



Creating lasting change

Global annual report
2016–17



WaterAid is an international not-for-profit federation, determined to make clean water, decent toilets and good hygiene normal for everyone, everywhere within a generation. By tackling these three essentials in ways that last people can change their lives for good.



One vision.
Three goals.

An historic opportunity

The Sustainable Development Goals call for everyone, everywhere to have clean water, decent toilets and good hygiene by 2030. And we're maximising our contribution to the Goals through partnerships that really deliver.

The Goals are hugely ambitious. They're also achievable – if we bring our resources, expertise and desire together. Since 2000, 1.4 billion people have gained access to clean water, and 1.4 billion have gained access to decent toilets.¹ In 2015, there were 686,000 fewer child deaths from diarrhoeal diseases than in 2000.²

It's a fantastic record of progress that we are committed to building on.

WaterAid started in 1981 because no organisation like us existed. And we'll end when no organisation like us is needed. In the meantime, we're resolutely focused on helping people break free from poverty and change their lives for good through the three essentials of clean water, decent toilets and good hygiene.

Directly installing taps and toilets is vital, but we do much more. To make lasting change happen on a massive scale, we:

- influence governments to change laws;
- link national and international policy makers with people on the ground;
- change attitudes and behaviours;
- pool knowledge and resources;
- and rally support from people and organisations around the world.

This report illustrates some of our achievements in 2016–17. Running through all of them is the golden thread of partnership. We actively seek out and join up with others who have the drive or the responsibility to help realise the Goals.



Rob Skinner
Chair
WaterAid International



Ken Caldwell
Executive Director
WaterAid International

¹ WHO/UNICEF Joint Monitoring Programme Report: *Progress on drinking water, sanitation and hygiene: 2017 update and SDG baselines*
² Global Health Observatory – World Health Organization

Creating lasting change: an overview of 2016–17

Last year we reached millions of people in 29 countries. It's not our aim to provide aid over the long term, but to spark chain reactions that lead to lasting change in people's lives. Lasting change in how communities, cities and countries work.

Totals
2016–17



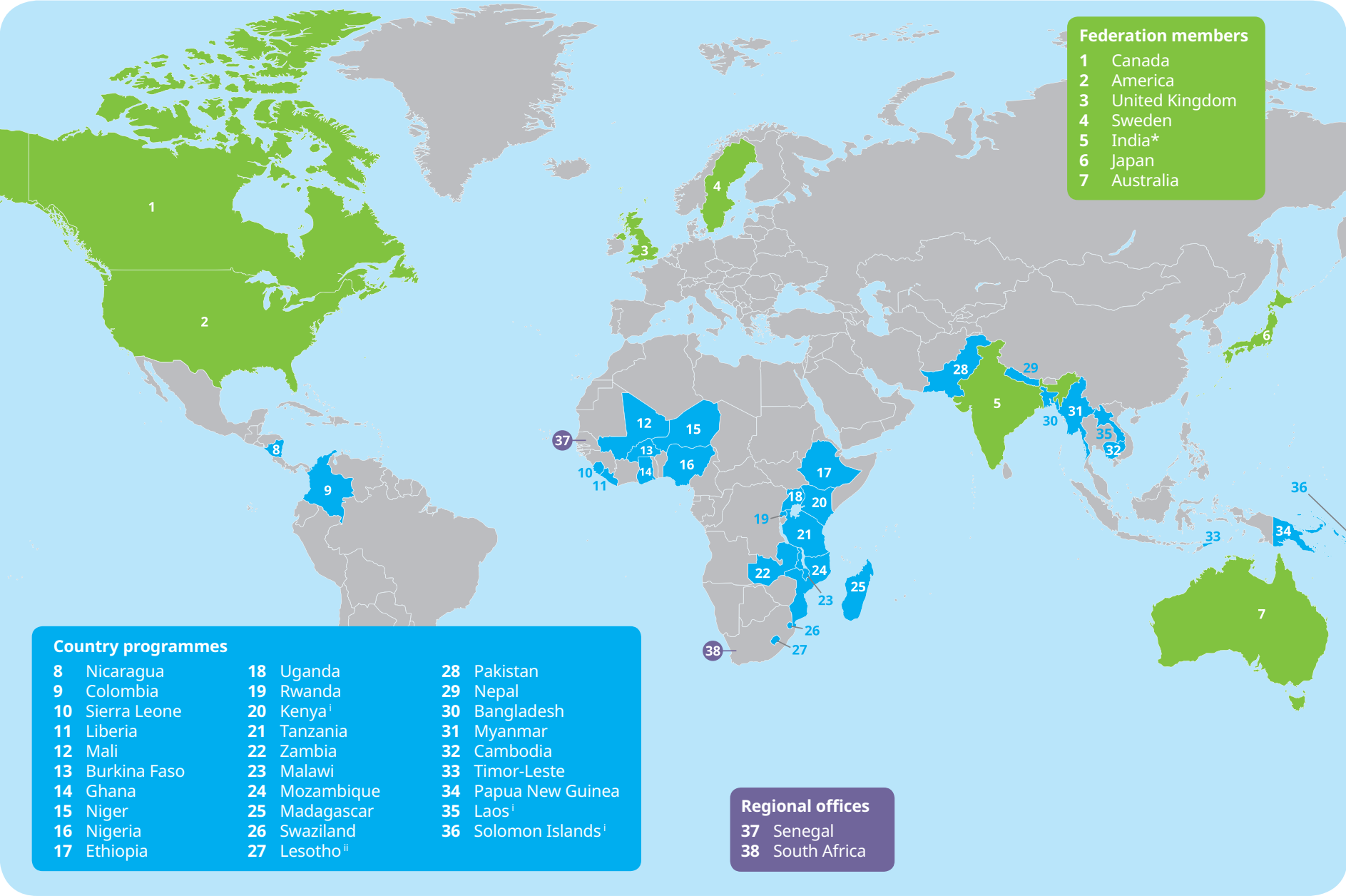
Clean water:
1,570,000
people reached



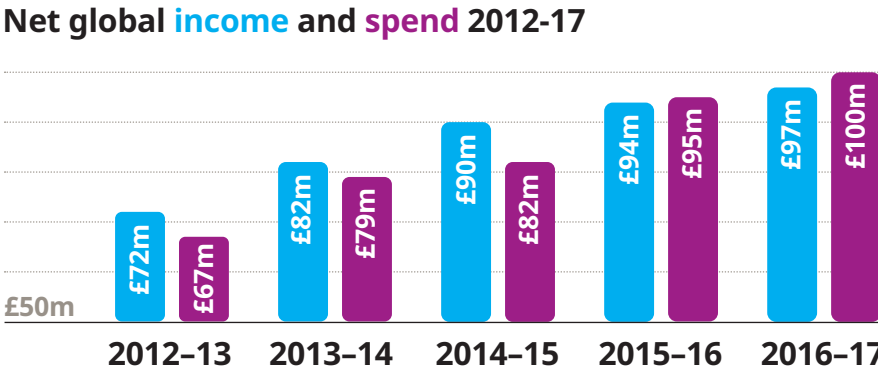
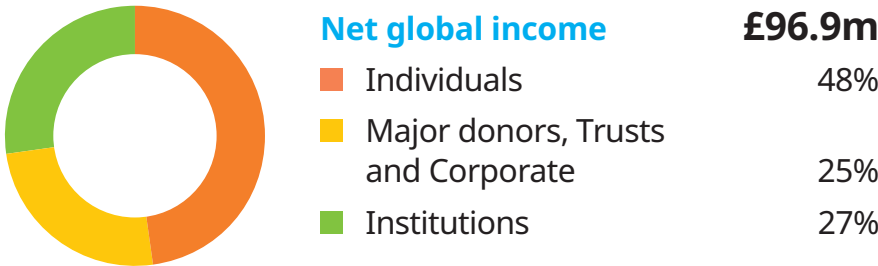
Decent toilets:
2,339,000
people reached



Good hygiene:
3,242,000
people reached



Our cause receives huge support from the general public worldwide, with over 400,000 people actively volunteering, donating and campaigning to bring clean water, decent toilets and good hygiene to everyone, everywhere.



ⁱ Now closed
ⁱⁱ Closing November 2017

* India is a federation member that manages its own country programme.

*Governance, Finance, IT, People and Organisational Development.
These summary accounts are based on audited accounts for each federation member. Please see each member's annual report for details.

Why we are changing normal: the human need

Last year, a child under five died of diarrhoeal diseases caused by poor water and sanitation every two minutes.³ For each of these children, and their families, health and dignity lost out to suffering and grief. This should not be normal.

Women and children collect dirty water from the spring in Mecheke, Konso, Ethiopia.

It's a simple fact that extreme poverty cannot end until clean water, decent toilets and good hygiene are a normal part of daily life for everyone, everywhere. Yet 844 million people went without clean water close to home last year, and 2.3 billion went without a decent toilet of their own.⁴

Women in particular waste precious time walking long distances to collect dirty water – time they could otherwise spend building a better life for themselves and their family. Girls drop out of school because there are no private toilets – missing out on an education and better opportunities to make a living. And young children are not surviving to see their fifth birthday because of diseases that could be prevented by clean water, improved sanitation and proper hygiene.

Even institutions that should provide these essential facilities often don't. In Africa, for example, four in every ten healthcare facilities do not have clean water.⁵ And globally three in every ten schools do not have clean water or adequate toilets.⁶



Only 4% of official aid is spent on water, sanitation and hygiene.⁷ This is far too low given the transformative effect they have on people's lives. With all three, children are born healthier. They get the chance to go to school, and grow up to become adults. Women and men get to earn a living, to the benefit of themselves and their families. Whole communities start to thrive.

How we are changing normal: our global strategy

Our work last year built upon our four strategic aims: making services genuinely sustainable; effectively integrating with other sectors such as health and education; positively influencing hygiene behaviour; securing equal rights to water, sanitation and hygiene for all. All of which sounds normal, and should be.

Our global strategy for 2015–2020 is about working with partners across the world to make change happen in four ways:

Sustainable services: we support national and local service providers to strengthen the systems and capabilities required to deliver water, sanitation and hygiene services that are sustainable.

Integration: we work with others to develop plans and activities that accelerate change by integrating water, sanitation and hygiene into broader sustainable development initiatives in areas such as health, education and nutrition.

Hygiene: we positively influence hygiene behaviour to maximise the benefits of access to clean water and decent toilets.

Equality: we tackle and challenge the inequalities that prevent the poorest and most marginalised people from realising their right to clean water, decent toilets and good hygiene.

These four aims are interconnected and complementary. We prioritise and resource each one according to the context of the area in which we are working.



Children drink from the new clean water source installed by WaterAid, Uganda.

³ WASHwatch.org

⁴ Estimated numbers of people who lack at least basic water and sanitation services in 2015, as defined and monitored by the WHO/UNICEF Joint Monitoring Programme, 2017 update

⁵ WHO/UNICEF (2015) *Water, sanitation and hygiene in health care facilities. Status in low- and middle-income countries and way forward*

⁶ UNICEF (2015), *Advancing WASH in Schools Monitoring*

⁷ OECD

Making services sustainable in 2016–17

When water points and toilets break or simply don't exist, it is usually because the right systems are not in place. Below is a selection of activities to show how we worked together with governments and communities to establish and maintain services that will last.

Bringing plans to life

Our 'city-wide master plans' in Mozambique, developed in partnership with local authorities, are designed to improve the sustainability of rapidly growing urban areas. We helped build water supplies and inclusive toilet blocks in schools and health centres for 20,000 people, promoted good hygiene to 105,000 people, and constructed 11 composting toilets and two bio-digesters to produce fuel and fertiliser. These will generate an income stream to help finance sustainable services.

Preparing for climate changes

Flooding and drought often wipe out fragile water and toilet services, disproportionately affecting the poorest communities. In areas of southern Africa gripped by drought or vulnerable to sea flooding, we worked with communities to build deeper, better protected wells. And in Ghana and other countries, we worked with the national government to embed water and sanitation in their climate change resilience plans.



WaterAid/Behailu Shiferaw



WaterAid/Behailu Shiferaw

Mele'at recreates the pose she struck in 2004, when we installed this sustainable water point in her village in Ethiopia.

Back to the future

We revisited some of the Ethiopian communities where we had installed clean water taps in 2004. Mehari Abreha told us about the savings in medical costs that allowed his family to buy their first livestock, which gave them the money to build a house and send the children to school. As with many other communities, such a simple intervention, sustained over the long term by involving the community in operation and maintenance, has transformed every aspect of their lives.

Effective integration in 2016–17

To be successful, investment in children's health, women's empowerment, education, nutrition and urban planning all rely upon clean water, decent toilets and good hygiene. We supported our partners in business and government to integrate these vital services into their plans, as demonstrated by the activities below.

A healthy start for children

Our global campaign, Healthy Start, continued to improve the health of newborns and infants by integrating clean water, decent toilets and good hygiene into health facilities. We campaigned with midwives and influenced the UN and World Health Assembly to promote their inclusion in healthcare action plans. And our media report *Caught short* gained worldwide coverage, raising the issue among health and nutrition organisations.

Building cleaner cities for the future

In rapidly growing towns and cities, reaching everyone with toilets will require radical change in the way governments and urban utilities integrate their plans and operations. Our two reports – *A tale of clean cities* and *Making sanitation happen* – helped to influence, among others, the World Bank, the German Government, and the Indian Government (with the latter continuing their national project to eradicate open defecation by 2019).

Good hygiene, good health

In Nicaragua we integrated elements of good hygiene – including handwashing, sanitation and menstrual hygiene management – into community-based sexual and reproductive health services. As part of our Healthy Start campaign, this is focused on inspiring key stakeholders to engage with and improve health conditions for mothers and newborns. Last year we reached more than 2,400 people, including community health commissions, midwives, teachers and students.

Working with schools and health centres

Having clean water and decent toilets in schools and health centres should be normal everywhere. In Tanzania, we worked with the Ministry of Health to set new standards for providing water and sanitation in hospitals. And in Rwanda, our team produced a report on the status of water, sanitation and hygiene in schools to help the Government to target the investments needed.

Positively influencing hygiene behaviour in 2016–17

Handwashing, safely storing water and food, and keeping toilets clean and functional can all reduce the spread of deadly diarrhoeal diseases. Below are just a few stories that illustrate how we worked with our partners in health and education to inform and inspire people to stay safe.

Ending the shame around periods

In many places, menstruation is still shrouded in stigma and ignorance. We continued to empower women and girls to manage their periods safely and with dignity. Globally, our films and photography pushed periods up the agenda. In Sierra Leone and Liberia, we established more menstrual hygiene sessions in schools. And in Lesotho, we helped promote Menstrual Hygiene Day, which drew a commitment from the Queen Mother to provide sanitary towels in schools.

Creating good habits

We kicked off a national hygiene behaviour change campaign in Pakistan last year, with support from government ministries and private companies. After a successful pilot, we started rolling the campaign out in collaboration with the country's largest community outreach organisation. Our messages on practices ranging from handwashing to menstrual hygiene reached around 96 million people, and we followed up with promotion sessions in communities.

Women make soap in the village of Samabogo, in the region of Segou, Mali.



World-leading hygiene promotion

We continued our ground-breaking partnership with the Government of Nepal to promote hygiene to thousands of mothers at immunisation clinics. We trained 3,000 female community health volunteers, who coached 26,000 mothers with messages about safe breastfeeding, handwashing and food preparation. This life-saving project is the first of its kind anywhere in the world.

Ensuring equality in 2016–17

Gender, age, race, disability and location are among the many reasons why millions of poor people's rights to clean water, decent toilets and good hygiene are overlooked. Together with our partners we tackled this inequality head on, as the examples below illustrate.

Women making water work

In the countries where we work, women are usually responsible for water collection and family health. Their involvement in implementing water and sanitation solutions is essential to ensure everyone is served fairly and appropriately. In Burkina Faso, we supported female leaders to oversee projects, promote good hygiene and raise women's awareness of their rights.

Raising awareness through art

Demonstrating disabled people's creativity is an effective way to cut through negative stereotypes. In Cambodia we collaborated with Epic Arts, a local arts group of people with disabilities, to tap into the country's youth movement and share messages about inclusive water, sanitation and hygiene services. Epic Arts produced a catchy pop song and film about handwashing, starring one of Cambodia's favourite pop singers, which went viral on social media.

Fighting for people's rights

Having clean water and a decent toilet are human rights. In Nepal, we worked with disabled people to influence the Government to provide inclusive toilets; in Uganda, we helped civil society groups engage with parliament on budgets for water and toilets; and in Bangladesh, we helped community organisations win an agreement from the Government to provide 200 water points in Korail, Dhaka's biggest slum.

Young people get SMART

In Nicaragua and Colombia we trained vulnerable young people to use SMART solutions – Simple, Market-based, Accessible, Repairable Technologies – to bring clean water to their communities. These include rooftop rainwater catchments, shallow tube wells, and pour-flush toilets. Engaging this at-risk group in creating a local supply chain benefits them as individuals, and their communities as a whole.

Partnerships: the key to progress

We have a bigger impact when we come together. We're experienced at identifying shared values and goals, and creating innovative solutions that draw on our own strengths, and those of government, business and civil society. Here are just a few examples.

International institutions

Sanitation and water for all

Sanitation and Water for All (SWA) is a global partnership of over 150 country governments, private sector and civil society organisations, research and learning institutions. As a founding partner we are currently active through various task teams.

Demonstrating results in Asia

We are a leading member of the South Asia WASH Results Programme, successfully delivering verifiable sanitation and hygiene results to 750,000 people in Bangladesh and Pakistan on a payment by results contract of over £10m. We are working with: Plan International, who along with us have the relationships with people in poverty in rural areas; the Water, Engineering and Development Centre, who facilitate learning; Water and Sanitation for the Urban Poor, who ensure schools have the right systems; Unilever, who run their handwashing behaviour change programme; and IpsosMori, who bring insight and technical proficiency to surveys.

Contributing to worldwide health

We are a member of the Partnership for Maternal, Newborn and Child Health, and the Global Task Force for Cholera Control, both of which are hosted by the World Health Organization (WHO). We are also contributing our expertise to the WHO's sanitation guidelines, and have a joint three-year programme focused on water, sanitation and hygiene in healthcare facilities, and on neglected tropical diseases.

Networks share learning

We work with several international practitioner networks including the Rural Water Supply Network, the Sustainable Sanitation Alliance, and the Water Engineering and Development Centre. Through conferences, joint research and online discussion, we share our experiences, and learn from others.



To discuss how we could work together, please contact your nearest WaterAid member using the details on the back cover.

Working together transforms lives. Amin Uddin used to beg for a living. He now owns two mobile toilets, and stations them in busy areas of Dhaka, Bangladesh. WaterAid helped Amin to start this business, which he uses to support his wife and three children.



Companies and foundations

HSBC: six years of achievement

Our partnership with the HSBC Water Programme has now reached 1.65 million people with clean water and 2.5 million with decent toilets in six countries since 2012. Over 400 HSBC employees have actively supported the project.

Sue Alexander, Senior Manager of Environmental Programmes at HSBC, says: “Water is vital to building healthy communities and developing local economies, yet it is also a huge global challenge. HSBC believes that business has a role to play in helping safeguard natural resources and improve livelihoods, both of which underpin economic growth.”

Water industry skill sharing

Through our strong ties to the water industry we linked experts from three companies – Yorkshire Water, Thames Water and Anglian Water in the UK – with their counterparts in Ethiopia, Malawi and Nepal, to share skills and strengthen services. The teams helped the utilities to reduce water wastage and review how local businesses can help improve sanitation.

Paresh Kavia, Programme Lead at Thames Water, says: “Linking up experts from Thames Water with their counterparts is a great opportunity for mutual learning. Working together to tackle some of the service delivery challenges in Malawi is a valuable personal development experience for everyone involved.”

H&M Foundation supports schools in five countries

We have been working with the H&M Foundation since 2013. Together we have reached more than 250,000 students in their schools with clean water, decent toilets and good hygiene, in Ethiopia, Tanzania, Uganda, India and Pakistan.

Kickstarting business with LIXIL

Japanese-based international building and housing firm LIXIL has developed a low-cost, high-quality plastic pan for use with pit latrines. We have worked closely together to promote the pan in several countries, and in Nigeria helped to launch its local manufacture. Last year we also jointly produced a report on the economic impact of poor sanitation.

Improving practice and policy with the Gates Foundation

Together with the Bill and Melinda Gates Foundation we’re working in 601 communities in three Nigerian states to improve approaches to sanitation. This work on the ground is supplemented by formal research which addresses specific, testable research questions. The learning generated is then used to influence practice and policy more widely in Nigeria, and across the region.



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Governments

Ending open defecation in India

India’s Swachh Bharat Mission aims to make the country open-defecation free by 2019, and we support it at the national, state, city and district levels. So far we have developed guidelines on solid and liquid waste management, faecal sludge management, and onsite sanitation technologies. We have also conducted studies on overall progress, hand hygiene, the appropriateness of toilet technologies, and on the situation in schools and health facilities. The Governments of Uttar Pradesh and Odisha adopted our recommendations on toilet designs for disabled people, while in Madhya Pradesh each early-childhood care centre is counselling adolescent girls on menstrual hygiene management, based on our resources and support.

Direct training and support

In Rwanda, we provided technical support to the Government so that service delivery work is better planned, coordinated and sustained in areas most in need. We trained 50 district staff, and in Bugesera helped establish the first District Water Board that will improve water, sanitation and hygiene facilities in schools and healthcare centres.

Continent-wide influencing

We work with the African Ministers’ Council on Water to monitor and support commitments on water and sanitation across the continent. We contribute technical expertise to help define programmes and activities, primarily through two sub groups.

Keeping good company

Among our growing range of international partners are:

International institutions

European Commission
UNICEF
World Health Organization
World Bank

Companies and foundations

H&M Foundation
HSBC Holdings Plc
Conrad N. Hilton Foundation
Bill & Melinda Gates Foundation
One Drop Foundation
Players of People’s
Postcode Lottery
Swedish Postcode Lottery

Government

UK Department for
International Development
Swedish International
Development Agency
Australian Department of
Foreign Affairs and Trade
Global Affairs Canada
United States Agency for
International Development

One is focused on rural communities, and the other on harmonising national monitoring frameworks with global indicators such as the Sustainable Development Goals.



If you share our commitment to reaching everyone, everywhere with clean water, decent toilets and good hygiene by 2030, let's discuss how we could work together. Or visit us at www.wateraid.org

Federation members

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The WaterAid federation

WaterAid is a federation of national member organisations. We collaborate to maximise our collective impact towards our shared vision.

To date, we have seven national member organisations. Each mobilises support in its home country, engaging individuals, companies and institutions to raise funds and influence policies to support our mission. We collaborate on regional and global advocacy and campaigns to influence governments, companies and international institutions. Four of our federation members also manage country programmes on behalf of our global network.

Our work together is coordinated through our federation, WaterAid International. This is governed by our International Board, made up of representatives of our member organisations, and supported by our Executive Director and a small secretariat.

Further information on our governance is available at www.wateraid.org



WaterAid International Board (as at July 2017)

The Board is composed of the Chairs of each member Board, plus an additional UK Trustee.

Robert Skinner (Australia) **Chair**

Rosemary Carr (UK) **Vice Chair**

Marc Robert (America)

David McInnes (Canada)

Satoshi Takizawa (Japan)*

Sumit Bose (India)*

Tobias Krantz (Sweden)

Tim Clark (UK)

* Associate member