

“Access to water is a common goal. It is central in the social, economic and political affairs of the country, [African] continent and the world. It should be a lead sector of cooperation for world development.”

Nelson Mandela

End Water Poverty

2017 – 2022 Strategy

Vision

End Water Poverty (EWP) is a global civil society coalition campaigning to end the water and sanitation crisis. We will build active and connected global civil society mobilising communities to gain access to water, sanitation and hygiene (WASH).

Our gold standard for the delivery of services will be guided by the **principles of human rights** (non-discrimination and equity, participation, accountability, right to information, and sustainability) and the normative values of availability, accessibility, acceptability, affordability and quality.

Background

EWP is a global coalition made up of grassroots movements, civil society organisations (CSOs) and non-governmental organisations (NGOs) working on WASH. EWP's membership base spans over 150 organisations, which operate in over 90 countries worldwide (see chart below).

Since its inception in 2007, EWP has been at the forefront of **mobilising civil society** to hold governments accountable for the delivery of WASH to the most vulnerable and marginalised people. EWP is known for its role in **building partnerships** at international, regional and national levels, particularly between the health, nutrition and WASH sectors. At the core of EWP is our role in **reinforcing the voice, value and capacity of national civil society coalitions** working on WASH.

EWP also hosts the Sanitation and Water for All (SWA) partnership Civil Society Advisor. In this role, EWP strives to leverage civil society influence on stakeholders such as Finance, Water and Sanitation Ministers from around the world.

EWP members have a wider spread of operational countries. Currently, we have members operating across all continents as indicated in blue on page 4.



**CLEAN WATER
MAKES LIFE
A WHOLE LOT
EASIER**

CLEAN WATER

WaterAid

**KEEP
PROM
ON SANITATION**

Members operational countries



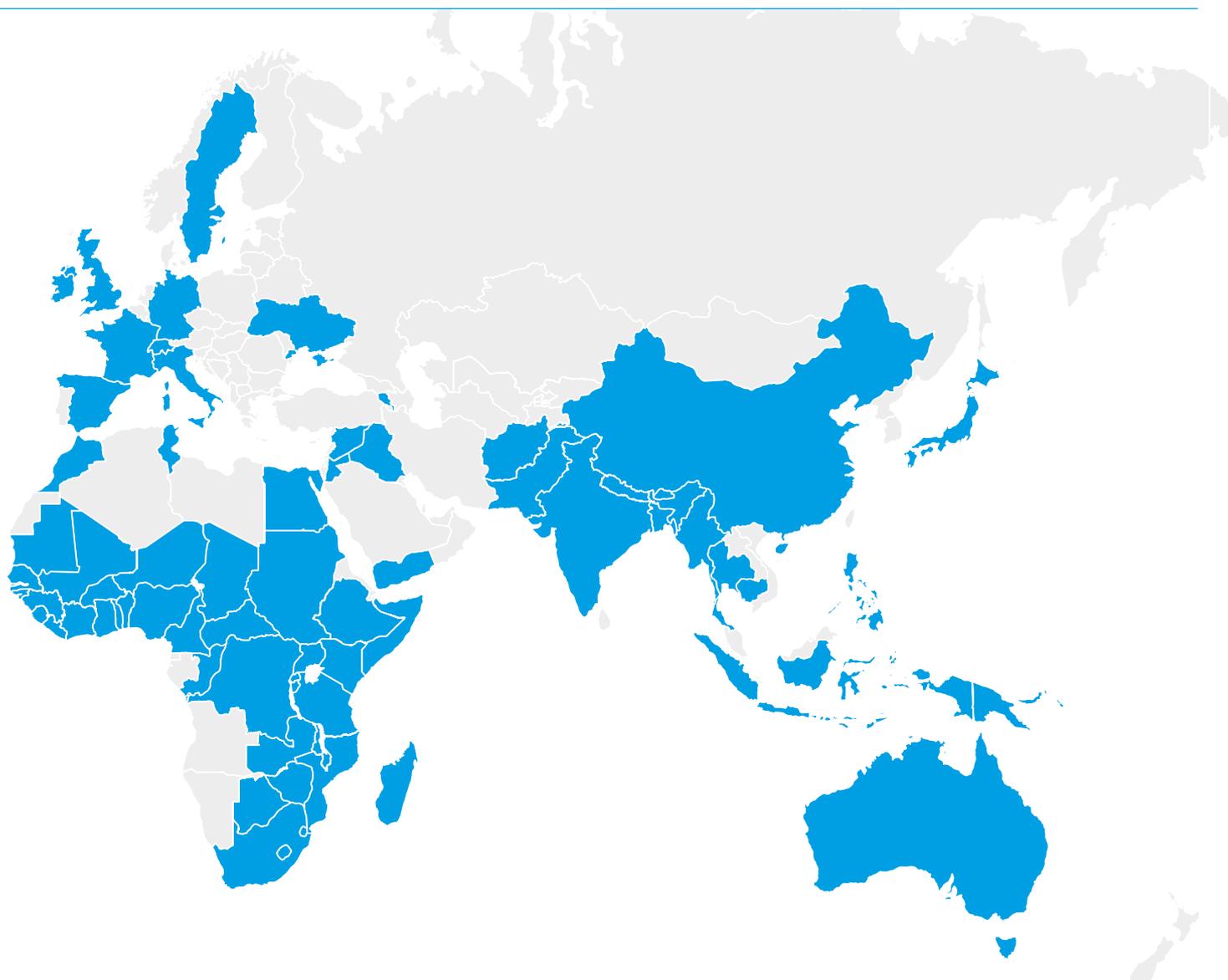
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In 2010, EWP coordinated the World's Longest Toilet Queue, which mobilised a record-breaking 100,000 people in 81 countries. Participants spoke with their national politicians about the global water crisis, calling both for local change and a global 'framework for action' on water and sanitation. Impact on a national level included an increase in government budget for water issues in Burkina Faso; globally, the SWA partnership was formed.

In 2013, EWP presented a petition with over one million signatures to the United Nations (UN) Deputy Secretary General and the co-chair of the UN Open Working Group on Sustainable Development Goals, calling for a dedicated goal for water and sanitation within the Sustainable Development Goals (SDGs).

In 2015, EWP was part of the global network of organisations that advocated and lobbied for the UN to include a goal on WASH within the SDGs. EWP also advocated for a hygiene indicator for Goal 6. Both objectives were achieved through a global collective effort.



EWP joined Amnesty International and other actors to advocate for water and sanitation to be recognised as standalone human rights. Recognising the right to water and the right to sanitation is vital to promote understanding that both are equally important yet not mutually exclusive. The UN listened and in December 2015, a UN Resolution was passed recognising water and sanitation as standalone human rights.

In March 2016, EWP mobilised civil society organisations in over 30 countries to take action on WASH during the inaugural Water Action Month.

In July 2016, EWP successfully co-hosted the Civil Society Forum at the sixth Africa Water Week organised by the African Ministerial Council on Water (AMCOW). EWP's involvement significantly increased the visibility of CSOs during the week, with many seeing it as a resurgence of CSOs working on WASH in Africa. Some of the demands of CSOs made it into the official communiqué.

Context

The Sustainable Development Goals were agreed...

- In September 2015, the UN General Assembly adopted the SDGs, a framework which represents a step change from the Millennium Development Goals (MDGs). The SDGs have prioritised WASH in SDG 6: ‘Ensure access to water and sanitation for all’. These new commitments are ambitious in their intention to shift from basic services to safely managed services and universal¹ coverage by 2030.
- Change is possible; the MDGs made some progress. However, over 30% of the world population still lack access to basic sanitation. There are two opportunities for EWP to tap into. Since the UN has recognised water and sanitation as two standalone human rights and SDG 6 is framed within the human rights principles, this offers EWP and its members space to engage with duty bearers to provide services which meets the human rights standards.

...but implementing them will be difficult.

- Since the adoption of the SDGs in September 2015, a number of countries and governments have not outlined their plans on how they will implement them. Water and Sanitation providers are also yet to incorporate the SDGs into their planning and service standards.
- Some national governments have signed up to the UN Voluntary National Review reporting mechanism. The first test case of this was in July 2016 during the UN High Level Political Forum where 22 countries nominated themselves for review. The results were mixed, with countries reporting various levels of civil society participation and a lack of consistency in the detail and depth of the reports.²

Space for civil society to act is closing...

- National governments around the world are creating ever-tighter regulations for CSOs. They are clamping down on CSOs’ funding and resources. Activists are increasingly pressured not to raise questions about the activities of governments and private companies.
- Through our interaction with members during regional meetings in Asia, Africa, Europe and Latin America, we recognise that there is a huge knowledge gap about human rights and the SDGs.
- Social media has helped to create an ever more connected world in which citizen’s and civil society’s voice are heard; however, in some countries the use of it attracts government sanctions.
- The rise of populist governments in both Northern and Southern countries will be a challenge for those of us advocating or campaigning on human rights.

1. Universal implies all exposures and settings including households, schools, health facilities, workplaces, etc.

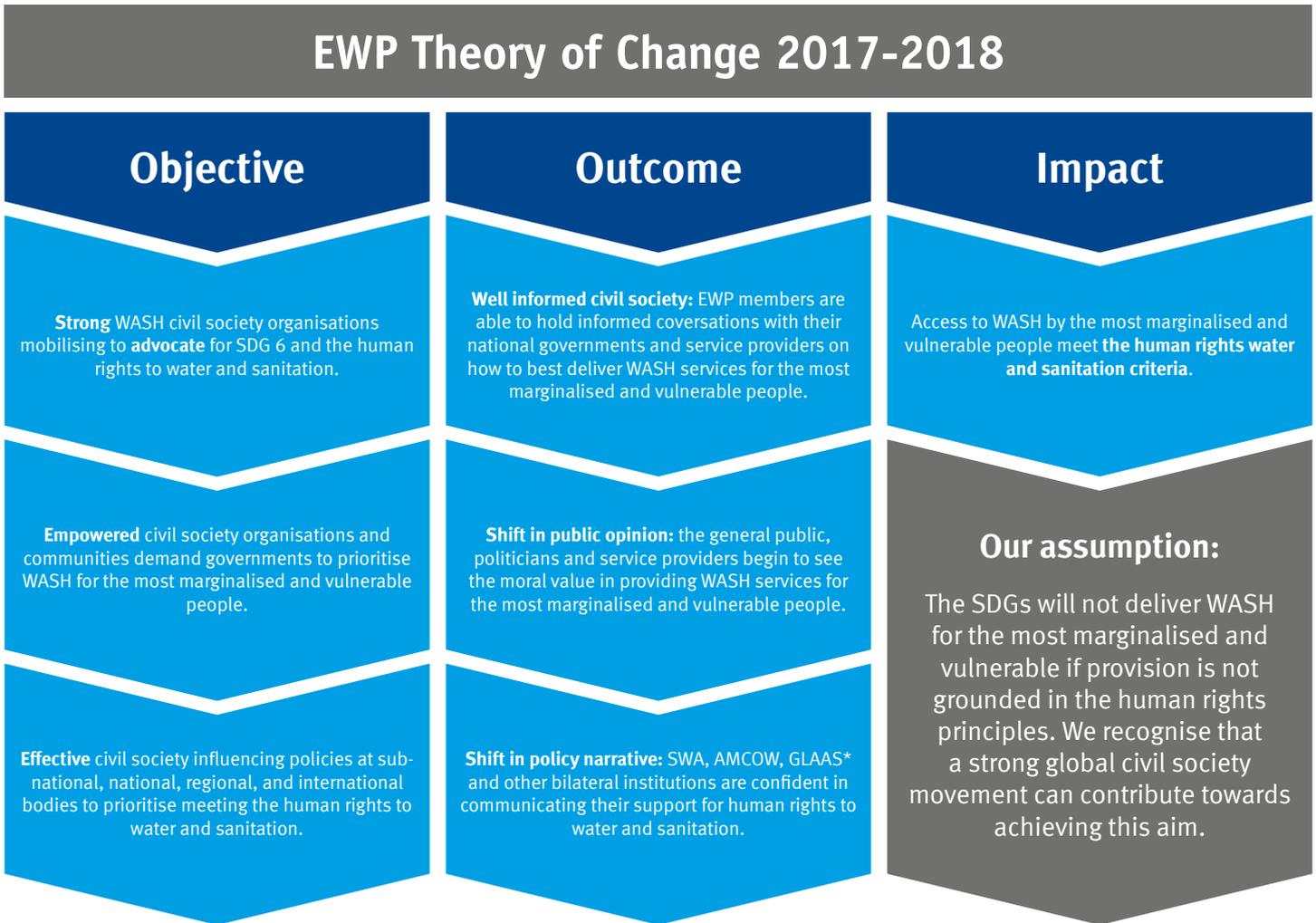
2. See Bond Report ‘Progressing national SDGs implementations: Experiences and recommendations from 2016’: https://www.bond.org.uk/sites/default/files/analysis_of_hlpf_2016_final_paper.pdf



Our Theory of Change

Our working assumption is that civil society is central in achieving the SDGs’ aim of ‘leave no one behind’. Civil society is both an active participant and partner for the implementation of SDG 6, as well as a watchdog, to ensure that governments and key duty bearers respect their commitments.

EWP will be revisiting this Theory of Change every two years to allow us to incorporate changes as the working environment develops.



*The Global Annual Assessment of Sanitation and Drinking Water.

Our objectives

The Sustainable Development Goals were agreed...

- 1. Strong** WASH civil society organisations mobilising to advocate for SDG 6 and the human rights to water and sanitation.
- 2. Empowered** civil society organisations and communities demand that governments prioritise WASH for the most marginalised and vulnerable people.
- 3. Effective** civil society organisations **influencing policies at sub-national, national, regional, and international bodies** to prioritise meeting the human rights to water and sanitation.

How we will deliver this strategy?

We will aim to achieve these objectives in a number of ways, and look to develop specific activities with our partners. As examples, we have listed the following activities below:

Objective 1:

Strong civil society organisations mobilising to advocate for SDG 6 and the human rights to water and sanitation.

- Campaign under the ‘Keep Your Promises’ brand and/or further campaigns, in particular to enable members and other CSOs to campaign for WASH during EWP’s Water Action Month.
- Work closely with the SWA partnership to ensure adequate and ongoing participation of civil society in the network, and support EWP members’ capacity to influence their governments through joint-work with SWA’s regional and national CSO workshops.
- Develop strategic partnerships with other global civil society networks campaigning and mobilising on the SDGs to amplify our voice and prioritise WASH access for the most vulnerable and marginalised people. This will include groups working on integrated water resource

management, climate change, health, education and nutrition.

Objective 2:

Empowered civil society organisations and communities demand governments prioritise WASH for the most marginalised and vulnerable people.

- Support members with the skills and tools to advocate for national governments to amend constitutions/policies to recognise rights to water and sanitation. Further hold them accountable for its implementations.
- Analyse the 2016 EWP multi-stakeholders survey on SDG 6.
- Conduct capacity building workshops for members on human rights to water and sanitation and the SDG 6 WASH.

Objective 3:

Effective civil society influencing policies at sub-national, national, regional and international bodies to prioritise meeting the human rights to water and sanitation.

- Through our members, participate in sub-national, national, regional and global events, platforms and processes (such as South Asian Conference on Sanitation (SACOSAN); Africa Conference on Sanitation (AFRICASAN), Africa Water Week, World Water Forum, Stockholm Water Week etc.) where there is an opportunity for WASH policy influence and advocacy in line with our SDG campaign priorities of delivering services for the most marginalised and vulnerable people.
- Publish a report on how CSO participation in the SDG processes is progressing at national and sub-national level. This will contribute to holding governments accountable for Goal 6b: ‘Support and strengthen the participation of local communities in improving water and sanitation management’³.

3. See Sustainable Development Knowledge Platform: <https://sustainabledevelopment.un.org/sdg6>

- Launch of CSO participation report at UN High Level Political Forum (HLPF) in 2018.
- Provide comments and feedback into the UN-Water Global Annual Assessment of Sanitation and Drinking-Water (GLAAS) for monitoring target 6b: ‘Support and strengthen the participation of local communities in improving water and sanitation management’.

EWP Governance and Management

EWP is governed by a Steering Committee. It has two Co-Chairs who are appointed by the committee, and a further eight elected members representing South

Asia, Africa, Europe and Latin America, as well as additional representatives from professional bodies and trade unions. Task Teams (Water Action Month, SDGs, Europe and Capacity Building) and other functional committees will be set up by the Steering Committee for the successful implementation of this strategy.

EWP has a Secretariat in London, hosted by WaterAid. The Secretariat is staffed by three people: Coordinator, Engagement Officer and CSO Advisor for SWA. For the next five years, EWP has no plans to expand the number of staff at the Secretariat. However, we will employ the services of short-term staff and volunteers during peak periods.

EWP Interaction Flow Diagram



Funding

This five-year strategy will be implemented through an annual budget contribution from WaterAid plus programme support from UNICEF and in-kind contribution from members. The coalition is not a registered entity in England, which is a potential issue for future fundraising.

EWP will seek to raise funds through member contributions and creating strategic partnerships for diversification.

Planning, Monitoring, Evaluation and Learning

- **Planning:** For each year, the coalition will produce an **Annual Plan**. The Secretariat, in consultation with Task Teams, will produce a draft for the Steering Committee to review. The coalition will develop a **Five Year Strategy** at the end of each strategy cycle.
- **Monitoring and Evaluation:** We recognise that our campaign and advocacy work contributes to the effort of many other organisations and

individuals across the globe. Our approach to performance assessment will be pragmatic and will avoid undue attributions. EWP will acknowledge the contributions of members and partners where there is evidence to support causality of their contribution. At the operational level, the Secretariat in collaboration with Task Teams will produce an **Annual Progress Report** measured against commitments in the Annual Plans. Every **three years**, the Steering Committee will commission a report to review the relevance and effectiveness of the approaches outlined in this strategy.

- **Learning:** During our face-to-face bi-annual planning meeting, we will incorporate a learning event based on a specific theme/work stream. The learning event would be used as a feedback loop to help us draw lessons for existing and/or future projects.





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