

WASH advocacy and the Global Goals for Sustainable Development

Executive summary

This briefing provides an overview of the new UN Global Goals – also known as the Sustainable Development Goals – with a particular focus on the relevant indicators and next steps needed to implement Global Goal 6: to ensure availability and sustainable management of water and sanitation for all.

Water, sanitation and hygiene (WASH) underpins progress on a whole range of Global Goals, including those on health, education and gender equality. It is crucial that governments recognise the importance of WASH for their country's economic and social development, and ensure that the Goal on water and sanitation is embedded in national action plans.

In this briefing we will look at how best we can achieve Global Goal 6, and why WASH is an essential component of an integrated approach to tackling poverty, hunger, health and inequality.

The briefing has been published to provide information and materials to support civil society organisations calling for WASH to be a key part of any national sustainable development strategy.

Recommendations discussed include:

- Carrying out a situational analysis
- Mapping stakeholders
- Developing partnerships with other civil society organisations
- Ensuring that the government has created participation and discussion spaces for civil society organisations within the Global Goals implementation process
- Developing a strong civil society presence in the national media

Additional materials and templates that can be used alongside this briefing:

- A checklist to assess impact of the Global Goals
- A template PowerPoint on the Global Goals and Goal 6
- A template advocacy letter
- A frequently asked questions sheet
- A media guide and template press release
- A briefing on WASH indicators
- A template press release
- Infographics on the links between Global Goal 6 and the other Global Goals and targets
- A short film on the Global Goals and Goal 6

These resources can be used for national, regional and international advocacy, or adapted as appropriate. They will be most useful for those engaging in conversations and consultations with contacts in national governments, civil society and the private sector.

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1. Introduction: what are the Global Goals?

At the UN Sustainable Development Summit on 25 September 2015, world leaders adopted the 2030 Agenda for Sustainable Development, which includes a set of 17 Global Goals (also known as the Sustainable Development Goals [SDGs]), setting out new development priorities for all countries to end extreme poverty by 2030.

The Global Goals build on the UN Millennium Development Goals (MDGs), which the world committed to achieving by 2015. Since adoption of the MDGs, much progress has been made to improve access to WASH, but a great deal of work remains to be done.

Over 648 million people still don't have access to clean water, and 2.3 billion have nowhere safe to go to the toilet. These are fundamental human rights, and without them people are unable to take the first step out of poverty. Diarrhoea caused by unsafe water and poor sanitation is the second biggest killer of under-fives worldwide, claiming the lives of 1,400 children every single day.¹

The 2030 Agenda redefines how the global community will work together to address poverty and improve living standards, while ensuring development is sustainable. It represents a renewed global partnership for development. It is made up of four elements: a declaration; the 17 Global Goals (made up of targets and indicators to measure progress); their means of implementation (a multi-stakeholder "mutual accountability" mechanism responsible for ensuring the Global Goals can achieve transformative results); and a framework for follow up and review.

The goals cover a range of issues from water and sanitation to poverty, gender equality, health and climate change. The goals are universal, and their adoption will require countries to take action both within their own borders and in support of wider international efforts. Individual national commitments must add up to a worldwide result that helps everyone everywhere.

The Global Goals propose a much broader multi-sectoral approach to development than did the MDGs, pushing for change in low-income, middle-income and high-income countries alike, and attempting to address the links between poverty eradication, economic development and human wellbeing.

They also represent a shift from a reduction in the percentage of the population without access to clean water and sanitation to aiming to achieve access to WASH for all. Yet, more work needs to be done to make the Global Goals effective. How will we measure progress and hold countries to account on their pledges to reach everyone everywhere in the next 15 years?

Member states are now expected to integrate the Global Goals into national processes and national strategies. In developing these strategies, it is vital that governments recognise the strong links between Goal 6 (to ensure availability and

¹ Child Health Epidemiology Reference Group (CHERG) 2012

sustainable management of water and sanitation for all) and other goals. WASH underpins progress on many of the Global Goals. Only through joined-up implementation can member states make progress across the Agenda.

The ability of countries to meet the Global Goals will rely on raising the finance needed to assure sustainable and affordable WASH services for all. To do this will require significant investment. The financing sources available to achieve universal WASH need to be understood. Funding will need to be mobilised from public, private, domestic and international sources, and at substantially increased levels from those reached during the MDG period.

The Global Goals (targets within Goal 6 are in Section 2)

Goal 1: End poverty in all its forms everywhere.

Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture.

Goal 3: Ensure healthy lives and promote wellbeing for all at all ages.

Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Goal 5: Achieve gender equality and empower all women and girls.

Goal 6: Ensure availability and sustainable management of water and sanitation for all.

Goal 7: Ensure access to affordable, reliable, sustainable and modern energy for all.

Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation.

Goal 10: Reduce inequality within and among countries.

Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable.

Goal 12: Ensure sustainable consumption and production patterns.

Goal 13: Take urgent action to combat climate change and its impacts.*

Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

Goal 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

Goal 17: Strengthen the means of implementation and revitalise the global partnership for sustainable development.

*Acknowledging that the UN Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change.

2. Why do the Global Goals matter for water, sanitation and hygiene? What is Goal 6?

WaterAid, alongside other organisations and civil society groups, has been calling for a globally agreed goal dedicated to WASH since 2012. The inclusion of Goal 6, dedicated to sustainable management of water and sanitation, with six targets including universal access to drinking water, sanitation and hygiene – and a clear reference to the human right to safe drinking water and sanitation – is a major milestone in ending WASH poverty and transforming lives.

World leaders have publicly acknowledged that water and sanitation are vital for eradicating poverty, and fundamental to sustainable development everywhere. This is a huge step forward, as it will make access to clean water and safe toilets a central part of international, regional and national development plans. It provides an opportunity to ensure that water, sanitation and hygiene are prioritised within the sustainable development agenda at all levels.

Targets within Goal 6: ensure availability and sustainable management of water and sanitation for all

6.1	By 2030 achieve universal and equitable access to safe and affordable drinking water for all.
6.2	By 2030 achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.
6.3	By 2030 improve water quality by reducing pollution, eliminating dumping and minimising release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally.
6.4	By 2030 substantially increase water-use efficiency across all sectors, ensure sustainable withdrawals and supply of freshwater to address water scarcity, and substantially reduce the number of people suffering from water scarcity.
6.5	By 2030 implement integrated water resource management at all levels, including through trans-boundary cooperation as appropriate.
6.6	By 2030 protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes.
6.a	By 2030 expand international cooperation and capacity-building support to developing countries in water- and sanitation-related activities and programmes, including water harvesting, desalination, water efficiency, wastewater treatment, recycling and reuse technologies.
6.b	Support and strengthen the participation of local communities in improving water and sanitation management.

3. Goals and targets supported by WASH access

WASH is an essential component of an integrated approach to tackling poverty, hunger, health and inequality. Successful realisation of Goal 6 will underpin progress across many of the other goals, particularly on nutrition, child health, education and gender equality. Some of the critical links between WASH and other goals are outlined below.

Goal 1: End poverty in all its forms everywhere

Target	Direct connection with WASH	Indirect connection with WASH
Target 1.4: By 2030 ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance.	The definition of poverty used for the Global Goals is that everyone has access to basic services, of which water and sanitation are two of the most fundamental.	Estimates struggle to capture the full variety of impacts and causal links, but work by the World Health Organization and the Water and Sanitation Program has consistently found significant economic benefits from WASH. These include improved productivity, human capacity and foreign investment. ²

Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Target	Direct connection with WASH
Target 2.1: By 2030 end hunger and ensure access by all people, in particular the poor and people in vulnerable situations including infants, to safe, nutritious and sufficient food all year round.	Reducing malnutrition, in the form of 'stunting' (low height for age) is the second target in this goal. 50% of malnutrition is attributable not just to lack of food consumption, but also to repeated episodes of diarrhoea, preventing the absorption of nutrition. ³ Focusing on food can, at best, only address half the problem when it comes to malnutrition, and WASH is absolutely essential to ending malnutrition completely.

² Economics of Sanitation Initiative <http://www.wsp.org/content/economic-impacts-sanitation>

³ World Health Organization, (2008) Safer water, better health: costs, benefits and sustainability of interventions to protect and promote health, p1

Goal 3: Ensure healthy lives and promote wellbeing for all at all ages

Target	Direct connection with WASH	Indirect connection with WASH
<p>Target 3.1: By 2030 reduce the global maternal mortality ratio to less than 70 per 100,000 live births.</p> <p>Target 3.2: By 2030 end preventable deaths of newborns and under-five children.</p> <p>Target 3.8: Achieve universal health coverage including financial risk protection, access to quality essential health care services, and access to safe, effective, quality and affordable essential medicines and vaccines for all.</p>	<p>Universal access to safe water and sanitation will help in reaching targets for improving global health, including reducing infant mortality, and reducing water-related diseases. Diarrhoeal diseases, which are primarily spread through lack of some combination of water, sanitation or hygiene, is the second biggest single killer of children under five. It accounts for 11% of all deaths in under-fives worldwide – an estimated 760,000 deaths in 2011.⁴</p>	<p>Target 3.8 relates to universal health coverage. Prevention of WASH-related diseases by improving access to WASH at home can reduce the burden on the health service. This can free up enormous resources.</p> <p>Access to WASH services in health-care facilities is essential for the provision of quality care.</p>

⁴ World Health Organization (2013) Diarrhoeal disease

Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Target	Direct connection with WASH
<p>Target 4.1: By 2030 ensure that all girls and boys complete free, equitable and quality primary and secondary education, leading to relevant and effective learning outcomes.</p> <p>Target 4.2: By 2030 ensure that all girls and boys have access to quality early childhood development, care and pre-primary education, so that they are ready for primary education.</p> <p>Target 4.a: Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all.</p>	<p>WASH is a critical factor in improving attendance and performance in schools. Providing classrooms and teachers will not improve attendance if students have to collect water at home, or if the prospect of managing their period without a private toilet makes the idea of attending unthinkable.</p> <p>Malnourished and weak children suffering repeated bouts of diarrhoea will inevitably struggle to learn, no matter how good the teaching and materials provided.</p>

Goal 5: Achieve gender equality and empower all women and girls

Target	Direct connection with WASH
<p>Target 5.4: Recognise and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies, and the promotion of shared responsibility within the household and the family as nationally appropriate.</p>	<p>Access to WASH has a direct impact on the health of women and girls throughout their lives. For example, the absence of adequate sanitation and menstrual hygiene facilities at school often leads to absenteeism or dropping out, as does the burden of water collection, which is far more often undertaken by girls than by boys.</p>

Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable

Target	Direct connection with WASH
<p>Target 11.1: By 2030 ensure access for all to adequate, safe and affordable housing and basic services, and upgrade slums.</p>	<p>Lack of basic water or sanitation services is enough to classify a dwelling as a slum, so improvements in these areas is a necessary condition to achieving this goal. Vibrant, healthy cities are the engines of economic growth, but without necessary basic services this potential is held back.</p>

Other Global Goals that have links to WASH

Goal 9	Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation.
Goal 10	Reduce inequality within and among countries.
Goal 13	Take urgent action to combat climate change and its impacts.
Goal 17	Strengthen the means of implementation and revitalise the global partnership for sustainable development.

A full list of goals and targets can be found at: <https://sustainabledevelopment.un.org/topics>

4. How will the goals be measured?

An indicator framework, which will measure progress towards specific targets under the goals, will be finalised at the 47th session of the UN Statistical Commission in March 2016. The framework and implementation plan will be critical elements in ultimately achieving the Global Goals.

The Statistical Commission's roadmap includes the formation of the Inter-Agency and Expert Group on Sustainable Development Goal indicators (IAEG). This group is made up of 28 representatives from national statistical offices and, as observers, representatives of regional commissions and regional and international agencies, including ones responsible for global reporting on the MDGs.

The IAEG will produce a report and a set of global indicators, which will then be reviewed and adopted at the meeting of the Commission in March 2016. Each country will, in addition, produce its own set of indicators.

Find out more about the Global Goals indicators process on the IAEG's website: <http://unstats.un.org/sdgs>

5. How will the goals be monitored?

a. National action plans

The Global Goals should enrich national policy and align with, rather than duplicate, national sustainable development plans. The sustainable development agenda will only succeed if it is integrated into national planning, and translated into policy at national levels. As outlined in the follow up and review section of the framework, it is expected that member states will use the framework as a tool to assist national planning.

It is crucial for governments to express the importance of WASH for their country's economic and social development, and ensure that the Goal on water and sanitation is embedded in national action plans.

b. Regional

Regional platforms will play a role in coordination, fostering knowledge sharing, peer review and reciprocal learning across regions. As well as global and national indicators, there may also be a small number of indicators targeting specific regional priorities. Existing partnerships such as the Southern African Development Community (SADC) and the South Asian Association for Regional Cooperation (SAARC) are highly likely to play this role. For example, regional commitments on sanitation were made in South Asia at the 6th Conference on Sanitation (SacoSan VI) in January 2016.

Where these partnerships and conferences do not already exist, it is important to ensure a regional approach, using economic and political platforms to drive policy changes, data harmonisation and monitoring. This will ensure that national governments are further politically motivated to act responsively on WASH.

Given the cross-cutting nature of water and sanitation, involvement in partnerships will be vital for success – not least because it cuts across many sectors, interest groups and levels of government.

c. International

Accountability at an international level known as “follow up and review” will be based on the global indicators and annual reporting. There will be an annual progress report prepared by the UN Secretary General, based on the global indicator framework and data produced by national statistical systems, plus information collected at the regional level. This will be harmonised into common global standards, and will form the basis for review at the first substantive UN High Level Political Forum in July 2016. The global indicators will be generally applicable to all countries, but some may only cover a subset, e.g. landlocked countries would not report on oceans.

The High Level Political Forum will have the central role in overseeing follow up and review at the global level. It will work with the UN General Assembly and the Economic and Social Council (ECOSOC), to facilitate knowledge sharing, and provide political leadership, guidance and recommendations for follow up.

d. Thematic

Thematic monitoring involves specialist indicators. This can include input and process metrics as helpful components to official indicators. Many communities may also use unofficial sources of data, and experiment with creative ways of collecting and analysing data.

Thematic monitoring will offer good opportunities for strengthening and enhancing existing sector meetings and forums, such as the Sanitation and Water for All High Level Meeting, AfricaSan, SacoSan and Africa Water Week.

6. How will the Goals be financed?

It is now critical that governments identify the resources needed to achieve universal access to WASH by 2030, as part of a broader sustainable development agenda. To deliver these human rights, funding will need to be mobilised from public, private, domestic and international sources, and at substantially increased levels from those reached during the MDG period.

The increase in resources needs to be accompanied by steps, led by national governments, to address financial absorption and improve sector performance. This will involve achieving the right mix of recurrent and capital funding, in order to improve the targeting of domestic and external funding, and reach poor and marginalised communities. Aid flows will also be crucial for countries with high incidence of extreme poverty, and where government resources are severely constrained. WaterAid's report *Essential Element* provides more detail. The report can be found here: bit.ly/Essential_element

7. What can I do now?

“The role of civil society has never been more important. Soon we will start to implement an inspiring new development agenda, agreed by all the world’s governments.” – UN Secretary Ban Ki-moon in a speech to commemorate the International Day for Democracy, 15 September 2015.

The role of civil society in the implementation of the Global Goals is by no means small. Civil society organisations must ensure that governments are held accountable, and that they are comprehensively addressing the implementation of the goals. Civil society can help to maintain a level of ambition and contribute substantially to implementation efforts.

This section addresses how civil society can be meaningfully involved in the national level implementation of the post-2015 agenda. It aims to provide some practical recommendations and information to use when discussing this issue with governments and other stakeholders.

Opportunities for action

There are four key areas where opportunities may arise from the process of national implementation.

1. Mapping the process and key stakeholders

Within the context of your new country strategy, assess what the process for the adoption of the Global Goals will be in your country.

This should be a very brief mapping exercise that focuses on:

- a) Mapping the political actors, including identifying contacts within WASH ministries.
- b) Mapping the key state and non-state bodies involved in the implementation of the Global Goals at a national and sub-national level, including:
 - The national statistical agency body
 - Executive office
 - UN agencies, e.g. UNICEF, UNDP
- c) Identifying key individuals within UN agency bodies, including:
 - UNICEF
 - UN Development Programme.
- d) Mapping the role of key civil society organisations, including:
 - Key actors, including national civil society coalitions, civil society organisations within and outside the WASH sector, and development partners that your government is working with
 - Opportunities to engage with civil society organisations and extend existing partnerships

Also consider what support there is for the goals from the head of state or the government, any existing national MDG plans, and any outline for transition to the Global Goals. Please see the template checklist included in the toolkit for more information.

2. Engaging key actors

Provided with this pack is a template letter for use in engaging with key government departments. This is designed to assist discussions around implementation of the Global Goals at a national level.

3. Civil society participation in national consultations

The integration and implementation of the Global Goals at a national level can only be delivered with active participation from government, civil society and private sector stakeholders.

Member states will translate the Global Goals in different ways. Some countries, such as India, Ghana and Nigeria, have already begun intensive consultations on the Agenda, or have started exploring how the new goals and targets will align with their national development plans. On the other hand, some countries have not yet begun this process.

To ensure these strategies are inclusive, organisations such as WaterAid can play a key role in supporting and working with governments as leading expert partners in the monitoring and delivery of WASH access. This is an opportunity to place WASH at the forefront of national governments' responses to the global framework.

Work with civil society organisations and government to ensure that the government has created participation and discussion spaces for civil society in the earliest stages of the Global Goals national implementation process. This will ensure key actors can be brought together to discuss the implementation of Goal 6, and of any targets relating to water and sanitation.

4. Promoting the goals

Ensure the Global Goals and WASH both have a strong and ongoing presence in the national media. The presence of civil society in the mass media will be critical to achieving national implementation of the Global Goals. Working closely with other civil society organisations, and creating links with other sectors such as health and gender rights, will help you to build a strong media profile for WASH.

To help you with this we have included a draft press release in this pack.

A lot of potential media coverage will be based around key moments in the development calendar.

5. Further information and templates

You can use these templates, documents and briefings to help you get started:

- [A checklist to assess impact of the Global Goals](#)
- [A template PowerPoint on the Global Goals and Goal 6](#)
- [A template advocacy letter](#)
- [A frequently asked questions sheet](#)
- [A media guide and template press release](#)
- [A briefing on WASH indicators](#)
- Two infographics on the links between Global Goal 6 and the other Global Goals and targets:
 1. [Ensure availability and sustainable management of water and sanitation for all](#)
 2. [Water and sanitation: the pathway to a sustainable future](#)
- [A short film on the Global Goals and Goal 6](#)

