverty.org/wtd2008 to see what End Water Poverty members did on World Toilet Day 2008, and check www.endwaterpoverty.org/2009campaign for updates.



Why?

Everyone is intrigued by toilets. World Toilet Day offers the perfect opportunity to reflect on the importance of toilets. Worldwide, 2.5 billion people do not have access to adequate sanitation. As a result, 4,000 children die every day from diarrhoeal diseases such as cholera, typhoid and dysentery. These diseases could be easily prevented if everyone had access to a simple loo.

Campaign action ideas and tips

Ideas on specific events and activities to mark World Toilet Day will follow, but do start thinking about ways of using this opportunity to promote the End Water Poverty petition, mobilise supporters, attract the media and influence policy makers.

Don't forget to:

-  **Tell the media** – Send out a press release before the event, if appropriate, inviting them to come along to your event. Send out another one after the event telling them what you discussed and what needs to happen.
-  **Get others involved** – Events like these can be great opportunities to build your coalitions, so take the opportunity to invite others along.
-  **Tell End Water Poverty** – Please make sure you tell the international secretariat what you're planning, and send us any reports and photos, so we can share them with everyone else. You can email us at info@endwaterpoverty.org.

Regional consultations on the Global Framework for Action

Building up to the High-Level Meeting on Water and Sanitation, April 2010, regional consultations will be held to shape what this meeting should seek to deliver, and what actors attending should do.

At the time of producing this guide it is not clear exactly how these consultations will be carried out, or how best to influence them, but they will provide important opportunities for campaigning and advocacy.

End Water Poverty will provide further information as soon as it is available. Please check www.endwaterpoverty.org/2009campaign for updates.

Plan your event for the World's Longest Toilet Queue

Now is also a good time to start preparing for World Water Day 2010, and develop plans to hold an event to help form the World's Longest Toilet Queue. Try to arrange meetings with other organisations in your country so you can start working together to make this event a huge success.

Toilet facts

- 👤 The average person spends three years of their life going to the toilet.⁶
- 👤 Most toilets flush in the key of E Flat.⁷
- 👤 The typical Japanese toilet comes complete with background music, a fake flush sound, a seat warmer and an automatic deodoriser.
- 👤 More advanced versions under development aim to test your blood sugar levels, calculate your body mass index and then automatically email your doctor the results through fibre optic broadband.
- 👤 In June 2008, the US Government spent \$450m launching a space mission in order to fix a broken toilet on the International Space Station. In 2006 it spent just \$6 million on water and sanitation in Least-Developed Countries.⁸
- 👤 A recent survey showed that the top three toilet habits of people in the UK are reading (39%) texting (21%) and talking (21%).⁹
- 👤 One gram of human faeces can contain 10,000,000 viruses, 1,000,000 bacteria, 1,000 parasite cysts, 100 parasite eggs.¹⁰

6 WaterAid, The State of the World's Toilets (2007)

7 WaterAid, The State of the World's Toilets (2007)

8 OECD Creditor Reporting System

9 www.tearfund.org/toilet

10 UNICEF, Sanitation for all (2000)



Credit: Coalition Eau

A 'Sanitation is Dignity' exhibition organised by Coalition Eau to mark World Toilet Day 2008 in Lyon, France, broke the silence on sanitation.

Campaign action 4: Join the World's Longest Toilet Queue (World Water Day, 22 March 2010)

The first ever Annual High-Level Meeting on Water and Sanitation will take place in April 2010. It will bring together politicians and experts from donor countries, multilateral institutions and representatives from the most off-track regions.

Just prior to the meeting, on World Water Day (22 March 2010), End Water Poverty is asking campaigners to unite in a common mass campaign action. We are asking members all over the world to organise events in a range of public places, large or small, in a record-breaking attempt to form the 'World's Longest Toilet Queue'.

Why?

By lobbying politicians, gaining media attention and demonstrating the breadth of support for the campaign, the World's Longest Toilet Queue aims to ensure that the Annual Meeting delivers real action towards achieving sanitation and water for all.

In many places where access to toilets is limited, queuing for facilities – often unhygienic – is a daily burden and health risk. In the neighbourhood of Mbare, Harare, Zimbabwe, for example, up to 1,300 people share one small communal toilet block¹¹. For many others around the world, there are no toilets to queue for at all.

Holding events representing the problem of queuing for your most basic of rights shows solidarity with the 2.5 billion people who do not have access to safe sanitation.

The events will offer creative, fun and politically engaging ways of gaining media attention, influencing politicians and showing the scale of support for the campaign. By holding an event you will also be participating in an official Guinness World Record Attempt.

Campaign action ideas and tips

Message – You can devise your own slogans but some messages to get across might be “2.5 billion people are dying for the toilet”, “The world can't wait for toilets for all”, or “Join the call, toilets for all”.

- People** – Try and get as many people involved as possible, including key groups such as politicians, health professionals, economists, schoolchildren, women's groups, trade unions, faith leaders, cultural figures and celebrities, and/or communities affected by poor sanitation.
- A toilet** – The toilet could be a real toilet, an exhibition, someone dressed up as a toilet, or a hole in the ground where you think a toilet should be.
- A venue** – Encourage queues to be organised at both local and national levels, from queues at politicians' offices, shopping centres, workplaces, schools, and community areas up to large scale events in national capitals or at prominent national landmarks.
- Make it politically engaging** – Could you invite political leaders and politicians to meet and talk with those forming the queue? Could you hold it in a politically significant venue such as outside Parliament, a politician's office or a key embassy? Could you get participants to take a political action such as signing a pledge, 'voting' in a latrine ballot box, or writing a letter to their political representatives?
- Make it fun** – Can you liven up the queue with people wearing costumes, making banners or playing music? Could you create activities for people to do while taking part? Are there educational materials you could use? Could you make the queue one part of a bigger event such as a rally or a march?

¹¹ UN-Habitat 'State of the World's Cities' (2007), p83.

Don't forget to:

- 👉 Tell the media** – Maximise the impact of your event by promoting it to the local media, and providing press releases, photo opportunities and prominent spokespeople.
- 👉 Tell End Water Poverty** – Take pictures and/or videos of the event, and count how many people took part. Make sure the numbers and photos are sent to End Water Poverty to be included in the total and shown on the website.

Once collected and completed, End Water Poverty will use the actions and messages to communicate to leaders attending the Annual Meeting.

Nearer the time, End Water Poverty will provide further guides, ideas and materials but please start planning your event now! Please contact info@endwaterpoverty.org with your plans, or any questions.

A toilet queue demonstration held outside the Japanese Embassy in London in the run-up to the G8 Summit held in Tokyo in July 2008.



Other lobbying opportunities and available resources

Other lobbying opportunities

The campaign's success depends as much on ongoing lobby efforts as public mobilisation, so these elements must also be included in planning. You will have a good idea of the main lobbying targets and processes in your country that can be used to influence the national and international campaign goals, but other suggestions include:

👉 **G8 processes** – If you are in a G8 country you should make sure an informed group representing civil society meets the representative of your government who is taking part in the G8 Water Experts process, and your country's 'sherpa' (lead negotiator). There is also a G8 Development Ministers meeting on 11–12 June – make sure your minister is well briefed and supportive of the campaign goals before this meeting. Contact info@endwaterpoverty.org for more information on G8 processes.

👉 **African processes** – There will be a range of processes taking place in the run up to the African Union Summit, key meetings of the African Ministerial Council on Water (AMCOW), and also African Water Week. In addition to End Water Poverty you may also wish to be in touch with the African Network on Water and Sanitation (ANEW). Contact Jamillah Mwanjisi at info@anewafrica.net.

👉 **South Asian processes** – For regional lobbying opportunities across South Asia, you may wish to contact Freshwater Action Network South Asia (FANSA). Contact Narayan Bhat, who is also a member of the End Water Poverty steering committee, at nani.bhat@gmail.com.

👉 The Stockholm **World Water Week** conference (16-22 August) may be of interest to members. See www.worldwaterweek.org.

Available resources

Please check www.endwaterpoverty.org/2009campaign for the latest resources to download, but the following will be made available to members:

- 👉 Campaign guides
- 👉 Posters that you can download and print locally
- 👉 Images you can download and use in your own materials
- 👉 Sample petition sheets and campaign postcards that you can adapt and print locally
- 👉 Briefing papers on key issues and processes

There are also three working groups that you can join to share information and participate in shaping the campaign. These groups are:

- 👉 **Campaigns Group:** organises the campaign activities and resources.
- 👉 **Policy Group:** shares information and advises on policy issues, particularly in relation to the Global Framework for Action.
- 👉 **G8 Group:** shares information and coordinates lobbying around the G8 process.

Anyone can join these groups – please contact info@endwaterpoverty.org for more information or if you wish to join.

You may also be interested in resources available from the following friends of End Water Poverty.

- 👉 The Water Supply and Sanitation Collaborative Council provides campaigns and advocacy materials for WASH – Water, Sanitation and Hygiene – campaigns. Visit www.wsscc.org or contact wsscc@who.int.
- 👉 The German Toilet Organisation (GTO) provides attractive exhibition figures and displays as part of their 'Sanitation is Dignity' campaign. Within this campaign a school contest will be provided from March 2009 for partners in regions with inadequate sanitation. Please contact GTO directly via post@germantoilet.org or visit www.sanitation-is-dignity.org.

2009/10: Key dates for your calendar

Contacts

| | |
|---------------------------|---|
| 16–22 March 2009 | World Water Forum, Istanbul, Turkey |
| 22 March 2009 | World Water Day |
| 11–12 June 2009 | G8 Development Ministers Meeting, Italy |
| 1–3 July 2009 | African Union Summit, Libya |
| 8–10 July 2009 | G8 Summit, L'Aquila, Italy |
| 16–22 August | World Water Week, Stockholm, Sweden |
| 12–16 October 2009 | African Water Week, Johannesburg, South Africa |
| 19 November 2009 | World Toilet Day |
| 22 March 2010 | World Water Day: World's Longest Toilet Queue |
| April 2010 | Annual High-Level Meeting on Water and Sanitation |

For further information or to discuss participation please contact the End Water Poverty International Campaign Coordinator, Steve Cockburn.

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884 million lack access to clean water.

2.5 billion lack access to basic sanitation.

The End Water Poverty campaign is demanding that governments provide sanitation and water for the world's poorest people.

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