

Give your leader a pre-summit send-off

African Union Summit: 1-3 July 2009

G8 Summit: 8-10 July 2009



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, and End Water Poverty wants to make sure that leaders know that there are thousands of people calling on them to be sanitation champions, and that they need to support the *Global Framework for Action*.

Campaigns should aim to provide their leaders with a 'send-off' that reinforces our campaign messages to the head of state attending the meeting, generates media coverage for the need to tackle sanitation and water, and demonstrates the level of public support for action.

Some simple ways of making your campaign action effective include:

- ✎ **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.

If you have the capacity to do more, just a few ideas to make your event or activity more memorable include:

- ✎ **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. Find out how End Water Poverty members in the UK did it at www.endwaterpoverty.org/flashesquat.
- ✎ **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'd like to see the G8/AU do, ask the alternative G8 to write their own communiqué based on what members of the public have said.

These are just a few things to stimulate ideas – please feel free to come up with your own idea suitable to your national context.

Don't forget to:

Tell the media. Send out a press release before the event, if appropriate, 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 make sure you tell the international secretariat what you're planning, so we can share it with everyone else. Please send any photos and reports to stevecockburn@endwaterpoverty.org.

What do we want from the G8 and AU Summits?

1. We want leaders to recognise that sanitation and water are key building blocks of development, and that investing in sanitation and water is an extremely cost-effective way to drive poverty reduction, significantly improve child health, and remove barriers to girls' education.
2. We want leaders to take substantive action and formally support the *Global Framework for Action on Water and Sanitation*, an agreement in which:
 - **Southern 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 global high-level meeting*.

Both summits will include reports on progress against the commitments made in 2008, and leaders must make sure they take firm action to deliver them.

You can read a further briefing on the Global Framework for Action at www.endwaterpoverty.org/globalframework