



PUTTING
PEOPLE AT THE
CENTRE

WATER SUPPLY & SANITATION
COLLABORATIVE COUNCIL





MANDATE, MISSION & PRINCIPLES

The Water Supply and Sanitation Collaborative Council (WSSCC) was formally created in 1990 in line with a United Nations General Assembly resolution (A/RES/45/181) to continue the work of the International Drinking Water Supply and Sanitation Decade (1981-1990).

WSSCC's MISSION IS TO ACHIEVE SUSTAINABLE WATER SUPPLY AND SANITATION FOR ALL PEOPLE.



In order to achieve its mission, WSSCC follows these core principles:

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

WATER SUPPLY AND SANITATION COLLABORATIVE COUNCIL, VISION 21 AND THE MILLENNIUM DEVELOPMENT GOALS

As of 2010, **nearly 900 million people** worldwide lack access to safe drinking water and **2.6 billion people** lack access to adequate sanitation.

In 2000, WSSCC presented “Vision 21,” a process and document that set out an ambitious plan to achieve global water supply and sanitation coverage by 2025. Vision 21 emphasizes the importance of people-centred approaches to achieve sustainable water supply and adequate sanitation services.

In 2000, a water supply target and in 2002, a sanitation target were included in the United Nations’ Millennium Development Goals (MDGs). These targets are to halve, by 2015, the proportion of people without sustainable access to safe drinking water and to basic sanitation.

WSSCC endorses and supports these targets but its commitment does not end there:

- » using the MDG targets as milestones, WSSCC aims to improve access to water, sanitation and hygiene for *all* people.
- » WSSCC promotes achievement of the water supply and sanitation MDG targets as an integral component of the other MDGs – including the eradication of extreme poverty, the improvement of global health, and the attainment of gender equality and long-term social and economic development.



PROGRAMMES & ACTIVITIES



To achieve results, WSSCC works through three programme areas: **Networking & Knowledge Management, Advocacy & Communications, and the Global Sanitation Fund**. These three programmes complement each other so that the effectiveness and impact of the whole is greater than the sum of its three parts.

Networking & Knowledge Management

WSSCC provides a neutral space in which individuals and organizations concerned with water, sanitation and hygiene for poor people in developing countries can network and share ideas.

Sector professionals network at the national level through National WASH Coalitions, at the regional level through regional conferences and initiatives, and globally through conferences and thematic working groups – some specifically convened by WSSCC and some convened and managed by other organizations.

WSSCC's thematic networking focuses on themes directly related to the sustainable delivery of water supply and sanitation services and sustainable hygiene behaviour change. Activities and outputs of the thematic working groups and networks are directly linked to requests from and realities in the field, and to WSSCC's advocacy work. This allows the outputs of the networking groups to be easily applicable and relevant to country-level programmes and circumstances.

Networking themes and topics include, but are not limited to: hygiene promotion; household-centred environmental sanitation; community-based approaches; governance and management options; services for the urban poor; and solid waste management.

WSSCC has National Coordinators in more than 30 countries. They act as the focal



point for country-level activities, including the facilitation of National WASH Coalitions to support coordination and networking.

National activities include advocacy and awareness raising, hygiene and sanitation education, policy development, monitoring progress, and applied research and development of improved programmes, practices and approaches.

WSSCC collects and analyses the knowledge acquired from the networking activities, from the individual work of its members, from the applied research commissioned by itself and others and from the work funded through the Global Sanitation Fund.

In support of its networking and knowledge management at the global level, WSSCC collaborates with a number of leading strategic partners. These include IRC International Water and Sanitation Centre, UN-Water, and the World Bank Water and Sanitation Program [WSP].

WATER SUPPLY AND SANITATION COLLABORATIVE COUNCIL PRESENCE AT THE NATIONAL LEVEL



Advocacy & Communications

WSSCC promotes global and national advocacy efforts by members and partners to raise awareness of the humiliating and harmful social environment of the unserved poor, especially women and children, and to facilitate lasting change by urging placement of water supply, adequate sanitation and hygiene firmly on the political agenda.

The advocacy activities are guided by the principles that safe water and adequate sanitation are human rights and key components in improved health and sustainable economic and social development. By doing so, WSSCC aims to incorporate water and sanitation more prominently into the broader dialogue on sustainable development.

WSSCC carries out advocacy campaigns at both the community level and at the national, or government, level. This is done with the dual aim of building grassroots support for improved water, sanitation and hygiene schemes, and of convincing policy leaders to take up the challenge of providing water and sanitation for all people.

WSSCC encourages other organizations to take up the WASH concept through periodic global and national level WASH Campaigns and events, designed to take the WASH message from sector professionals to policy makers.



ADVOCACY IN ACTION – THE GLOBAL WASH CAMPAIGN



The centrepiece of WSSCC's advocacy activities is the Water, Sanitation and Hygiene for All (WASH) initiative, a high-profile global advocacy campaign aimed at raising public and political awareness of safe water supply and adequate sanitation and hygiene services.

Launched in 2001, the campaign has contributed significantly to global recognition of the importance of water, sanitation and hygiene, as exemplified by the inclusion of sanitation as a MDG target. Looking to the future, the Global WASH Campaign will continue to promote the importance of the three components in achieving global health and spurring economic and social development. The latest generation of the campaign, known as GDP for GDP (Good Dignity Practices for Gross Domestic Product), is being launched in 2011.

Specifically, the WASH Campaign emphasizes the importance of safe water supply, adequate sanitation and hygiene interventions to:

- » Reduce child mortality rates;
- » Improve dignity and privacy of human beings, particularly women and girls;
- » Lessen the economic burden of disease, both in direct costs and in time lost;
- » Promote development and reduce poverty.



“WASH has helped to place the issues of clean water, basic sanitation and good hygiene firmly in the public consciousness

and on the political agenda. The United Nations supports the principles behind the campaign in the hope that one day the world will no longer have to face the dire consequences of inadequate access to safe drinking water and basic sanitation.”

Kofi Annan, former Secretary-General of the United Nations, at the occasion of the Global WASH Forum, Dakar, Senegal 2004.

WSSCC's other advocacy initiatives include:

- » **Women Leaders for WASH**, which promotes the need to have women at the centre of water supply, sanitation and hygiene activities.
- » **WASH Radio Campaigns**, which educate communities about healthy practices related to water, sanitation, and hygiene and empower them to advocate for change.
- » **Global Milestone Days**, such as World Water Day (22 March), Global Handwashing Day (15 October), and World Toilet Day (19 November).
- » **Sanitation and Water for All**, an international partnership that WSSCC supports and which is spearheading global efforts to raise the profile of sanitation and water.

Recognizing the importance of the media to bring advocacy messages to their target audiences, and to facilitate the translation of knowledge into beliefs, attitudes and actions, WSSCC maintains a strong partnership with the media, produces materials to support accurate reporting of WASH issues, and encourages coverage of water supply and sanitation in developing countries.

The media work is part of WSSCC's broad-based communications programme, which is designed to both inform and facilitate dialogue with members, partners, stakeholders and the public. It communicates through brochures, newsletters, membership materials and campaigns, and electronic and web-based outreach.



Global Sanitation Fund

WSSCC created the Global Sanitation Fund (GSF) to support national efforts to help larger numbers of poor people to attain sustainable access to basic sanitation and to adopt good hygiene practices.

The programme specifically targets poor populations in developing countries that lack basic sanitation and is guided by the experience of and collaboration between stakeholders in each country.

Several conditions must be met for a country to be considered eligible for GSF funding. **First**, the national government must approve of and welcome the GSF. **Second**, there must be a large number of poor people without sanitation. **Third**, there must be a high incidence of disease related to water, sanitation and hygiene. **Fourth**, economic and social development indicators must be low. **Fifth**, there must be an existing but under-funded and under-implemented national sanitation policy or strategy. **Sixth**, an active WASH Coalition or other WSSCC partner must be present in the country. **Seventh**, there must be clearly defined institutional leadership for sanitation.

Funds are awarded at the national level to executing agencies that are selected through a competitive UN procurement process. The executing agencies disburse the funds to sub-grantee organizations that do sanitation and hygiene marketing, awareness-raising, and demand-creation on the ground.

At the same time that the Global Sanitation Fund benefits from the networking and knowledge management activities of WSSCC to develop robust projects, it also contributes to the WSSCC's ever-growing knowledge base by systematically providing feedback on project methodologies, results, and impacts.

The experience gained through this work will also help ensure that WASH advocacy campaigns at the national and global level remain credible, focussed, and relevant.

GENERAL PRINCIPLES

The Global Sanitation Fund ...

- >> Is people-centred and demand-driven
- >> Targets poor and unserved communities
- >> Expands coverage
- >> Respects national leadership
- >> Promotes sustainable services
- >> Incorporates gender considerations
- >> Promotes learning and cooperation
- >> Pools funds
- >> Seeks additionality
- >> Uses results-based management
- >> Does not tolerate fraud and corruption
- >> Works transparently
- >> Aspires to achieve best practice.





MEMBERSHIP

A people-centred approach is the foundation upon which WSSCC is built, and this is reflected in its organizational structure. As a membership organization, WSSCC relies on its diverse and actively-engaged membership body both to direct and provide credibility for its work:

- >> Members are committed to supporting WSSCC's mission of achieving universal and sustainable access to safe water, adequate sanitation, and good hygiene practices. They come from diverse groups of people working to make water, sanitation, and hygiene global priorities, including non-governmental organizations, local and national governments, community-based organizations, academics, senior water and sanitation professionals, development professionals, and United Nations agencies.
- >> WSSCC members are eligible to stand and vote in elections for the Steering Committee, which provides direction to the whole organization.

GOVERNANCE & MANAGEMENT

WSSCC's mission and principles are decided by a Steering Committee elected from the general membership. This includes representatives from Middle, Northern and Western Africa, Eastern and Southern Africa, Southern Asia, Southeastern and Eastern Asia, Latin America and the Caribbean, Small Island Developing States, and Eastern and Central Europe, Western and Central Asia, plus two open seats from any region of the world. This governance arrangement ensures that WSSCC operates "of the people, by the people, for the people." WSSCC is programmatically accountable to this Steering Committee.

The WSSCC activities around the world are managed by a Secretariat comprised of a small team of professional and support staff in Geneva, Switzerland. The Secretariat is legally and administratively embedded in the United Nations Office for Project Services, which provides a stable, accountable and credible multilateral host.





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Design: MHDesign – France

Printed by Phoenix Aid Design

Printed on 100% recycled paper.

This brochure and other WSSCC publications are also available at www.wsscc.org.

WATER SUPPLY & SANITATION COLLABORATIVE COUNCIL

The Water Supply and Sanitation Collaborative Council is an international organization that works to improve access to sustainable sanitation, hygiene and water for all people. It does so by enhancing collaboration among sector agencies and professionals who are working to provide sanitation to the 2.6 billion people without a clean, safe toilet, and the 884 million people without affordable, clean drinking water close at hand. WSSCC contributes to development through knowledge management, advocacy, communications, and the implementation of a sanitation financing facility. WSSCC supports coalitions in more than 30 countries, and has a broad membership base and a small Secretariat in Geneva, Switzerland that is administered by the United Nations.

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