



CAMPAIGN TOOLKIT

November 2012 -
September 2013

Keep Your Promises is an international campaign calling on decision makers to stick to the pledges they have made on sanitation and water!

www.keepyourpromises.org

KEEP YOUR PROMISES ON SANITATION AND WATER

Keep Your Promises is an international campaign calling on decision makers to stick to the pledges they have made on sanitation and water!

Decision makers have made promises locally, nationally, regionally and globally to get safe drinking water and sanitation to the world's poorest countries and communities – but words are not enough! These promises must be kept to bring an end to the global sanitation and water crisis.

This toolkit will give you all the information and inspiration you need to join the campaign. By taking part, you can unite with hundreds of thousands of people across the world who are taking action to ensure that basic sanitation and clean water are available for EVERYONE!

The Keep Your Promises campaign will start in November 2012 and last one year. Campaigners across the globe will be taking action throughout the year and calling on their politicians to keep the promises they have made on sanitation and water.

On and around two key dates, World Toilet Day on 19 November 2012 and World Water Day on 22 March 2013, campaigners will come together and join forces to organise mass global campaign actions in countries across the world. Hundreds of thousands of people will take action on these key campaign dates to ensure they get their voices heard!

The Keep Your Promises campaign will culminate at the MDG Summit in New York in September 2013, when the Keep Your Promises global petition will be presented to decision makers calling on them to take action to ensure sanitation and water for all.

The Keep Your Promises campaign is local, national, regional and global. Promises have been made at all levels and we demand to see these promises kept.

CASE STUDY: KENYA

At the AfricaSan Conference, the Kenyan Minister for Water and Irrigation pledged to allocate at least 0.5 percent of GDP to water and sanitation. Later, at the Sanitation and Water for All High Level Meeting in 2012, the government of Kenya also pledged that a further 20 million people would gain access to sanitation and drinking water by 2015.

Is the government keeping its promises?



THE SANITATION AND WATER CRISIS

2.5 BILLION STILL LIVE WITHOUT A SAFE TOILET

783 MILLION PEOPLE STILL LACK ACCESS TO CLEAN WATER

Despite the progress of the last few years, a staggering 2.5 billion people still live without a safe toilet and 783 million people still lack access to clean water. The lack of such essential services creates a massive crisis for developing countries - undermining health systems, education, economic development, and gender equality progress.

Almost 2,000 children die every day from preventable water-related diseases, making it the second largest killer of children in the world². The crisis also impacts on developing country economies – in Sub-Saharan Africa, an estimated 5% of GDP is lost to illnesses and deaths caused by dirty water and poor sanitation³.

But this crisis can be solved! The water and 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 and water. Keep Your Promises!

HOW CAN I GET INVOLVED? A CHECKLIST FOR ACTION!

- 1** Download the global petition from www.keepyourpromises.org and start collecting signatures
- 2** Hold a Keep Your Promises Hearing on and around World Toilet Day, 19th November 2012
- 3** Organise a local Walk and take part in The World Walks for Water and Sanitation on and around World Water Day, 22nd March 2013
- 4** Check your country information on www.WASHwatch.org and add the latest updates on sanitation and water
- 5** Is there a local or national election coming up in your area? Organise an election campaign on sanitation and water and make sure election candidates take notice!
- 6** Join in with the global discussions about what should replace the Millennium Development Goals in 2015.

¹ UNICEF, Water, Sanitation and Hygiene Annual Report, 2008

² WaterAid 2012/WHO 2008/The Lancet 2012

³ UNDP, Human Development Report, 2006

KEEP THESE PROMISES

Decision makers have already made many commitments to achieve universal access to water and 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 and water made by a donor country such as the Netherlands will be very different from the promises made by the national government of Ethiopia.

Your government may also have made a number of different promises at regional or national levels. For example, many African countries signed the eThekweni Declaration and several South Asian countries signed the Colombo Declaration. On a local, municipal or village level, promises may have been made on sanitation and water – perhaps during last year's World Walks for Water and Sanitation, or at a local council meeting.

PROMISES MADE ON SANITATION AND WATER INCLUDE:

2 Sanitation & Water For All (SWA) High Level Meeting 2012

Developing countries, 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.keepyourpromises.org and www.sanitationandwaterforall.org.

Keep Your Promises!

1 The Millennium Development Goals (MDGs)

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, 783 million people still lack access to safe water. Meanwhile, the sanitation target is hugely off-track, and at the current rate of progress it will be **over two hundred years** until the MDG target is reached in Sub-Saharan Africa.

Keep Your Promises!

3 eThekweni declaration and AFRICASAN action plan

32 countries signed the eThekweni Declaration in 2008. They made a number of commitments including pledging to create a separate budget for, and to commit at least 0.5% of GDP to sanitation and hygiene.

Keep Your Promises!

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. A recent survey showed that nearly 80% of respondent countries fully recognised the right to water and over 50% fully recognised the right to sanitation⁴. However much more needs to be done to ensure that all governments recognise the right to water and sanitation, and that they translate this into action. Find out more at www.righttowater.info.

4 SACOSAN IV and The Colombo Declaration

At the SACOSAN IV conference, 8 South Asian countries committed to provide sanitation for the 700 million South Asians 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.

Keep Your Promises!

6 National and local commitments

Many developing and donor countries 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, improve water supplies or provide separate toilets for boys and girls in a local school.

Keep Your Promises!

5 LatinoSan

In 2007, 17 countries from Latin America signed the LatinoSan declaration and committed to give priority to sanitation in national development policies and strengthen regional intergovernmental cooperation.

Keep Your Promises!

Find out more about the promises your national government has made on sanitation and water, at www.keepyourpromises.org.

We welcome all of the commitments made by decision makers but too many of them remain unfulfilled or off-track. Solving the sanitation and water 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

19TH NOVEMBER 2012:

WORLD TOILET DAY AND LAUNCH OF THE INTERNATIONAL KEEP YOUR PROMISES PETITION

On and around World Toilet Day, 19 November 2012, Keep Your Promises Hearings will take place in countries and communities across the world. These Hearings are public forums, conversations or meetings at which campaigners will call on decision makers to honour the many local, national and regional commitments they have made to get sanitation, water and hygiene to their citizens.

Local officials, civil servants, government ministers and other decision makers will be asked to report on the progress they have made on their sanitation, water and hygiene commitments and to share their plans for ensuring their promises are kept and targets are reached.

The emphasis is not on asking decision makers to make new promises, but asking them to demonstrate clear progress towards the targets they have already set.

Has your local or national decision maker made a commitment to improve the sanitation, water and hygiene situation in your local area or country?

Organise a Hearing to ask them about their progress towards this commitment and to call on them to make sure this promise is kept. Download a toolkit full of ideas and tips for organising your own Hearing at www.keepyourpromises.org.

World Toilet Day will also see the official launch of the global Keep Your Promises petition! Download the petition from www.keepyourpromises.org and start collecting signatures today!

22ND 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.

Check out the official World Toilet Day website at www.worldtoiletday.org to learn, share and take action for sanitation. The website invites everybody to participate in this year's theme "I give a shit, do you?"

23RD SEPTEMBER 2013:

UN MDG SUMMIT ON THE POST-2015 DEVELOPMENT FRAMEWORK

The campaign culminates at this summit with the official hand-in of the petition to world leaders in New York. Make sure you've added your petition signatures to the global total so we can tell decision makers that hundreds of thousands of people worldwide want to see them keeping their promises on sanitation and water.

You can collect signatures for the Keep Your Promises petition throughout the year.

Use the petition in your country to call on your own politicians to keep their promises!

We'll then calculate how many people worldwide have signed the petition and make sure we let world leaders know at the MDG Summit in New York. We'll call on all decision makers, everywhere to keep their promises on sanitation and water.

At this summit, world leaders will be discussing the new plans for global development after the MDGs expire in 2015. We need to make sure sanitation and water are given the attention they deserve. We will call on decision makers to work to ensure that everyone, everywhere has access to safe sanitation and drinking water.

Use this timeline to help plan your campaign. We've included some important dates for your diary!

The Keep Your Promises campaign builds up to the UN MDG Summit in September 2013, when world leaders meet to review the Millennium Development Goals and to set out the global development framework which will succeed them.

We will deliver our petition at this Summit and call on all decision makers to keep their

promises on sanitation and water and step up efforts towards ensuring safe sanitation and drinking water for everyone.

Along the road to September 2013, everyone will join together on two key dates: World Toilet Day on 19th November 2012 and World Water Day on 22nd March 2013.

For the rest of the year, use these resources to hold your own decision makers to account on important dates in your country. What commitments have they made on sanitation and water? Are they keeping them?

CAMPAIGN ACTIONS YOU CAN DO ALL YEAR

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

The Keep Your Promises campaign will be running for a year and will build momentum up to September 2013, when we will present the global petition to world leaders. Campaigners across the globe will come together and take action around World Toilet Day and World Water Day, but for the rest of the year you might want to focus on promises and key dates that are specific to your country or local area.

CAMPAIGNING AT ELECTIONS

Is there a municipal, regional 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! You can find a guide to using WASHwatch at www.keepyourpromises.org.



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

It's important to know what promises your local or national government has made so that you can hold them to account. They may have pledged to spend 0.5 percent of GDP on water and sanitation, for example, or perhaps they've committed to increase access to sanitation in rural areas by 30 percent. Have a look at the country snapshots available from www.keepyourpromises.org. Once you know what commitments have been made, you can check that your government is working towards delivering them.

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.

CASE STUDY: THE NETHERLANDS

Dutch Minister for European Affairs and International Cooperation Ben Knapen announced a new initiative between the Netherlands and UK at the SWA High Level Meeting in April 2012, which will bring water and sanitation to an additional 10 million people in nine countries in West and Central Africa. Ask the Dutch government to keep their promises on sanitation and water!



CASE STUDY: PAKISTAN

- The government of Pakistan pledged to improve access to sanitation for 20 million people by 2015 at the SWA High Level Meeting in April 2012.
- Furthermore, the government committed to establishing special Task Forces on rural and urban sanitation by December 2012 and to establish a national monitoring framework by 2013.
- As a signatory of the Colombo Declaration, Pakistan has also pledged to ensure that every new and existing school has functioning, child-friendly toilets, separate for girls and boys. Ask the government to keep its promises!



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 in to world leaders at the MDG Summit in September 2013.

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 and water. You can then collect signatures in your local community and hand the petition in to your local or national decision maker.

COLLECT SIGNATURES

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!

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!

KEEP YOUR PROMISES ON SANITATION AND WATER: WHAT DO WE WANT?

End Water Poverty is calling for a step change from all governments to keep all of their promises to improve access to sanitation and water. Furthermore, we're calling on governments to go beyond these commitments and to work towards achieving universal access to basic sanitation and safe drinking water.

The Keep Your Promises campaign has 4 main demands:

1 MORE MONEY

More funding is needed to reach more people with safe sanitation and water services. Decision makers have pledged to increase funding to reach more people with these services but we now need to hold them to account and check that they keep these promises! The rewards are huge – for every \$1 invested in water and sanitation, an average of \$4 is returned in increased productivity⁵.

2 BETTER USE OF MONEY

Funding for sanitation and water needs to be better targeted to ensure that the poorest countries and most vulnerable communities are reached. This means making sure that governments spend money more effectively, and prioritise hard-to-reach areas (such as rural regions) in the least developed countries.

3 IMPROVE TRANSPARENCY

National governments need to be more open about how much money they are spending on sanitation and water. They also need to make it easier to track the progress being made, so that campaigners can easily tell if governments are keeping their promises.

4 MAKE SANITATION AND WATER A PRIORITY BEYOND 2015

The Millennium Development Goals expire in 2015, and at the moment the development plans which will follow them have not been decided. Keep Your Promises calls for sanitation and water to be prioritised nationally, regionally, and globally beyond 2015.

You can use these four campaign demands when meeting with your local politician or government official. Remember to also ask for a specific local or national commitment to be kept, for example a pledge to end open defecation in your area, or for improved water supplies to be available to everyone in your village.

This global campaign is a chance for people across the world to come together with a clear, unified message: **Keep Your Promises on Sanitation and Water!**

⁵ Hutton, Global costs and benefits of drinking-water supply and sanitation interventions to reach the MDG target and universal coverage, WHO, Geneva, 2012

Download the real petition from www.KeepYourPromises.org



World leaders,

We call on all decision makers to keep their promises to take action to end the water and sanitation crisis, and work towards providing sanitation and water for all.

Name:

Country:



World leaders,

We call on all decision makers to keep their promises to take action to end the water and sanitation crisis, and work towards providing sanitation and water for all.

In [country], we call on [decision maker] to keep his/her commitment to [promise made].

Name:

Country:



WASH Advocates
Safe drinking water and sanitation for all

