

KEEP YOUR PROMISES ON SANITATION



CAMPAIGN TOOLKIT

Keep Your Promises on Sanitation is a regional campaign calling on decision makers to stick to the pledges they have made on Sanitation!



KEEP YOUR PROMISES ON SANITATION

Keep Your Promises on Sanitation is a regional customised version of international keeps your promises campaign. The campaign is calling on decision makers to stick to the pledges they have made on sanitation. Decision makers have made promises locally, nationally, regionally and globally to get sanitation to the poorest communities in South Asia, where over a one billion people don't use improved sanitation and 700 million practice open defecation - not words but actions are required to end this human development and public health crisis

Campaign aims to establish a broad based alliance comprises of both WASH and non WASH civil society organisation (such as groups working on right to health, education and nutrition). Through this broad based citizens' alliance a political momentum will be created for improving sanitation sector governance by attaching high political priority, improving accountability, increasing and targeting resources and creating mass awareness to address the massive challenge of undignified sanitation conditions.

About this toolkit:

This toolkit provides information on the South Asian version of Keep Your Promises Campaign on sanitation. The toolkit aims to provide all the information and inspiration you need to join the campaign. By taking part, we can unite with hundreds of thousands of people across the region who are taking action to ensure that basic sanitation are available for EVERYONE!

Globally, the campaign was launched on the occasion of World Toilet Day (19 November 2012). However, in South Asia, the Keep Your Promises campaign will be launched on 19th March 2013 and last till 15 months until June 2014

The overall goal and objective of this regional campaign is to

Goal: Right to sanitation of the marginalised and excluded is realised in South Asia

Objective: All countries have increased allocation targeted to the poor and excluded, and the allocated resources are utilized effectively for sustainable sanitation services

In that respect, we request the governments of South Asia to;

1. Increase Sanitation Budgets in actual terms annually
2. Ensure that National sanitation investment plans have special financial provision to meet the sanitation needs of the poor and marginalised people on priority basis.
3. Initiate the process for separate sanitation budget line
4. Start developing/improving sanitation monitoring system to report on level of investment and services to poor and marginalized people and areas.
5. Recommend strong WASH in post-15 development framework through upcoming SACOSAN-V
6. Reinforce the commitments made in the SACOSAN I-IV by agreeing upon a strong workable plan for realising commitments on targeted finances and reaching to un-reached
7. Develop and agree upon an actionable framework on sanitation through SAARC platform.
8. Support SAARC to formulate inter ministerial forum to address sanitation challenge through multi sectoral approach.

The Sanitation Crisis in South Asia



One billion people in South Asia do not use improved sanitation facilities – that is every three out of five people.

The single most important development challenge in South Asia is to end the sanitation and hygiene crisis by promoting dignified lives, reducing preventable deaths, improving gender equality, contributing to the disposable income of poor people and safeguarding the environment. South Asia has made considerable progress over the last decade, but substantial challenges remain.

This is an affront to the societies in South Asia, where diarrhoea, caused by dirty water and poor sanitation, is the second biggest killer of children under



Nearly 700 million people practice open defecation – that is every two out of five people.

But this crisis can be solved! The sanitation crisis is primarily caused by a lack of political will. Overcoming the crisis requires national and local governments to stick to their word and to implement the commitments they have made on sanitation. Simply put they need to keep the Promises!

HOW CAN I GET INVOLVED?

A CHECKLIST FOR ACTION!

- 1** Participate in our exciting launch events (details provided in different section of this toolkit)
- 2** Download the global petition from www.KeepYourPromises.org and start collecting signatures. You can also amend the petition to fit your local context.
- 3** Check your country information on www.WASHwatch.org and add the latest updates on sanitation
- 4** Join in with the global discussions about the Millennium Development Goals in 2015 on <http://www.worldwewant2015.org/>
- 5** Is there a local or national election coming up in your area? Organise an election campaign on sanitation and make sure election candidates take notice. For your convenience we have produced this election toolkit
- 6** Organise a local walk around World Water Day 22nd March 2013 or World Toilet day on November 19, 2013
- 7** Mobilise citizens and policy makers to engage in upcoming budgets discussions
- 8** Mobilise and efficiently engage with media www.Washmedia.org
- 9** Join dignity March to be initiated before SACOSAN-V in September – October 2013

KEEP THESE PROMISES

The governments in South Asia have already made many commitments to achieve universal access to sanitation in national, regional and international agreements. Now is the time to turn these words into action and make real progress towards providing sanitation and water for all, including the poorest and marginalised communities.

How you take part in the Keep Your Promises campaign will depend on what promises have been made in your local area or country. The promises on sanitation made by a donor country such as the Netherlands will be very different from the promises made by the national government of Bangladesh or Nepal.

Your government may also have made a number of different promises at regional or national levels. For example, several South Asian countries signed the Colombo Declaration and respective countries have also made commitments at national level viz. The Government of Nepal has committed itself to ensure access to safe drinking and sanitation for all in Nepal by 2017.

PROMISES MADE ON SANITATION BY SOUTH ASIAN Governments

1

The Millennium Development Goals

The MDGs contain a commitment to halve, by 2015, the proportion of people without access to safe drinking water and basic sanitation. Although the water target has been achieved. Meanwhile, the sanitation target is hugely off-track, and at current rates of progress, the 2015 MDG target for sanitation will not be met in South Asia until 2043 – 28 years too late.

Keep Your Promises!

2

SACOSAN IV and The Colombo Declaration

At the SACOSAN IV conference, 8 South Asian countries committed to provide sanitation who still defecate in the open. They promised to increase funding for sanitation and hygiene and to establish specific budgets for sanitation and hygiene programmes.

The commitments made at SACOSAN IV included:

- To establish **specific public sector budget allocations** for sanitation and hygiene programmes.
- To **progressively increase** allocations to sanitation and hygiene over time.
- To design and deliver context-specific **equitable and inclusive sanitation and hygiene programmes** including better **identification of the poorest and most marginalised groups** in rural and urban areas, and transparent **targeting of financing** to programmes for those who need them most

Find out more about the commitments made in the Colombo Declaration and [read the full Declaration here](http://www.un.org.np/sacosan/document/?cat_id=6).

Recognition of water and sanitation as a human right: In 2010 the UN General Assembly and the UN Human Rights Council adopted resolutions recognising safe drinking water and sanitation as basic human rights. Find out more at www.righttowater.info

3

Sanitation and Water For All (SWA) High Level Meeting 2012

Bangladesh, Nepal, Pakistan and Sri Lanka from the region, donor countries and development banks participated in a historic High Level Meeting in April 2012. Each published a statement which set out the actions they would take on water and sanitation in the next two years.

Find out more at

www.sanitationandwaterforall.org.

Keep Your Promises!

4

National and Local Commitments

All countries in South Asia have also made their own national commitments and plans for improving water, sanitation and hygiene provision. Local governments and town or village authorities may have also made promises to install toilets, provide separate toilets for boys and girls in a local school.

Find out more about the promises your national government has made on sanitation and water.

Keep Your Promises!

5

Sanitation for ALL

South Asian governments committed to provide sanitation coverage to All;

INDIA	2022
NEPAL	2017
BANGLADESH	2013
PAKISTAN	2015

Keep Your Promises!

6

SAARC 17th Summit

During 17th SAARC summit in Maldives head of governments from South Asia agreed to formulate an actionable framework to address the common challenge of sanitation and access to safe drinking water in the region.

We welcome all of the commitments made by decision makers but too many of them remain unfulfilled or off-track. Solving the sanitation crisis requires decision makers to stick to their word and to honour the commitments they have made. It is time to tell national and local governments:

“Keep Your Promises on Sanitation and Water!”

CAMPAIGN CALENDAR

Campaign Launch - 19 MARCH 2013:

We are planning exciting events for the launch of this campaign.

Regional Citizen's meeting will take place involving different grass root organisations, Marginalized groups and CSOs. Through this meeting we intend to adopt citizen's charter on right to sanitation and also establish citizen forum to pursue implementation of charter. We also have plans to present this charter to the secretary general of SAARC.

Regional Parliamentarians forum on sanitation will be organised to discuss the role of members of parliament in activating existing government mechanism and improving governance to increase and target resources for sanitation from both national governments and donors. . Forum will be attended by members of parliament from Bangladesh, India, Nepal, Pakistan, Sri Lanka and United Kingdom. The role of parliaments in post-15 development framework will also be discussed.

Public Event will take place where different excluded, marginalized and affected groups sit in with different messages. There could be several activities in that public event including, children's' skit, art competition and media stunt etc. A solidarity/dignity march towards SAARC secretariat will be organised and attended by celebrities' member of parliament and citizens.

World Walks for Water and Sanitation: From 16 to 24 March 2013, hundreds of thousands of people across the globe will walk in solidarity with the millions of people who walk for miles every day to collect water and the 2.5 billion who have no private and safe place to go to the toilet. You can find further information here

<http://www.worldwalksforwater.org/eng/pages/resources>

National launch Events will be organised in Bangladesh, Nepal, India and Pakistan, please find out more details from one of the local organisers.

22 ND MARCH 2013



WORLD WATER DAY

Join in with the World Walks for Water and Sanitation taking place during **16th to 24th March**

2013 by organising a Walk in your local area. Invite your decision maker along and ask them to keep the promises they have made on sanitation and water!

Last year more than 370,000 people from 70 countries participated in the World Walks for Water and Sanitation – let's make this year even bigger and better! Tell us where and when you'll be walking or find a Walk near you on the website:

www.worldwalksforwater.org

Dignity March

Before SACOSAN –V, we will organise a cross country dignity March to demonstrate solidarity with marginalized communities who don't have access to safe sanitation.

November 2013:

SACOSAN V

Before the conference we will launch a move to collect signatures on a petition. The petition will be handed over to the South Asian Leaders gathering in Nepal during SACOSAN-V.

April 2014:

SWA HLM

Our campaign culminates at the Sanitation and Water for All High Level Meeting in April 2014. In that context, March is very important month for our campaign. We will organise events to promote multi stakeholder partnership which includes donors as well.

23RD September 2013:

UNGA on the Post - 2015 Development Framework

At this summit, we will engage with SAARC countries to articulate and support strong WASH in Post -15 development framework. SAARC countries must speak as a one voice in UNGA in September 2013. You can engage in country campaign process to lobby and convince your government to support single stance

International Days:

You can plan action on following important internal days to bring attention of the importance of sanitation for achieving health, environmental and nutritional objectives

08 March	International Women Day
22 March	World Water Day
07 April	Health Day
19 November	World Toilet Day
05 June	World Environment Day
16 October	World Food Day

CAMPAIGN ACTIONS YOU CAN DO ALLYEAR

The sanitation crisis in South Asia has gone on for too long - it is time to ask local and national governments to keep their promises.

CAMPAIGNING AT ELECTIONS

Is there a Local Government, Sub-national or national election being held in your country during this period? Politicians need your vote to get elected, so elections are a great time to secure promises and to push water and sanitation demands up the political agenda. We have produced an Election Toolkit to help you do so. The toolkit offers a detailed guide to planning, developing, and executing an effective campaign to make politicians sit up and take notice! Download it from www.keepyourpromises.org and start your Keep Your Promises election campaign today!

WASHwatch

The website www.WASHwatch.org is an online tool for monitoring government policy and budget commitments on water and sanitation. The easy-to-use website is a great way to check whether governments have kept their promises! It contains the latest information on rates of access for water and sanitation and updates on budget allocation. Anyone can add information and leave comments on the site. Check out the latest update on your country's promises and find out what progress has been made!



BEYOND 2015

The Millennium Development Goals (MDGs) expire in 2015 and no decision has been made yet on what will replace them: there may be different goals set, or even a new development framework altogether. The UN process to design the post-2015 framework is currently underway, and we need to make sure that the voice of civil society is heard so that water and sanitation get the attention they deserve. Find out more about how to get involved in the UN consultations on the post-2015 framework at www.keepyourpromises.org.

CAMPAIGN TIPS

READ UP

GET IN THE NEWS

Media attention is crucial to ensuring that the campaign is a success, so make sure your action hits the headlines by sending out a press release to your local newspaper or radio station. Your local decision makers will probably be happy to appear in the press if it means good publicity for them – and you can use it as a chance to ask them to publicly reaffirm their sanitation and water commitments!

GO ONLINE

Digital campaigning is a great way to spread the Keep Your Promises message and to connect with other campaigners around the world. Use social media such as Facebook and Twitter to publicise your events and reach supporters. Connect with the Keep Your Promises campaign at: www.twitter.com/WASHpromises and www.facebook.com/keepyourWASHpromises to follow the latest campaign updates and share your campaign actions.



Maya Chaudhari, Social activist- Nepal

“When people really want it, Change is definitely possible. There have been incredible changes in my village of Chhottipaliya, Khailai district, Nepal. Sanitary conditions have time, and the prestige of the villagers has skyrocketed among neighbouring settlements. Chhottipaliya is treated as a model for people from other parts of the district.”

Quote taken from South Asian people's prospective on sanitation, Synthesis review August 2011

THE KEEP YOUR PROMISES PETITION

WHAT IS IT?

The petition will call on all decision makers to keep their promises to take action to end the water and sanitation crisis, and achieve sanitation and water for all.

HOW WILL IT BE USED?

The petition will be handed to South Asian leaders at the SACOSAN-V and SAARC summit.

But that's not all! You can also use this petition in your own country to target your own decision makers.

PERSONALISE THE PETITION AND USE IT IN YOUR COUNTRY

You can download the petition and then edit it to make it relevant to your local or national context!

Include your own campaign demands in the petition, for example asking for the construction of toilets in your town or village, or increasing the proportion of GDP spent on sanitation. You can then collect signatures in your local community and hand the petition in to your local or national decision maker.

Ask people in your family, organisation and local community to sign. You could even ask your politician. Download the petition from www.KeepYourPromises.org.

What should I do when I have collected signatures?

Deliver the petition to your local or national decision maker and call on them to keep their sanitation and water promises!

Let us know:

How many people have signed the petition so far in your country. Whether you personalised the petition and handed it in to a decision maker in your country. Tell us which sanitation and water promise you asked them to keep.

Let us know at: www.KeepYourPromises.org. We will then add you to our counter which shows the number of people across the world who have taken action in support of Keep Your Promises. The more we collect, the more politicians worldwide are likely to listen to us!

COLLECT
SIGNATURES

AND DON'T STOP THERE!

You can continue to collect signatures right up to the MDG Summit in September 2013! Let's collect as many as possible and show decision makers that the world is watching!

For further details:

www.wateraid.org
www.fansasia.net

Email contacts

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