WATER SUPPLY AND SANITATION
COLLABORATIVE COUNCIL
ANNUAL REPORT

2010
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“Achieving sanitation for all ... does not require rocket science, but rather dedication and commitment manifested through hard work, plain talk, political will and creation of demand for improved sanitation.”

Jon Lane and I made that statement in a book chapter published early in 2010, and I believe it sums up not only the challenges inherent in realizing WSSCC’s mission of achieving sanitation for all, but also the intrinsic nature of WSSCC’s work in 2010 and throughout all the years that I have acted as Chair.

**Political will** is one of those elusive factors; hard to define, but without which we all agree our efforts are wasted. It is reassuring to me to see increasing alignment between various players in our field around initiatives such as *Sanitation and Water for All* and the emerging advocacy effort titled *Sustainable sanitation: the five year drive to 2015*. In April 2010, I had the honour of representing WSSCC at the High Level Meeting that brought finance and sector ministers together with development partners for the first time in a global forum to discuss water, sanitation and hygiene.

**Hard work** has always been a characteristic of WSSCC: of the members and partners, and the Steering Committee members who represent them, of the National Coordinators and WASH Coalitions at the country level, and of the Secretariat. I am grateful to each of them for their efforts and recognize, in particular, the very significant contributions that Jon Lane has made, both through his leadership of the WSSCC team and as an active participant in the sector.

**Plain talk** is also a hallmark of WSSCC, well known for its communications and advocacy. We have an urgent need to translate our concerns into clear, compelling messages that resonate with practitioners and decision-makers across a range of sectors. Our networking and knowledge management activities ensure that debate is well and truly alive – on important topics, between the right people.

**Creation of demand** is also an idea whose time has come. Whereas once the focus was on subsidies and infrastructure, now the trend is, appropriately, in favour of changing behaviour. WSSCC’s Global Sanitation Fund, which increased its activities substantially in 2010, is playing a crucial role in ensuring that individuals see the need for, and are motivated to take action towards, improving their own condition.

As I prepare to hand over the Chair of WSSCC to Professor Anna Tibaijuka, I am glad to be able to conclude that, through its work on networking and knowledge management, advocacy and communications, and the Global Sanitation Fund, WSSCC is in an outstanding position to continue to make an ever more important contribution to development. I am delighted that Anna has agreed to take over leadership of WSSCC – she brings a sure knowledge of the issues, demonstrated commitment to change and significant global leadership abilities at the very highest levels.

As I step down as Chair, I would like to extend my sincere thanks to all the Council’s members, our donors, our many partners around the world, the Secretariat staff, and the members of the Steering Committee – in sum, all those who have contributed to making WSSCC truly collaborative. I wish Anna Tibajuka, Jon Lane and their team all the very best as they continue the important work of ensuring sanitation, hygiene and water for all. And rest assured that I will remain an enthusiastic member and contributor to this global effort.

*Roberto Lenton*
Chair
Water Supply and Sanitation Collaborative Council

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WSSCC’s 20th birthday, in September 2010, provided an opportunity to celebrate. We did so, in person, in the company of friends and colleagues during World Water Week in Stockholm. And virtually, with our members around the world, we reflected on the achievements of WSSCC in the course of its existence. Throughout 2010, a team of external reviewers scrutinized documents, and met and talked with staff, partners, National Coordinators and members, and this, too, gave us occasion to think about our origins, our goals and the extent to which we have been able to meet those goals.

One of the themes emerging has been the extent to which WSSCC has been capable of changing over the years. At its start in 1990, one of the greatest needs was for the small group of us working in the sector to exchange knowledge and experience, and to know that our individual contributions were part of a broader effort to achieve common objectives. We met face-to-face at the various Global Fora organized by WSSCC, and corresponded, often through our contributions to thematic working groups.

From 2000 onwards, the need for advocacy at the highest political level emerged. The WASH campaign was conceived, with a clear initial objective: to have a target on sanitation included among the Millennium Development Goals. It worked – in 2002, the international community resolved to halve, by 2015, the number of people without sustainable access to basic sanitation.

Since then, a development that has pleased us greatly has been the emergence of many more players in the field of sanitation and hygiene. Yet it has posed a challenge for us: where once we were one of the few groups devoted to these issues, now there are many. The need to ensure that efforts are not duplicated is paramount.

However, in keeping with its history, WSSCC has again taken stock. In addition to networking, knowledge management, advocacy and communications – all still vitally needed – we added a financing facility. In 2010, after a solid and thoughtful period of preparation, the Global Sanitation Fund started disbursing its first grants: committing $31 million to five countries, with more lined up for early 2011.

As our newly appointed Chair, Professor Anna Tibaijuka said at her first meeting with the WSSCC Steering Committee, “People who have no history have no future.” My reflections on WSSCC’s 20-year history have just one purpose – to assess where we stand now and how we are best placed to make a significant contribution in the future.

In 2011, we will develop a new Medium Term Strategic Plan, which will cover the period from 2012 to 2016. Consultations with partners and members are already underway. Our commitments to collaboration, to serving the needs of the poor, to adding our unique voice to the international debate, and to maintaining a creative mix of activities remain constant. Our challenge will be to determine how best to deploy these significant advantages in such a way as to maximize the impact we can have.

WSSCC has been known in the past as a small organization with a loud voice. With only a handful of people in the Secretariat and modest funding, we have, thanks to our members and partnerships, wielded an influence alongside other organizations with much larger budgets and offices around the world. As we grow, we aim to increase this impact exponentially. In tough financial times such as these,
where budgets are static, if not shrinking, and fundraising is difficult, the demand to deliver value for money is even greater than usual.

Our task is significant – 2.6 billion people still need basic sanitation. My thanks go to all who have made WSSCC a success in the past, and those who remain active contributors in the field. In particular, my heartfelt gratitude to Roberto Lenton, our Chair since 2005 who concludes his term of office in March 2011. It is people like Roberto who have made WSSCC what it is. If we can continue to find members of his calibre, then I’m confident of our ability to meet the challenge ahead of us.

One final note: in a fast-moving field like sanitation and hygiene, and for fast-moving programmes like our own Global Sanitation Fund, printed information can quickly become outdated. For the latest developments in areas described in this report, go to our website at www.wsscc.org. There, you can even sign up for our newsletter or apply for membership.

Jon Lane
Executive Director
Water Supply and Sanitation Collaborative Council
3. Sanitation, hygiene and WSSCC in the 21st century

The continuing deprivation of so many, from so basically human an action as safe disposal of one’s own faeces, is one of the most shameful reflections of our society’s priorities. Since 1840, the “global sanitary revolution” transformed life in Europe and other parts of the developed world. Many would say it actually furthered the economic transformation by making those societies cleaner and healthier. But it has yet to occur in many countries.

The modest advances towards achieving the Millennium Development Goals (MDGs) mask a frightening inequity in access and stagnation in progress towards the sanitation goal. The scale of the sanitation crisis is still not fully appreciated. At the current rate of progress the world will miss the sanitation MDG target1 by 13 percentage points, meaning that in 2015 there will still be 2.7 billion people without access to improved sanitation. At this rate the MDG target will not be met until 2049 – a sad footnote for the globally agreed MDG development agenda.

Investments in water, sanitation and hygiene (WASH) make good social, environmental and economic sense. WASH investments improve health, reduce health care costs, bring tangible environmental benefits, boost productivity and increase the return on investments in education and tourism.

Yet whilst the case for investing in sanitation and water is compelling, the sector remains neglected and under-funded. And the challenges facing the WASH sector are compounding. Fresh water is a scarce resource and the costs of exploiting it and maintaining existing sanitation and water systems are increasing. Urbanization increases the complexity of technical, political and financial challenges of service delivery, especially in rapidly expanding slums and informal settlements in poor countries.

The state of the WASH sector demands urgent attention. Assessing the urgency and enormity of these challenges, the WSSCC has in recent years repositioned itself, and made some strategic choices that enable it to play a crucial position in building global momentum to address the neglected WASH sector.

Firstly, the decision by WSSCC to give a strategic focus to sanitation and hygiene has given strong impetus to its work. WSSCC is one of the very few global multilateral sector agencies that prioritizes sanitation and hygiene above water, though as this report has indicated, others have now joined it in this important work. This focus enables WSSCC to identify and build confidence and capacity of a previously invisible sector. Through its members, the

POOR SANITATION AND HYGIENE CONSTRAIN MANY MDGS

- Poverty and Hunger
  - The poorest population quintile is 16 times more likely than the richest quintile to practice open defecation
  - 5.5 billion productive days per year lost due to diarrhoea alone and burden of fetching water

- Universal Primary Education
  - Poor sanitation limits school attendance for girls

- Child and Maternal Mortality
  - Poor water and sanitation accounts for 80% of diarrhoea deaths
  - Improving household water and sanitation can reduce acute respiratory infections by up to 23%
  - Maternal hand-washing with soap can reduce neonatal mortality by 44%
  - Improved WASH can combat HIV/AIDS and prevent transmission of many infectious diseases

SCALE OF THE SANITATION CRISIS

An estimated 2.6 billion people still do not use improved sanitation. Almost 70% of those without sanitation live in Asia (1.8 billion people) and 22% (over half a billion) live in Africa. An estimated 1.2 billion people (one third of the world’s rural population) continue to defecate in the open.

1. To reduce by half by 2015 the number of people without access to safe sanitation.
countries in which it works, a high profile at important regional and global sanitation meetings, collaborative approach and financial support, WSSCC is a leader in the global community of individuals and agencies concerned for sanitation and hygiene.

Secondly, a reason that the WASH sector has been less effective is its global fragmentation. WSSCC is contributing towards building alignment with lead national institutions and bringing coherence to global WASH architecture. WSSCC has increased its collaboration with other sector partners and has been a key player in launching the Sanitation and Water for All (SWA) initiative, which seeks to stimulate a coherent global response to the state of the WASH sector.

Thirdly, WSSCC is walking its talk. In creating the GSF, WSSCC is demonstrating the impact that specific and well-designed sanitation investments can make. The principles in GSF operations draw on best practice approaches: building scale, promoting sustainability and building leadership. WSSCC is aware of pressure to deliver results through the GSF, and is confident that it is doing so. The GSF programmes have built up momentum in 2010 that will translate into real, on-the-ground progress in 2011. WSSCC’s focus is on countries that have the largest number of people without sanitation, and it focuses on supporting institutions that want to tackle the sanitation challenge.

Fourthly, WSSCC continues to lead in sanitation and hygiene advocacy. Building on its strong achievements in the International Year of Sanitation, WSSCC’s advocacy has continued to promote and raise consciousness of global sanitation and hygiene though inventive and powerful communications. The latest iteration of the Global WASH Campaign, begun in 2010, reflects this and will be married with even more robust advocacy programming, GSF implementation, and national and regional-level networking and collaboration.

Bringing leadership, collaboration, targeted finance, advocacy and the energy of its staff, members and partners to address sanitation and hygiene, WSSCC is making a real difference to one of the world’s most neglected challenges.

ECONOMIC IMPACT OF WASH INVESTMENTS

- Studies in South-East Asia found that total economic losses associated with poor sanitation alone are equivalent to 7.2% in Cambodia and 5.4% in Lao PDR.
- In Ghana the health costs directly resulting from poor sanitation and water cost the country the equivalent of 2.1% of annual GDP. Including the impact of the indirect effects of poor sanitation and water on malnutrition increases the total health cost to 5.2% of GDP.
- The economic benefits of achieving universal access to sanitation and drinking water are estimated at US $171 billion per year.
- WASH interventions deliver economic returns of at least 5 times on investment, with an annual rate of return of 20% or more.
4. Highlights from 2010

2010 was the Water Supply and Sanitation Collaborative Council’s (WSSCC) 20th year, and a very productive one at that.

Through the Global Sanitation Fund, WSSCC became an active financier of sanitation in some of the world’s poorest countries. At the same time it assertively voiced its beliefs and messages in global and regional fora. It reached new heights in the number and quality of knowledge products, collaborative relationships, communications and learning tools and professional networking.

WSSCC received solid support from its United Nations host agency UNOPS, benefitted from enlightened governance, and reached a full staff complement in its Geneva Secretariat to do its planned work. 2010 also saw a continuing global surge in the prominence of sanitation – a surge to which WSSCC has been proud to contribute.

Across WSSCC’s three mutually reinforcing programmes – Networking and Knowledge Management, Advocacy and Communications, and the Global Sanitation Fund (GSF) – 2010 was a year of increased delivery designed to help large numbers of people improve their sanitation and hygiene.

Most prominently, the Global Sanitation Fund accelerated the pace of its work. Programmes started in India, Madagascar, Malawi, Nepal and Senegal, to which in 2010 WSSCC committed $31 million to impact the lives of up to 23 million people over the next five years. A dozen more countries are in the queue, pushing WSSCC for the Global Sanitation Fund to support work there also.

The preparatory processes themselves have generated many positive outcomes in the sanitation sectors in those countries. In Geneva, background work on procedures and systems progressed to enable the Global Sanitation Fund to function effectively up to the scale of $100 million per year.

In both Networking and Knowledge Management and Advocacy and Communications, WSSCC was able to take a more strategic and proactive approach. This applied to working with the 35 National WASH coalitions, regional collaboration, communities of practice, production of high quality and useful information on key topics, learning and disseminating knowledge.

WSSCC remained highly visible in key global, regional and national circles. It continued as a change-maker through involvement in leading initiatives such as Sanitation and Water for All. It initiated re-development of the Global WASH Campaign, launched a new web site, implemented a new membership strategy, and stepped up media outreach.
This year, WSSCC re-invigorated its work in regions of the world. It is in places like East Africa and South Asia where WSSCC has the majority of its members, WASH Coalitions and partners actively working to achieve sanitation, hygiene and water supply for all people. This section presents an overview of WSSCC’s activities and accomplishments in different parts of the world in 2010.

**EAST AFRICA – GOING TO SCALE**

Learning, sharing and working together in partnerships focusing on sanitation and hygiene for all, with a special attention devoted to equity and inclusion, dominated WSSCC’s involvement in East Africa in 2010. Replication of existing and successful approaches at scale was high on the thematic agenda, with Community-Led Total Sanitation (CLTS) and hygiene promotion as recurring, prominent topics.

**The – collective – road to total sanitation**

In July, a group from PATH, Plan International, UNICEF, Water and Sanitation Programme, WaterAid and WSSCC examined prospects for scaling up access to sanitation and hygiene. The group visited various projects in Tanzania that, between them, represented a range of approaches to improving access to sanitation and changing hygiene practices. The objective was to look for overarching principles such as what works, what doesn’t, knowledge gaps, partnership approaches and other means of extending the benefits of such projects to all people across Africa.

Based on observations from the field trip and subsequent discussions, some key principles were articulated about what could be the practical ideal in East Africa for sanitation and hygiene work. These principles addressed working at scale with sanitation and hygiene programmes; moving forward together in partnership; looking for commonalities in project approaches; collectively mobilizing resources and investment; and more.

**Equity and social inclusion dear to activists and practitioners**

The African Civil Society Network on Water and Sanitation (ANEW) is a regional networking body of African civil society organizations (CSOs) working with sustainable water management, water supply and sanitation. ANEW organized an “Activists and Practitioners Learning and Sharing Forum” on equity and social inclusion in the WASH sector in Dar es Salaam, Tanzania, in September. WSSCC supported the event, where discussions focused on how to replicate successful sanitation and hygiene approaches. In particular, it examined equitable and pro-poor services in urban water supply, innovative and effective sanitation approaches for urban poor and rural areas, and promoting partnerships to increase equitable access to WASH. A diverse group of 70 participants benefited from the session.

**Higher education: the “Handwashing University”**

WSSCC is a member of the Public-Private Partnership for Handwashing with Soap (PPP-HWS) and supported a “Global Handwashing University” in July in Nairobi, Kenya. In total, 35 people, including many WSSCC members, learned about innovative approaches for improving hygiene practices; puppetry shows for children; and effective approaches for monitoring handwashing.

**Celebrating success at Africa Water Week**

At the 3rd Africa Water Week in Ethiopia, WSSCC and partners presented the “AfricaSan Awards” to honour individual efforts for sanitation: an activist musician whose songs about latrines and washing hands are changing practices in Mozambique; a widow who broke caste barriers to fight open defecation in her village; and a toilet entrepreneur who partnered with local authorities to improve management of public toilets in Kenya.
A global fund with national ambitions

In Madagascar and Malawi, WSSCC’s Global Sanitation Fund was launched by local officials in March and December, respectively. In those countries, the Fund works at scale, supports successful approaches, promotes participatory hygiene, CLTS solutions, and sanitation marketing, and mobilizes local governments. The Executing Agency for Madagascar, Medical Care Development International, will disburse approximately $5 million over the next five years to community-based and non-governmental organizations and other sub-grantees, ultimately helping some four million people. The Malawi programme supports the government’s aim of “sanitation for all.” There, the $5 million Fund is managed by Plan International Malawi, which is the Executing Agency, and will support projects in six districts in the central and northern regions.

WEST AFRICA – INTEGRATION THROUGH PARTNERSHIPS

Partnerships by WSSCC and its coalitions were at the heart of our work in West Africa. Whether at the regional or national level, or involving journalists or sector organizations, collaboration helps WSSCC leverage its resources and knowledge.

Journalists help give voice to the poor

In Africa, apart from the low level of access to water and sanitation services by poor communities, limited access to information presents a major challenge to improving and sustaining service delivery. However, there are a number of civil society groups and structures that work to improve access to information, engage poor people and provide platforms for citizens to engage with governments and other duty-bearers in the private or public sector. Media are one such platform for bringing WASH issues to the attention of decision makers, and for informing people in order to raise their voices.

To respond to this need, WSSCC and WaterAid in West Africa formed a partnership to support a West African regional network of journalists and give them access to information, analyses, case studies and capacity building courses. Journalists from Ghana, Nigeria, Liberia, Burkina Faso, Mali, Benin, Togo, Niger and Senegal participated in a launch workshop in Bamako, Mali, in November, and agreed that the regional network will act as a platform to share knowledge, work together, amplify the voices of the poor, support national networks and cover WASH issues. The network’s official vision is to become “The media network for informed actions on WASH in West Africa.”

WASH in the newsroom

In 2010, the Liberia Civil Society Organizations’ WASH Working Group carried out media campaigns nationally, including talk shows, a media editors and reporters’ forum, television discussions and radio and television jingles. The media talk show discussions were arranged around key international and national events such as World Water Day, World Health Day and the UN Millennium Development Goals Summit. The radio and television discussions focused on global, continental and national policies such as the Poverty Reduction Strategy, Integrated Water Resources Management, Water Supply and Sanitation Policy, the Millennium Development Goals, the eThekwini Declaration, the AfricaSan Action Plan, and the national budget. Viewers and listeners had the opportunity to phone in to ask questions, make comments and to share experiences encountered in their communities we well as recommended solutions.

Finally, the media editors and reporters’ forum was held in Monrovia and brought together 25 editors and reporters from various print, electronic and online media institutions. It thus sought to promote
increased media coverage of water, sanitation and hygiene issues as a means of placing the issues at the centre of national debates, gathering political support and increasing public attention on the sector, its challenges and successes.

**A national coordinating mechanism goes local**

In Nigeria, sanitation does not have a clear institutional “home.” It is shared by different ministries nationally and various local authorities at the state or local levels. A National Task Group on Sanitation (NTGS) of relevant ministries, development partners, civil society networks and media thus coordinates sanitation and hygiene work nationally; however, a gap remains for state and local level coordination.

To address that gap, the NTGS looked to WSSCC and its members in Nigeria for help, organizing a workshop in June with support from WSSCC and UNICEF. The workshop allowed stakeholders such as state government officials, journalists and WSSCC members to help conceptualize state-level task groups. As a multi-stakeholder gathering, the meeting also enabled WSSCC to inform participants about Nigeria's progress with the Global Sanitation Fund.

**A global campaign strengthens national partnerships**

The World’s Longest Toilet Queue (WLTQ) campaign enabled the coalition in Burkina Faso to engage traditional partners and to develop new partnerships with diverse groups such as the HIV/AIDS Association, the Youth Association and the Association of Handicapped People. The strategy used was to demonstrate the link between sanitation and other sectors such as education and health. The need for each and every citizen to be involved in resolving the sanitation crisis was also emphasized. Together, the groups mobilized 5,000 people on 22 March, the World Water Day, in a public demonstration on behalf of the unserved. Because of the campaign and new partnerships, the WASH coalition has been reinforced in its role of a strong body for social mobilization and lobbying.

**Global Sanitation Fund targets rapid increase in sanitation coverage**

Senegal joined the ranks of active Global Sanitation Fund countries in June. A national programme launch had high level ministerial participation and saw AGETIP, a national non-governmental organization, announced as the GSF Executing Agent in the country. AGETIP will manage the programme nationally, targeting 2.3 million people through sanitation and hygiene promotion, Community-Led Total Sanitation and private sector support in small towns.

**SOUTH ASIA – COLLABORATION IS KEY**

WSSCC’s work in South Asia in 2010 included grassroots consultations with partners on issues such as equity and inclusion for women, girls and other persons adversely affected by poor sanitation and hygiene. The work fed into the preparatory process for the important South Asian Conference on Sanitation (SACOSAN) to be held in April 2011 in Colombo, Sri Lanka.

**People’s perceptions inform policy debates**

The SACOSAN process itself has become an important part of the sanitation policy debate in South Asia, with previous conferences in 2003, 2006 and 2008. Largely government led, the SACOSAN process brings together key government officials, donors, NGOs and the media for debates on national policy and practice, and government commitments through signed declarations.

WSSCC, WaterAid and the Freshwater Action Network South Asia (FANSA) have collaborated to ensure strong civil society representation and voice in the SACOSAN process. In 2010 the three organizations

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**CAUSAL LINKS**

Preparatory work for the SACOSAN 2011 conference included peoples’ perceptions interviews with ordinary residents in South Asian countries. By making the voices of real people heard in fora like SACOSAN, decision makers such as ministers are compelled to understand directly how poor sanitation affects people, and governments, having committed to ensure service provision, will in fact take actions so that those people do get services.

Meanwhile, wide sharing, learning and knowledge dissemination were recurrent themes and activities throughout the WASH coalitions in Asia. Lastly, the launch of WSSCC’s Global Sanitation Fund in Nepal kick-started the process in the region, and the Executing Agency in India was signed in December.
established country working groups in Bangladesh, India, Nepal, Pakistan and Sri Lanka. These groups brought together WSSCC’s WASH Coalitions, FAN networks, WaterAid country officers and partners to carry out a “Peoples’ Perceptions” study to gather personal perspectives on sanitation and hygiene as input into SACOSAN.

Furthermore, WSSCC led a regional preparatory process to synthesize lessons on equity and inclusion in South Asia in collaboration with WaterAid and UNICEF and with participation from some WSP country offices and its own networks in the region.

Gender, water and equity

The training workshop on “Gender, Water and Equity” was the fifth in a series for researchers, policy makers, development practitioners, academics and activists from the South Asian region. The programme was jointly organized by SaciWATERS, Cap-Net, Society for Promoting Participative Ecosystem Management, Gender and Water Alliance, WSSCC and UN-Habitat in June in Kathmandu, Nepal. The workshop raised awareness levels on key gender, water and equity issues and challenges in South Asia. It also provided participants with conceptual and contextual knowledge as well as practical skills to negotiate concerns of equity and principles of gender mainstreaming in the water sector.

A global pooled fund stimulates collaboration amongst stakeholders

In October, the Global Sanitation Fund launch in Nepal culminated a successful two-year, nationwide sector consultative process after which WSSCC committed $5 million for a five-year programme. The programme targets two million people through a mix of national and local sanitation and hygiene marketing and awareness raising activities. The programme aims to achieve Open Defecation Free status in a number of Village Development Committees, municipalities and districts; to strengthen the capacity of officials in those places to promote sanitation and hygiene; to strengthen sector strategy and monitoring at the national and district levels; and to record and use lessons learned to support the scaling up.

Technical assistance by practitioners for practitioners

In January, hygiene practitioners and researchers in Asia came together to share lessons learned and to discuss progress and challenges in promoting hygienic behaviours at a workshop organized in Bangladesh by BRAC, WaterAid, IRC and WSSCC. A substantial challenge discussed was how to move from knowledge to sustained practice at scale in areas such as hygiene promotion designed specifically for men, and promotion of good menstrual hygiene behaviours and services. WSSCC published the papers from the workshop and disseminated them widely.

Bangladesh welcomed sanitation professionals from Liberia and Sierra Leone for a WSSCC learning exchange in November that was facilitated by the NGOs Dushtha Shasthya Kendra (DSK) and VERC. Bangladesh has an active WASH sector with highly successful sanitation approaches and programmes from which professionals in Liberia and Sierra Leone – both recently emerged from debilitating civil wars – could learn. The exchange focused on sharing experiences, including accomplishments and challenges.

For example, Bangladesh’s successes with sanitation block models in Dhaka and Chittagong were
shared because of their relevance for similar slum situations in Monrovia and other urban communities in Liberia. Bangladesh is also home to much CLTS success, which also has great potential for West African countries. Beyond the successful learning and sharing, one of the major outcomes of the trip was the agreement from both sets of partners to continue the collaboration, an example of South-South cooperation that is encouraged by WSSCC.

EASTERN EUROPE & CENTRAL ASIA – WASH IS EVERYONE’S RESPONSIBILITY

WASH coalitions in the region are gaining national recognition as pillars for awareness raising on sanitation and hygiene and promotion of environmental sanitation, particular for women and young people. The year 2010 was marked by high level events that contributed to keeping WASH amongst political priorities in the region, supported by public consultations, wide media coverage and participation in milestone days and other opportunities. One of the main objectives for coalitions in the region is to empower individual members to take more responsibility and be involved as active members, which requires ongoing persistence in post-communist societies.

Broadcasting for change

The centrepiece of Kyrgyzstan’s WASH Radio Campaign was the involvement of young journalists as actors of change who advocated strenuously for WASH in the country. The campaign enrolled youth and students from the Osh State University’s Faculty of Journalism as agents of change to prepare reports and a “WASH Info box” for information dissemination. Other formats included discussion panels, jingles and public service announcements. In order to reach as many people as possible, broadcasts were in all three main languages (Kyrgyz, Russian and Uzbek). While the panels united different sector stakeholders to discuss various WASH topics, public and popular figures shared inspirational and informative slogans to advocate for changes in behaviour.

Women for WASH

The NGO Earth Forever together with the Women for Water Partnership convened a conference in July in Bulgaria under the theme “Women for Better Sanitation and Clean Drinking Water in CEE and Central Asia.” The conference was supported by WSSCC, which made it possible for representatives of National WASH Coalitions from Ukraine and Kyrgyzstan to take part, make presentations and present case studies before more than 75 participants representing Parliament, local governments, national and regional state institutions, universities, NGOs, community based organizations, schools and others.

Local schools setting targets for an international protocol

Providing safe water and sanitation for children in schools was recognized as a priority for implementation of the World Health Organization’s Protocol on Water and Health in Ukraine. “School WASH” targets were set based on a research involving 2000 children from rural and urban schools from eight regions in the country. They constituted the basis for public multi-stakeholder consultations on the draft targets to the Protocol. The research also provided background data for the production of print and audiovisual materials for the “School WASH Campaign” of the National WASH Coalition. The campaign focused on World Water Day, the Sanitation and Hygiene Week, Global Handwashing Day and World Toilet Day to disseminate messages and materials to raise public awareness of school sanitation problems and their links to children’s health.
5. Regional operations

BANGLADESH
The Grassroots National Convention 2010 took place in March and was jointly organized by the WSSCC-Bangladesh Chapter, FANSA Bangladesh and End Water Poverty. Years of strong advocacy have led to positive influences and recognition: grassroots, poverty and gender are now crosscutting themes of the Sector Development Plan for 2011-15 of the Ministry of local government, rural development and Communication.

BRAZIL
The WASH campaign is addressing the challenges of the great disparity in access to water and sanitation. It also supports awareness-raising and capacity building through the dissemination of information, meetings and celebration of global events.

BULGARIA
Bulgaria focuses on school sanitation and rural sanitation infrastructure. Its work involves in particular women, youth and the elderly, especially those of Roma origin. It is also involved in the construction of pilot sustainable sanitation infrastructure in schools, cultural centres and households in villages.

BURKINA FASO
In 2010 the coalition supported the National Campaign of Advocacy and Mobilization for Access to Adequate Sanitation. Launched by the President H.E. Blaise Compaoré, the campaign strives to reach the MDGs for sanitation and encourages each household to build a toilet.

CAMEROON
Decentralization into regions is one of the recommendations in the coalition’s strategy. Implementing the latter, 2010 saw the launch of the WASH initiative in the region of North Cameroon.

COLOMBIA
A specific objective of the coalition is to streamline the participation of rural and marginal urban communities in the water, sanitation and hygiene sector through the production of Aquacol – a collaborative newsletter capturing the voices of communities.

CAMBODIA
A working group on sanitation financing was established in 2010 to discuss the implementation of the new sector policy, which discourages the use of hardware subsidies. Several partners in the country encouraged the sharing of experiences on sanitation marketing, which should lead to the development of national implementation guidelines. A National Day for Rural Sanitation – 13 November – was declared.

GUYANA
The focus of the young coalition that started work in 2008 is on documenting current WASH practices, promoting public awareness and fostering collaboration between sector stakeholders around water, sanitation and hygiene.

INDIA
The India WASH coalition, active for many years in bringing water and sanitation organizations and individuals together, became a legal entity called the India WASH Forum in 2008. The Forum aims to bring together all major initiatives by organizations and networks in India in the spirit of transparency, sharing and learning in order to advocate towards and to influence the Government of India.

JAMAICA
The Jamaica WASH programme acts as a catalyst for the formation of partnerships between communities and civil society bodies, government and intergovernmental organizations and international development agencies.

KENYA
The WASH coalition became part of the Interagency Coordination Committee (ICC), which was established in April 2010 and is chaired by the Ministry of
Public Health and Sanitation. WSSCC supported the newly-established ICC in carrying out two district learning exchange meetings.

KYRGYZSTAN
The coalition was actively engaged in the WASH Radio Campaign. Activities included capacity building workshops for journalists, production and broadcast of various radio programmes on popular radio stations, and an award for best articles around water and sanitation and hygiene. The campaign through radio was an effective tool for introducing WASH issues to a wider population.

MALAWI
The coalition, established in 2004, aims to help institutions achieve improved coordination of the Malawi WASH sector and to monitor the country’s progress towards the MDG targets on water supply and sanitation.

MALI
In 2010 the coalition had a strong focus on media outreach to raise the profile of sanitation and to change people’s behaviour. Close collaboration with the media included a partnership with a network of journalists who are becoming knowledgeable about WASH issues and able to advocate and communicate about them.

NEPAL
The coalition organized an interactive programme with the group of women members of the Constituent Assembly on the Right to Water and Sanitation, following which parliamentarians committed to prioritize its inclusion into the final constitution.

NIGER
The Alliance of WASH Resource Centres was set up in 2010 to merge the WASH campaign, the “Livre Bleu” and the Global Water Partnership into one body. It comprises 14 organizations, including the government and NGOs, and is coordinated by CREPA. Its supports improvements in water, sanitation and hygiene in Niger, particularly through knowledge management and more efficient collaboration.

NIGERIA
WSSCC and UNICEF supported the National Task Group onSanitation to discuss and expand sanitation and hygiene coordination at the state and local government level and to better engage WSSCC members who are not based in the capital city.

PHILIPPINES
The coalition worked to strengthen multi-stakeholder WASH task forces in seven provinces. The task forces work with a “WASH in Schools” programme that includes the production of baseline surveys, action planning with school representatives and local government officials, the development of illustrated books for children and the construction of demonstration models.

PAKISTAN
The coalition developed an evidence-based “WASH in Schools” programme and three hygiene promotion manuals in the Urdu language. The programme activities included action research on current hygiene practices, and use of video to educate pupils from 126 schools about hand washing.

MADAGASCAR
An external evaluation of the Diorano-WASH coalition concluded that it is widely seen as a successful advocacy initiative that has raised the profile of WASH issues in Madagascar. The platform is also recognized at the policy level as a key mechanism for delivering advocacy messages and raising awareness of WASH issues with the public.

SENEGAL
The Senegal WASH coalition mobilized stakeholders for advocacy actions to achieve the MDG targets for sanitation and health, to make the sanitation sector a priority and to mobilize financial resources.
**SOUTH AFRICA**
The WASH coalition supported WASH campaign activities in South Africa and is hosted by the Department of Water Affairs and Forestry. The campaign is targeting the public with health and hygiene messages designed to create awareness of the importance of good hygiene to improve health.

**SRI LANKA**
In 2010, the focus was set on strengthening sector collaboration and coordination in the country.

Collaborative fora took place monthly and included sector stakeholders, NGOs and the National Water and Sanitation Drainage Board. Particular focus was on emergency WASH services for Internally Displaced People in the North and the East, and for the preparations for the SACOSAN IV conference.

**TANZANIA**
The Tanzania WASH coalition, formally led by the Ministry of Health and Social Welfare, incorporates partners from a number of ministries, national and international NGOs, community groups and the private sector. The coalition stresses the priority of sanitation and hygiene, linking them to the National Strategy for Growth and Poverty Reduction and the MDGs.

**TOGO**
2010 was marked by the active participation of the coalition to develop the Global Sanitation Fund country programme and the National Plan for Water and Sanitation, which will both contribute to improved sanitation coverage in the future.

**UGANDA**
The role of the National Sanitation Working Group is to support policy development, advocate and lobby for funding, and support institutions for improved sanitation and hygiene services in the country.

**UKRAINE**
The coalition worked with the WHO Protocol on Water and Health, sharing 300 copies of the draft with experts in the country. Activities were carried out in partnership with Women for Water and Women in Europe for a Common Future.

**UZBEKISTAN**
The coalition sees its priorities in promoting and raising water and sanitation related issues, especially for schools. It places a strong focus on developing partnerships between different stakeholders and sharing information.

**ZIMBABWE**
The National Sanitation Task Force was formed to develop a National Sanitation Strategy that will accelerate access to sanitation and hygiene in the country. The National Sanitation Week in November addressed the theme of “Zero Tolerance to Open Defecation – Key to a Cholera Free Environment.”
In the heart of the international city of Geneva, Switzerland, the WSSCC Secretariat works in support of its members, partners and the global sanitation community. Most of the Secretariat staff work in three front-line departments: Networking and Knowledge Management, Advocacy and Communications and the Global Sanitation Fund. In addition, the Secretariat includes a Directorate and a Finance and Administration department. All parts of the Secretariat are designed to complement each other, so that the effectiveness and impact of the whole is greater than the sum of its parts. The Secretariat is part of UNOPS, the United Nations Office for Project Services.

**Adding Value Through Networking and Knowledge Management**

WSSCC’s Networking and Knowledge Management work in 2010 focused on strategic development in order to add real value to the sanitation and hygiene sector. In consultation with key stakeholders, including members, WSSCC streamlined its work to focusing its collaborative and financial support on the countries with the largest sanitation needs; emphasizing South-South partnerships; engaging more proactively and strategically at the regional and national levels in Africa and South Asia; and increasing links between knowledge work, national advocacy and the Global Sanitation Fund.

As always, National WASH Coalitions drove forward the work of mobilizing and coordinating sanitation, hygiene and water supply professionals in 35 countries. WSSCC improved this networking aspect to improve sector representation, impact, dynamism, initiative, leadership, activities, strategic focus and value addition. In parallel, WSSCC worked on applying its knowledge management and advocacy strategies to its national and regional level work.

**Linking people, events and knowledge**

In addition, WSSCC linked national and regional meetings and events strategically to its knowledge, advocacy and action-oriented work. For example, WSSCC took a leadership role in advance preparations for three important meetings in 2011 (SACOSAN IV, AfricaSan and the WSSCC Global Forum on Sanitation and Hygiene) that will help to improve sector collaboration on key themes and challenges. It shaped the processes and agendas for these events so that they focus on disadvantaged peoples, gender, sanitation financing, sustainability and communications for change. WSSCC also worked particularly to maximize civil society participation in monitoring progress and holding duty bearers like politicians to account for the promises they have made.
WSSCC concentrated many efforts on gender and pro-poor issues and groups, together with partners from civil society, national governments and agencies such as UNICEF, the World Bank Water and Sanitation Programme (WSP), WaterAid, Plan International and CREPA (a West African regional non-governmental organization). Through a general focus on Africa and South Asia, and a particular focus on countries with the greatest sanitation needs – where WSSCC has coalitions and networks – WSSCC put into practice the complex concept of scaling up sanitation and hygiene with equity and sustainability.

**Harmonizing in-country approaches with partners**

A positive development in recent years is that the number of stakeholders working in sanitation and hygiene has grown. To avoid duplication and overlap in the sector, WSSCC worked with partners such as WaterAid, Freshwater Action Network and End Water Poverty to harmonize in-country capacity building and advocacy efforts, including joint reporting and better accountability. WSSCC strengthened decentralized capacity at local government levels for practitioners who are outside regular information loops, linking these with national decision-making groups to strengthen coordination.

Niger provides one example of a sanitation-needy country where WSSCC encouraged combined efforts. For example, WSSCC supported the merger of different WASH initiatives into one to improve coordination. As well, WSSCC facilitated a stock taking exercise with five WaterAid regional learning centres. Together with them and with partners including PATH, Plan International, UNICEF, WaterAid and WSP, WSSCC built consensus on how to scale up sanitation and hygiene work in that country, and how to transfer that knowledge to other West African countries.

**Focusing on the most important issues**

On sanitation and hygiene issues, WSSCC narrowed the focus of its knowledge work to some vital areas. These include low-cost safe excreta disposal for rural and urban poor people, hygiene behaviour change (primarily hand washing) and investments, systems approaches, innovation and designs that enable these. WSSCC supported more events on these topics regionally, such as the South Asia Hygiene Practitioners’ Workshop in Bangladesh in January, the Handwashing University in Kenya in July and the CLTS Workshops in Mali and Zambia in November. Globally, WSSCC continued its involvement in the Global Public Private Partnership for Handwashing With Soap.

At these events, and through the web site, practitioner-oriented tools were made available, including products which premiered in 2010. One was Facilitating “Hands-on” Training Workshops for Community-Led Total Sanitation. It was used widely at training workshops in East and West Africa and South Asia. Other new products included a Hygiene and Sanitation Software Compendium; Strengthening Water, Sanitation and Hygiene in Schools; the WASH Guidance Manual with Focus on South Asia; Proceedings from the South Asia Hygiene Practitioners Workshop; and Making the Case for Sanitation and Hygiene: Opening Doors in Health. With WaterAid and SHARE (a UK funded consortium called Sanitation and Hygiene Applied Research for Equity), WSSCC produced and
disseminated a briefing note on *Menstrual Hygiene and Management*, a hitherto under-explored issue for many of the world’s poorest people.

Finally, WSSCC’s networking and knowledge management work contributed to the development and launch of a new flagship report for sanitation and hygiene professionals around the world, the 2010 UN-Water Global Annual Assessment of Sanitation and Drinking Water (GLAAS). WSSCC also co-facilitated the consultation exercise with many partners for the next report, set for 2012.

**ADVOCACY AND COMMUNICATIONS FOR ACTION**

WSSCC’s Advocacy and Communications work in 2010 was joined more closely with its networking and knowledge management and grants financing programmes. Joint efforts expanded the scope and potential impact of the advocacy work, for example, in the countries where the Global Sanitation Fund is being implemented. As well, a new communications strategy was developed, both building on WSSCC’s historically strong communications tradition and linking today’s work more explicitly to WSSCC’s overall strategic mission.

The communications and advocacy activities helped ensure that decision-makers understand the importance of sanitation and hygiene and are motivated to take action accordingly. The desired outcome is always changed policies and revised strategies. A good example of this occurred in Burkina Faso, where in 2010 the Head of State, in response to the WSSCC-supported World’s Longest Toilet Queue advocacy campaign, launched an initiative requiring every newly built home to have a toilet. WSSCC worked alongside WaterAid, End Water Poverty and the Freshwater Action Network to organize the Queue. WSSCC members and coalitions in 78 countries participated, joining some 80,000 people around the world in places like Delhi, Johannesburg and Washington, DC.

**Using media to convey sanitation and hygiene messages**

Around March 22, World Water Day, the Queue earned media coverage globally. Throughout the year, WSSCC’s media relations work contributed to increased sanitation and hygiene coverage in leading outlets with international readerships, such as the *Financial Times* and *The Guardian* (UK). WSSCC targeted medical professionals through a major paper on sanitation published as part of a WASH series in *The Public Library of Science Medical Journal*. National outlets also responded to WSSCC’s media work. For example, in Madagascar, the launch of the GSF programme in March was well covered, and WSSCC contributed to a documentary film entitled “The World’s Toilet Crisis” that reached some 60 million households on Current TV in July.

**Now hear this: Radio WASH is on the air**

While many activities take place at global and regional levels, WSSCC also supported members, partners and coalitions nationally with events such as World Water Day. In country, the advocacy and communications objectives range from lobbying for changes in government policy, funding or coordination, to social marketing to encourage households and individuals to change their hygiene and sanitation behaviours. So, activities like WSSCC-funded WASH Radio Campaigns which reached thousands of listeners in Ethiopia, Kyrgyzstan, Nepal and Nigeria support these objectives.

**New global advocacy campaign with local roots**

Of course, much of WSSCC’s own communications work is influenced and informed by its advocacy work, which in May started a new chapter when WSSCC commissioned a creative agency to work on the next generation strategy and materials for the Global WASH Campaign and the Women Leaders for WASH initiative. The new campaign is set for a 2011 launch and will support national advocates in making the case for improved coordination across ministries and increased budgets. As part of the preparations, WSSCC tested messages and visuals with members and partners from six African countries in Nairobi in November to gain buy-in by key stakeholders and ensure that the concepts and ideas make sense to, and are useful for, the members who will be a key part of the implementation in the future.

**NEW WEB SITE PREMIERS**

In November WSSCC launched a new website that has been designed specifically to help sector professionals and organizations – particularly in developing countries – to increase their knowledge and skills through accessing timely, relevant and easy-to-find information and sharing their experiences and concerns with their peers.
WSSCC also supported National WASH Coalitions’ work with media. A training workshop for journalists was conducted in Ethiopia, “peoples voices” on sanitation and hygiene in South Asia were filmed, and a West Africa Regional media initiative was initiated together with WaterAid West Africa. The 2010 WASH Media Awards at the World Water Week in Stockholm included an awards ceremony and a workshop for journalists, who are now part of WSSCC’s WASH media network.

Playing a leading role through Sanitation and Water for All

Globally, WSSCC was visible and active in a leading role with initiatives such as Sanitation and Water for All (SWa). SWa gained momentum in 2010 as an important mechanism to raise the profile for sanitation and hygiene at the highest political level. WSSCC Executive Director Jon Lane chaired the interim core group until September, after which WSSCC gained a Steering Committee seat. WSSCC brings communication and advocacy skills to the SWA initiative, both as a contributing partner and as the outsource for the communications and advocacy work of SWA’s Secretariat. The first SWA High Level Meeting was held in April for ministers of finance from developing countries, ministers responsible for sanitation and water, and representatives from donor countries. Through these substantial and various commitments to SWA, WSSCC contributed to some of the outcomes that are already being attributed to the partnership, including discussions between different ministries in developing countries, renewal of commitments by both donors and recipient governments, and new commitments – to policies and funding – by national governments.

ON THE GLOBAL SCENE

- UK Government MDG Planning Meeting
- Rotary Club International Water Conference
- UN Millennium Development Goals Summit
- University of North Carolina Water Institute Conference, USA
- Africa Water Week
- World Water Week in Stockholm, Sweden
Support to human rights progress

WSSCC also lent its technical knowledge and support to the process that led to recognition of the human right to sanitation and water. Catarina de Albuquerque, the UN’s Independent Expert on the issue of human rights obligations related to access to safe drinking water and sanitation, sought WSSCC’s assistance during the vital August-September timeframe that preceded the recognition.

Making the most of membership

An important feature of 2010 was implementation of a new membership strategy, which is designed to foster closer relationships with members via a “quality over quantity” approach. A membership renewal process initiated in November resulted in over 700 members re-affirming themselves as active members by means of online registration via the new website. The information that these members are providing about how they currently support WSSCC’s work, and how they would like to collaborate, alongside the Secretariat’s own exploration about how best to work with members to deliver on WSSCC’s mission, are providing renewed input into discussions about the value and meaning of being a “membership-based” organization.

Aiming for impact through the Global Sanitation Fund

One of WSSCC’s most high profile activities is its grants financing mechanism, or Global Sanitation Fund (GSF). WSSCC leapt forward with the GSF in 2010 by committing some $31 million to sanitation and hygiene progress in India, Madagascar, Malawi, Nepal and Senegal. The programmes in those countries will impact the lives of up to 23 million people in the next five years, with more in the queue. From 2011, the GSF results in these countries will be measured by indicators such as the absolute numbers of people who live in open defecation-free communities and people who have access to safe sanitation; the per-person cost of this access; the percentage of people who learn about the importance of hand washing at critical times, and so on.

Green light for groundwork

All GSF country programmes have been prepared through a collaborative planning process involving a range of national stakeholders. Madagascar, Senegal and Nepal were the first to begin in-country operations, with the respective Executing Agencies starting the process of preparing for the first round of sub-grantees. These sub-grantees – NGOs and community based organizations, for example – will do the front-line sanitation marketing and awareness-raising work that is at the heart of the GSF beginning in 2011.

The in-country preparatory work ensures that over the next five years the GSF will:

- Help large numbers of poor people to attain sustainable access to basic sanitation and adopt good hygiene practices,
- Create capacity for the sustainable spread of improved sanitation and hygiene,
- Encourage and support existing and new government and supporting agencies to put more resources into sanitation and hygiene work, and

Some common characteristics of the GSF programmes that were developing in 2010 include:

Behaviour change

GSF-funded programmes support promotion of hygienic behaviours and motivate households to build and use a toilet in such a way that they will never return to open defecation and unhygienic behaviour, and they will aspire to owning a better toilet within their means throughout their life. Thus, GSF is promoting a significant change in “lifestyle” for whole communities: household members, school children, new entrants to the community, and so on.

Whole target areas

The Programme Coordinating Mechanism in each country identifies focal areas or administrative units that are large enough for the GSF to operate at scale. The programme targets the whole population of the focal area (typically both rural and small urban centres) because everyone in the area should be reached by the same hygiene behaviour messages. This is accompanied by CLTS triggering through which whole communities move from open defecation to a basic toilet. Continued promotional activities and encouragement of the private sector then motivate households to improve their sanitation facilities, with further improvement to sanitation facilities over time.

Working at scale and generating momentum

The Programme Coordinating Mechanisms are thinking and planning at scale, ensuring that their plans are appropriate for the funds available from the GSF and that they can augment GSF funds by using government staff and co-financing with both government and external support agencies.
Identify, prove and spread successful and innovative approaches in sanitation and hygiene.

A first step: achieving open defecation-free communities

All GSF country programmes prioritize good hygiene outcomes and behaviour change, typically using up to 80% of the total grant budget, which is around five million US dollars over a five-year period. A major thrust in all countries involves the use of Community-Led Total Sanitation (CLTS) and related approaches. The use of CLTS to achieve open defecation-free communities is a significant step, but only the very first step.

The GSF encourages the involvement of the private sector and oversight by local governments, both of which maintain momentum and sustainability in the long run. Participatory health and hygiene education is given high importance in all Country Programme Proposals, since the construction of toilets alone will not bring lasting health benefits.

Marketing sanitation and making it marketable

All countries recognize the value of involving the private sector in ongoing delivery of improved sanitation and other sanitation-related services. All GSF programmes will support, for example, activities like market research, product design, design of promotional messages and materials, and the creative use of media aimed at encouraging householders to aspire to own improved sanitation facilities.

Sanitation marketing is thus central to the country programmes, which also contain activities that ensure that the private sector has the necessary skills and that supply chains are in place to enable them to market a range of improved sanitation facilities. This marketing-oriented approach also means influencing others beyond the immediate project areas. In Nepal, for example, there will be experience-sharing events to influence district administrations that will not be direct recipients of GSF grants. By participating in the GSF programme, with its emphasis on managing for results, the capacity of local organizations to deliver ongoing sanitation and hygiene programmes will be improved.

Influencing policy

The GSF programme in a given country thus is also an opportunity to influence future policy by

**THEY SAID IT: VOICES OF GSF PARTNERS**

“The GSFs philosophy of supporting software approaches to achieve sanitation and hygiene behaviour change, provides a great opportunity to enable targeted support to the Government of India’s programme to build local capacity and ensure Government resources are effectively utilized and leveraged for greater impact.” – Mr. Anand Shekhar, Programme Manager, NR Management Consultants, GSF Executing Agency, India.

“The innovative approach of the GSF will allow us to rapidly increase sanitation coverage in the targeted areas by making knowledge on appropriate sanitation approaches and technologies accessible to all, and by training of craftsmen on how to facilitate sanitation work. I would like to thank WSSCC for accepting to finance this process.” – Hon. Adama Sall, Minister of Urbanisation and Sanitation, Senegal.

“Through the grants that are being made available to sub-grantees, the GSF programme is contributing to reduce current gaps in the Malagasy sanitation sector and to reach the sanitation objectives, but also to increase the capacity of local organizations in the sector.” – Dr. Rija Fanomeza, Programme Manager, MCDI, GSF Executing Agency, Madagascar.

“The uniqueness of the GSF is its no subsidies approach, which is also addressed in the Government’s Master Plan on Sanitation and Hygiene. But that approach is tricky, because without changing the mindset of people, it will not work. We believe the GSF’s software components will help convince people. This is unique and will sustain the programme.” – Dr. Roshan Raj Shrestha, UN-Habitat and Chief Technical Advisor, GSF Executing Agency, Nepal.

“The GSF is a fund that empowers the people to propose programmes that benefit their environment. This ensures that the programme incorporates components that will create more impact on the ground, rather than being imposed from outside.” – Mr. McLawrence G. Mpasu, Director of Sanitation, Government of Malawi, and Chairperson of GSF Programme Coordinating Mechanism, Malawi.
demonstrating successful approaches and using results-based advocacy. Several countries have strategies to inform, involve or influence key partners within government and external support agencies with a view to building consensus on the best policy and strategy for them all to adopt in order to address the needs of the entire country. All GSF countries include forms of advocacy aimed at securing the involvement of local governments. In particular they intend to encourage the establishment of human resources and budgets for ongoing promotional and hygiene education work after CLTS has achieved open defecation-free communities. Most country programmes also include activities to make the case for increased budgets for sanitation and hygiene activities in order to generate a momentum that will be sustainable beyond the immediate sphere of GSF-funded activities.

Sharing lessons

Finally, each country aims to gather and share lessons learned, starting with baseline studies to gather data relevant to expected outcomes. This component also refers to periodic learning events within each country and WSSCC will bring key personnel together to encourage inter-country learning.

GOVERNING AND MANAGING WSSCC

WSSCC’s core networking, knowledge management, membership, advocacy, communications and Global Sanitation Fund operations are supported through the Secretariat’s Directorate and the Finance and Administration department.

EXTERNAL REVIEW

A donor-commissioned external review of WSSCC started in 2010 and included consultations with WSSCC members and partners in a number of partner and donor countries. The review will be submitted to the Steering Committee in March 2011. The review will assess the impact and efficiency of WSSCC since 2005, and offer recommendations for continuous improvement.

At the highest level, WSSCC is governed by its Steering Committee, which was chaired by Dr. Roberto Lenton. One major highlight of the year was the selection, by acclamation, of Dr. Lenton’s successor, the Hon. Prof. Anna Tibajjuka, former UN Under-Secretary General and Executive Director of UN-Habitat, from March 2011.

WSSCC maintained good relations with its donors, potential donors and other key partner agencies and organizations. The donors make WSSCC’s work possible and share its mission to achieve sanitation, hygiene and water supply for all people. The Government of Switzerland reaffirmed its commitment to water and sanitation and was the first donor to re-invest in the GSF, making its second commitment in 2010. The Bill & Melinda Gates Foundation began its two years of support to WSSCC, embracing the common funding and reporting approach that allows WSSCC to be efficient and effective (the funding of $2.07 million for work in 2010-2011 was received in 2009 and so is not included in the 2010 income figures in section 7).

Since 1 January 2010, the WSSCC Secretariat has had UNOPS as its United Nations administrator, providing financial, administrative and legal services through a dedicated team in its Switzerland Operations Centre.

2. Bill & Melinda Gates Foundation and the Governments of Australia, the Netherlands, Norway, Sweden, Switzerland and the United Kingdom.
7. Financial summary

2010 was marked by WSSCC’s full adaptation to the UNOPS (United Nations Office for Project Services) work environment and compliance with its regulations and rules. Before 2010, WSSCC’s Secretariat was hosted by the World Health Organization (WHO). A final transfer from WSSCC’s account held at WHO was effected in July 2010.

Overall, WSSCC’s financial position in 2010 was sound. Spending on activities in work plans for the front-line areas of networking and knowledge management, advocacy and communications, and the Global Sanitation Fund was satisfactory, although some in-country disbursements for the Global Sanitation Fund were reprogrammed for 2011. An overview of the 2010 revenue and operating expenses shows an overall cash balance carried forward on 31 December 2010 of $19,163,022.

UNOPS operates on a cash basis and the above amount excludes future commitments from multi-year contracts totalling $10,665,085 that were concluded in 2010. After adjustment of these future commitments – funding for multi-year Global Sanitation Fund commitments, for example – the ending fund balance as of 31 December 2010 was $8,507,940.

WSSCC’s recent financial performance shows a gradual increase in expenditure. For income, there

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1. This financial summary is based on UNOPS’ preliminary reports of WSSCC 2010 income and expenditure as of 29 April 2011. A final adjustment in WSSCC’s 2010 financial status will be made by 30 June 2011.

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<p>| OVERVIEW OF WSSCC REVENUE AND OPERATING EXPENSES FOR THE PERIOD JANUARY-DECEMBER 2010 |</p>
<table>
<thead>
<tr>
<th>(Amounts in US Dollar)</th>
<th>2010 BUDGET</th>
<th>2010 ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Fund Balance, UNOPS a/c</td>
<td>20,157,961</td>
<td>20,157,961</td>
</tr>
<tr>
<td>Opening Fund Balance, WHO a/c</td>
<td>780,593</td>
<td>780,593</td>
</tr>
<tr>
<td>Income</td>
<td>19,911,000</td>
<td>9,893,575</td>
</tr>
<tr>
<td>UNOPS withdrawal from WSSCC Trust Fund accounts to cover minimum annual fee of $1.6m</td>
<td></td>
<td>(794,471)</td>
</tr>
<tr>
<td>TOTAL REVENUE (= Opening Balance + Income – UNOPS withdrawal)</td>
<td>40,849,554</td>
<td>30,037,658</td>
</tr>
<tr>
<td>EXPENDITURE</td>
<td>15,650,617</td>
<td>10,874,636</td>
</tr>
<tr>
<td>Ending Fund Balance</td>
<td>25,198,937</td>
<td>19,163,022</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>ADJUSTMENT OF MULTI-YEAR FUTURE COMMITMENTS ON ENDING FUND BALANCE AS OF 31 DECEMBER 2010</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ending Fund Balance as of 31 December 2010, before Multi-year Future Commitments</td>
<td>19,163,022</td>
</tr>
<tr>
<td>Multi-year Future Commitments as of December 2010</td>
<td></td>
</tr>
<tr>
<td>Multi-year contractual commitments concluded in 2010 – Activity Costs</td>
<td>8,840,230</td>
</tr>
<tr>
<td>Other contractual commitments concluded in 2010 – Staff Costs</td>
<td>1,814,852</td>
</tr>
<tr>
<td>Multi-year Future Commitments as of December 2010 – Activity &amp; Staff Costs</td>
<td>10,655,082</td>
</tr>
<tr>
<td>Ending Fund Balance as of 31 December 2010, after Multi-year Future Commitments</td>
<td>8,507,940</td>
</tr>
</tbody>
</table>
was a sharp increase in 2008 with $12.6 million received from the Government of the Netherlands.

WSSCC’S TRUST FUND ACCOUNTS AND FINANCIAL STRUCTURE

WSSCC has four trust fund accounts that are managed at the Secretariat in Geneva. These are:

- Networking and Knowledge Management (NKM)
- Advocacy and Communications (AC)
- Global Sanitation Fund (GSF)
- Governance and Management (GM)

In compliance with its donor agreements, WSSCC allocates its annual contributions received among these four accounts. At the end of 2010, the fund balance distribution among the trust fund accounts showed that the Global Sanitation Fund account held 82% of the funds and the remaining 18% were shared among the other three accounts.
INCOME IN 2010

WSSCC received a total income of $9.89 million in 2010, all of which came from agencies in six donor governments. These are the Australian Agency for International Development (AusAID), the Directorate General for International Cooperation (DGIS) of The Netherlands, the United Kingdom Department for International Development (DFID), the Norwegian Agency for Development Cooperation (Norad), the Swiss Agency for Development and Cooperation (SDC), and the Swedish International Development Cooperation Agency (SIDA).

EXPENDITURE

Overall, WSSCC’s departments spent 70% of the planned budget.

Re-programming of some Global Sanitation Fund expenditures to 2011 altered WSSCC’s overall 2010 implementation percentage. In the other departments, expenditures were broadly on track.

IMPORTANT FINANCIAL MANAGEMENT DEVELOPMENTS

2010 was marked by WSSCC’s full application of UNOPS work processes, financial regulations and rules. It has been a time of mutual learning and adaptation for both UNOPS and WSSCC. As part of UNOPS, there are important financial management and operational implications in 2011 and beyond. For example, WSSCC’s ability to implement work plans and fulfil departmental and organizational objectives will be improved with a focus on streamlining processes. Second, the adoption of a Monitoring and Evaluation Protocol and the external review for WSSCC’s work will lead to continuous quality assurance in the strategic architecture of the four departments. Third, the development of more robust financial management tools and routines will support and link work plan implementation so that it becomes more effective and efficient. And, finally, the use of results-based management practices will maximize WSSCC’s human and financial resource capabilities.

A detailed financial report is available from WSSCC upon request at wsscc@wsscc.org.
PHOTOS, CAPTIONS AND CREDITS

COVER PAGE

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Left: Latrine in rural Kenya, July 2010. © Ina Jurga / WSSCC. Middle: A map drawn by villagers in Bangladesh showing locations of dwellings and faeces – part of the “triggering” exercise in the community-led total sanitation approach, November 2010. © Amanda Marlin / WSSCC. Right: Dr. Khin Mg Lwin, WSSCC’s National Coordinator in Myanmar, speaks to a local television station about the importance of personal hygiene during the country’s Global Handwashing Day celebrations in October. © WSSCC.

PAGE 2
Children in Mali, November 2010. © Isobel Davidson / WSSCC.

PAGE 3
Children in Madagascar practice good hygiene on Global Handwashing Day, March 2010. © Tatiana Fedotova / WSSCC.

PAGE 4
Children in Madagascar practice good hygiene on Global Handwashing Day, March 2010. © Tatiana Fedotova / WSSCC.

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Left: Mr. Rakotondrainibe Hervé, WSSCC’s National Coordinator for the Madagascar Doriano-Wash Coalition, speaks on the occasion of the World Water Day and the launch of the Global Sanitation Fund, March 2010. © Tatiana Fedotova / WSSCC. Right: A poster at the launch of the Global Sanitation Fund in Malawi in December. © Oliver Jones / WSSCC.

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Left: Nigerians were among the thousands around the world who participated in the WSSCC-supported advocacy effort known as the World’s Longest Toilet Queue in March. A similar queue in Burkina Faso prompted the president to promise toilets for all people. © WSSCC. Right: A young lady in Bangladesh washes sanitary pads in November; in 2010 WSSCC sharpened its topical focus to highlight equity and access issues often in the shadows of global development, such as menstrual hygiene. © Amanda Marlin / WSSCC. Bottom: At the Madagascar GSF programme launch in March, Michele Rasamison, Chair of the National Coordinating Mechanism, and Lovy Rasolofomanana, WSSCC National Coordinator, inform an excited press corps about how the programme will target four million people for sanitation and hygiene improvements between 2011 and 2016. © Tatiana Fedotova / WSSCC.

PAGE 10
Villagers in Mali, November 2011. © Tatiana Fedotova / WSSCC.

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Left: Mr. Rakotondrainibe Hervé, WSSCC’s National Coordinator for the Madagascar Doriano-Wash Coalition, speaks on the occasion of the World Water Day and the launch of the Global Sanitation Fund, March 2010. © Tatiana Fedotova / WSSCC. Right: A journalist participates in a ceremony to mark the conclusion of a WASH Media Network training workshop supported by WSSCC in Awasa, Ethiopia, February 2011. © Dave Trouba / WSSCC.

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Left: Dr. Khin Mg Lwin, WSSCC’s National Coordinator in Myanmar, speaks to a local television station about the importance of personal hygiene during the country’s Global Handwashing Day celebrations in October. © WSSCC.

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Left: Nigerians were among the thousands around the world who participated in the WSSCC-supported advocacy effort known as the World’s Longest Toilet Queue in March. A similar queue in Burkina Faso prompted the president to promise toilets for all people. © WSSCC. Right: A young lady in Bangladesh washes sanitary pads in November; in 2010 WSSCC sharpened its topical focus to highlight equity and access issues often in the shadows of global development, such as menstrual hygiene. © Amanda Marlin / WSSCC. Bottom: At the Madagascar GSF programme launch in March, Michele Rasamison, Chair of the National Coordinating Mechanism, and Lovy Rasolofomanana, WSSCC National Coordinator, inform an excited press corps about how the programme will target four million people for sanitation and hygiene improvements between 2011 and 2016. © Tatiana Fedotova / WSSCC.

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Left: A village “sanitation marketing” session conducted in Cambodia, October 2010. © Ina Jurga / WSSCC. Right: A Bangladeshi practitioner explains the national approach to rural sanitation during an exchange visit by liberian professionals, November 2010. © Amanda Marlin / WSSCC.

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Left and top: Global Handwashing Day celebrations were popular throughout Bulgaria. © Bulgarian WASH Coalition.

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A toilet with a scenic view outside of Nairobi, Kenya, October 2010. © Claire Warrenholc / IUCN.

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WSSCC’s Programme Manager for Networking and Knowledge Management, Ms. Archana Patkar (right), converses with villagers after a community-led total sanitation workshop in Mali, November 2010. © Isobel Davidson / WSSCC.

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Left: The chief of an “open defecation free” village in Madagascar shows a newly constructed toilet, March 2011. © Tatiana Fedotova / WSSCC. Right: A journalist participates in a ceremony to mark the conclusion of a WASH Media Network training workshop supported by WSSCC in Awasa, Ethiopia, February 2011. © Dave Trouba / WSSCC.

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Left: Mr. Dick van Ginhowen, senior advisor for water and sanitation at DGIS in the Netherlands, and Dr. Kamal Kar, noted expert in community-led total sanitation, helped celebrate WSSCC’s 20th anniversary during the World Water Week in Stockholm. © Dave Trouba / WSSCC. Top: WSSCC appointed Engineer Ebele Okeke as WASH Ambassador to help drive high level advocacy and campaigns towards addressing the sanitation challenge in Nigeria. © Ebele Okeke. Lower: In 2010 WSSCC increased its worked to focus more attention on the needs and concerns of disadvantaged peoples, such as this disabled woman in Bangladesh, November 2010. © Amanda Marlin / WSSCC.

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Left: At the World Water Week in Stockholm in September, WSSCC and the Stockholm International Water Institute honoured nine journalists with WASH Media Awards for their excellence in reporting on water, sanitation and hygiene-related issues. © Dave Trouba / WSSCC. Right: Umesh Pandey, WSSCC’s national coordinator in Nepal, speaks at the during the launch of the Global Sanitation Fund in Nepal. Mr. Pandey is a member of the multi-stakeholder National Coordinating Body (NCB) that paved the way for GSF implementation in Nepal, where 1.75 million people are targeted by the programme for sanitation and hygiene improvements in the next five years. © Oliver Jones / WSSCC.

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Left: Girls toilets in Kisumu, Kenya, July 2010. © Ina Jurga / WSSCC. Bottom: Mr. Barry Jackson, WSSCC Global Sanitation Fund Programme Manager, is interviewed by Nepalese radio in conjunction with the national launch of the GSF, October 2010. © Oliver Jones / WSSCC.

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Participants at a session on community-led total sanitation in Bangladesh, November 2010. © Amanda Marlin / WSSCC.

BACK COVER
Left: WSSCC National Coordinators in Geneva, Switzerland, for the annual planning meeting, May 2011. © Pierre Vrót / WSSCC. Right: Aline Ouedraogo, National Coordinator from Burkina Faso, shows her country’s sanitation and hygiene experiences during the national planning meeting in Geneva, Switzerland, May 2010. © Tatiana Fedotova / WSSCC.
The Water Supply and Sanitation Collaborative Council is an international organization that works to improve access to sustainable sanitation, hygiene and water for all people. It does so by enhancing collaboration among sector agencies and professionals who are working to provide sanitation to the 2.6 billion people without a clean, safe toilet, and the 884 million people without affordable, clean drinking water close at hand. WSSCC is hosted by UNOPS and contributes to development through knowledge management, advocacy, communications, and the implementation of a sanitation financing facility. WSSCC supports coalitions in more than 30 countries, and has a broad membership base and a small secretariat in Geneva, Switzerland.

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