WATER SUPPLY AND SANITATION
COLLABORATIVE COUNCIL

ANNUAL REPORT
2011

“WSSCC combines the passion of a membership organization with the flexibility of an NGO and the authority of the United Nations.”

WSSCC Medium-Term Strategic Plan, October 2011
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In times of financial austerity, the imperative to deliver good value for money is greater than ever. Happily, investments in sanitation and hygiene deliver excellent returns: every dollar spent on sanitation brings a $5 return by keeping people healthy and productive.

WSSCC’s donors – many of whom have supported the organization since its establishment over twenty years ago – recognize the value of investing in sanitation, and of choosing WSSCC as an effective channel for that investment. The Governments of Australia, the Netherlands, Norway, Sweden, Switzerland and the United Kingdom, together with, over a two year period from 2010 to 2011, the Bill & Melinda Gates Foundation, endorse WSSCC’s unique blend of networking, knowledge management, advocacy and communications. In recent years, donor support has also been given to WSSCC’s addition of a financing facility, via the Global Sanitation Fund.

In 2011, the Global Sanitation Fund was able to start delivering results on the ground: around 100,000 people in villages and communities in Africa and Asia now have improved toilets thanks to Global Sanitation Fund activities in their countries. These numbers are only the beginning: we look forward to reporting an exponential rate of progress in coming years.

The Collaborative Council is – at its core – about leadership, equity, collaboration and transformative change. These formed the basis of its widely successful and landmark event, the Global Forum on Sanitation and Hygiene.

Members and partners of WSSCC came together at the Forum to share knowledge and learn, but more importantly build momentum for action.

2011 was also a productive year where WSSCC’s involvement in advocacy coalitions, knowledge networks and global processes meant that we were able to use our world-wide membership and broad range of partnerships to maximum effect.

WSSCC employs only a small number of staff in Geneva, and I am grateful to their Executive Director, Jon Lane, and each of them for the work they do. However, their role is essentially to support, coordinate and catalyse the much greater contribution that the WSSCC members and partners make every day in the interests of better sanitation and hygiene.

It is our combined efforts, and increased investment, that is going to make the difference.

Anna Tibaijuka
Dar Es Salaam
May 2012
Thanks, in part, to the strong lobbying efforts of WSSCC over the last 20 years, the sanitation and hygiene sector has seen more groups and resources dedicated to the sector. We’re proud of our contribution to the collective global leadership on WASH issues and welcome the opportunity to work with others – in partnership or through our network of members and National Coordinators.

2011 was a year marked by events, activities and a programme of work which demonstrate the extent to which WSSCC was able to collaborate effectively in the interests of better sanitation and hygiene. The Global Sanitation Fund experienced a busy year and saw, for the first time, results achieved on the ground whilst implementation picked up in the first seven countries (Cambodia, India, Madagascar, Malawi, Nepal, Senegal and Uganda). Putting into practice the principles of national ownership, joint action and a people-centred approach, by year’s end, increasing numbers of people were now using improved toilets.

In line with our traditional focus, a new chapter of the Global WASH campaign, based on the call to promote “Good Dignity Practices for Gross Domestic Product – GDP for GDP,” was launched. WSSCC signed on another Global WASH Ambassador – Indian megastar Shah Rukh Khan, who is committed to improving facilities for women and girls. Upon demand and on behalf of the broader sector, WSSCC also launched a Community of Practice on Sanitation and Hygiene to provide a dynamic platform for the ongoing sharing of experiences and lessons learned.

All these activities and initiatives were brought together, and their impact was amplified, at the first-ever Global Forum on Sanitation and Hygiene, which WSSCC held in Mumbai, India, in October 2011. It was the culmination of months of work, and its impact is being extended through follow up work by my colleagues and our partners worldwide. This Forum not only demonstrated added value to the sector, but also helped WSSCC to learn about the needs of fellow practitioners and as such has helped to ground and inform much of its future programme of work. It was a wonderful thing to be at that meeting, surrounded by more than 500 fellow sanitation and hygiene workers. The energy and passion of our members and partners was clear. It was an action-oriented meeting – one that aimed to send participants home with a deeper understanding of our work, and a deeper commitment to change.

The success of the Global Forum was in part due to WSSCC’s combined traits of passion, flexibility and authority within and across the sector. The meeting was an extension of WSSCC, collaborative in nature, innovative in its design, practical and people-centred in its objectives, and radical in its form and content. The products, conversations and partnerships emerging from the Forum are intended to keep the momentum alive, fuelling innovation and better services.

Jon Lane  
Executive Director  
Water Supply and Sanitation Collaborative Council
3. Highlights from 2011

She may not have known it, but when Mama Manana of Madagascar lifted a final bucket of earth out of her toilet pit in November 2011, she epitomized WSSCC’s desire to help millions of people to gain access to improved sanitation and better hygiene. A natural leader who wanted a toilet of her own after a Community-Led Total Sanitation (CLTS) triggering held by the Global Sanitation Fund (GSF) sub-grantee ASOS, she started inspiring others in her community to do the same. She was just one of thousands of people in GSF-supported country programmes who had done so in late 2011. WSSCC’s Global Sanitation Fund was well on its way to similar individual successes and ever-growing numbers of beneficiaries in countries ranging from Cambodia to India to Malawi.

Half-way across the world, around the same time, hundreds of other people gathered in Mumbai, India, for the first ever Global Forum on Sanitation and Hygiene. The meeting offered a glimpse of how WSSCC’s work and recent development fits together and served as a prequel to where, why and with what means the organization will work under its new Medium-Term Strategic Plan 2012-2016. The Forum, much like the new strategic plan, had a strong focus on key sanitation-needy regions (South Asia and Africa) but was global in scope and examined the most pressing areas where success is needed to initiate real change in the areas including equity and behaviour change. The Forum contributed to the sense of pride and community at the heart of the organization, and of sanitation and hygiene work, and reconfirmed WSSCC’s membership ethos and partnership approach.

All of this represents solid improvement by an organization working hard as part of a global collective leadership to accelerate progress to provide sanitation, hygiene and water supply for poor people. In 2011, WSSCC strengthened its capacity and solidified robust partnerships. It also had necessary and important scrutiny of its work applied from a host of stakeholders – donors, Steering Committee, members, partners, external reviewers – ensuring that WSSCC will continue to add value to the sector, remaining as relevant in the 21st century as in the 20th.
2011 also represented an interesting year as WSSCC significantly stepped up advocacy efforts at the regional and global level and helped put key issues such as equity, behaviour change and the need for monitoring and evaluation firmly in the spotlight.

WSSCC increased collaboration with partners, bringing a strong civil society voice to key sectoral regional events in South Asia and Africa. It was also a leader in rising global movements – such as World Water Day 2011, which saw 360,000 people campaigning under the banner of World Walks for Water and Sanitation. To further support its work, development of high quality knowledge products on topics such as Community-Led Total Sanitation ensued, as well as working with the media. These and other examples of WSSCC’s work in 2011 are documented in this annual report.

As this report also aims to show, WSSCC is not just on track; it is making a difference in peoples’ lives and strengthening its own voice through actions and partnerships. Its new strategic plan (MTSP) provides a roadmap for the organization’s next five years. The Global Sanitation Fund is injecting additional funds into countries with high sanitation needs. As well, building upon the ongoing work of WASH coalitions, the GSF-led process of bringing leading national agencies and actors together around one table to set a trajectory for improving the national sanitation status quo is paying off. In country after country WSSCC saw this collaboration generate better understanding and more consistent policies and programmes.

HIGHLIGHTS FROM 2011

Global Sanitation Fund: The Global Sanitation Fund started work at community level in seven countries, with around 100,000 people improving their toilets*.

Advocacy: The Global Forum on Sanitation and Hygiene in October on leadership, behaviour change and equity in sanitation and hygiene brought more than 500 participants to Mumbai, India. Bollywood megastar Shah Rukh Khan was appointed as a global WASH ambassador and the Global WASH campaign entitled “GDP for GDP” was launched. WSSCC played a key role in the regional sanitation conferences in South Asia and Africa, at global events like the World Water Week, and at agenda-setting, post-Millennium Development Goals discussions.

Governance: Anna Tibajuka succeeded Roberto Lenton as WSSCC Chair in March, bringing a strong political perspective and further commitment to the position. Elections for several Steering Committee seats took place in an open, transparent and democratic way.

Strategic planning: In October, the Steering Committee approved the WSSCC Medium-Term Strategic Plan 2012-2016. The basic values and focus of WSSCC remain unchanged: steady growth of workloads will continue; GSF work will integrates with, and link more closely to, the work of other departments; there will be more focus on equity and on the poorest countries; as well as further focus on behaviour change, sanitation as a business and effective monitoring and evaluation.

External Review: A donor-sponsored external review report was presented to the Steering Committee in March. The report was positive and supportive while pointing out areas for improvement, much of which the Medium-Term Strategic Plan 2012-16 subsequently addressed.

Membership: WSSCC’s membership reached 1,750 and members remained engaged in the organization’s work, participating for example, in the Global Forum and volunteering their time and energy to advocate on behalf of WSSCC.

* This figure is established as of February 2012. More information may be found in the Global Sanitation Fund Progress Report.
WSSCC is part of the collective global leadership on sanitation and hygiene. As an organization, it aims to be at the forefront of global knowledge, debate and influence in its field. In 2011 WSSCC reaffirmed its leadership role in the WASH (Water, Sanitation and Hygiene) sector through its Global Forum on Sanitation and Hygiene, providing a strong voice and presence advocating for equity and inclusion at key fora and in leading the development of a Community of Practice on Sanitation and Hygiene. Over the course of the next five years it will continue to harness its influence, deliver its commitment to the sector and serve the 2.5 billion people who remain without safe access to sanitation and hygiene.

**Advocating for clean toilets and good hygiene practices**

Much has been done in recent years to advocate for promoting sustainable hygiene practices through use and maintenance of toilets. Yet, many hearts and minds are still to be won. The WASH sector has responded to this need and numerous advocacy platforms exist, including WSSCC’s Global WASH Campaign. Coalitions have formed around a number of key issues: the call to further invest and for those investments to be better targeted; the need to reduce inequalities – between rich and poor, urban and rural, female and male; the importance of the human right to sanitation; and the need to involve sectors beyond WASH, including the private sector.

WSSCC sought to expand its efforts in numerous advocacy processes and initiatives on behalf of the sector, members and ultimately to those who it serves to deliver through its strategic objectives. In 2011, WSSCC worked specifically in partnership with some of the current high profile initiatives advocating and raising the profile for

> If people can make the world aware that it is possible to have a world with clean energy, then it should be possible to convince them that everyone should have a toilet.

Manuel Thurnhofer, Swiss Development Corporation
Sanitation, including: Sanitation and Water for All, the UN-led Drive to 2015 and the campaign around World Water Day: the World Walks for Water and Sanitation.

Sanitation and Water for All

WSSCC, represented by its Executive Director Jon Lane, is an elected member of the Steering Committee of the high-profile international initiative Sanitation and Water for All (SWa). In addition, WSSCC is coordinating the advocacy and communications activities of the SWa Secretariat. In 2011, this involved substantial contributions to the preparation of communications and advocacy materials that were provided to countries preparing to take part in the SWa High Level Meeting in Washington, DC, in April 2012. In particular, responding to demand, country-specific economic case studies were developed for over 50 countries. WSSCC also developed a number of high quality WASH advocacy materials as part of its contribution.

Drive to 2015

WSSCC actively supports the global initiative “Sustainable sanitation: the five-year drive to 2015,” which was launched by UN Secretary-General Ban Ki-Moon in New York in June 2011. This was particularly important, as it was the first time a UN Secretary-General delivered a speech about open defecation, thereby raising its importance with the UN, as well as to the international community. Upon request, WSSCC helped to develop key messages, fact sheets and a website. Known in short as the “Drive to 2015,” the initiative grew from an idea by the UN Secretary-General’s Advisory Board on Water and Sanitation (UNSGAB). It builds on the advocacy success of the International Year of Sanitation (IYS) in 2008, in which WSSCC played a key role.

World Water Day and World Walks for Water and Sanitation

WSSCC teamed up for the second time with End Water Poverty, Freshwater Action Network and WASH United to run a global campaign on water and sanitation on World Water Day, which was held on 22 March. Building on the success and momentum derived from the World’s Longest Toilet Queue in 2010, WSSCC and its partners organized walks to demand change for the current WASH status quo. Over 350,000 people in more than 75 countries walked together, asking their politicians to keep their promises and step up efforts to protect the right to water and sanitation for all. Countries in developed and developing regions each had their own specific demands and successes. For example, in the Philippines, 2,000 people attended a walk and were addressed by Filipino President Benigno Aquino III, who declared that the government is working towards resolving the current water crisis. Following walks in Nepal, the country’s sanitation budget was tripled. In Germany, successful lobbying resulted in the country joining the Sanitation and Water for All Partnership. At a global level, the campaign called for change at the Fourth United Nations Conference on the Least Developed Countries held in May 2011, which took place in Istanbul, Turkey. This resulted in a water and sanitation target being included in the Istanbul Programme of Action. Towards the end of 2011, preparations started for 2012’s walk campaign.

GDP FOR GDP

WSSCC periodically works to update and refresh images and messages in its Global WASH Campaign. A new theme was launched in 2011: GDP for GDP, which stands for Good Dignity Practices for Gross Domestic Product. With this theme, WSSCC aimed to redefine what human waste stands for by promoting the economic arguments of investing in sanitation and hygiene.
Gross Domestic Product (GDP) is an international term widely recognized and understood by those in key decision making positions across governments, the private sector and the development sector. Increasing GDP is considered a sign of progress. The underlying message is that sanitation, whether in the literal context of reusing human waste, or in a broader development context, such as an increase in productivity, increase in tourism revenues or reduction of health costs, has economic value. By linking good sanitation and hygiene with economic benefits, the GDP for GDP campaign aims at convincing and engaging decision-makers as well as entrepreneurs to take and sustain action based on evidence.

GDP for GDP was launched by WSSCC during the African Conference on Sanitation (AfricaSan) in Rwanda in July 2011, which formed an ideal platform to introduce the campaign to sector partners. The campaign concept has inspired some of WSSCC’s priority countries such as Madagascar, Ethiopia and Nigeria, as well as countries traditionally involved in working with entrepreneurs and promoting reuse systems, such as Cambodia and the Philippines.

The GDP for GDP campaign messages have been used in keynote addresses at various international and regional conferences and GSF country programme launches by WSSCC Chair Anna Tibajuka, Executive Director Jon Lane, and WSSCC WASH Ambassador Ebele Okeke from Nigeria – to name but a few.

With a variety of global campaigns, WSSCC continued to encourage and support individual countries to turn global initiatives into national opportunities and to help them further identify and support country specific partnerships and advocacy priorities. To further show its commitment at the national level, WSSCC provided financial support to 11 of its national WASH Coalitions on the ground, almost all of which included a strong advocacy focus. In this regard, material developed for the GDP for GDP campaign was specifically designed to be flexible enough for adaptation in different settings and WSSCC continues to encourage countries to tailor the messages according to their local context, using nationally relevant facts and figures.
Ambassadors for WASH: Engr. Ebele Okeke and Shah Rukh Khan

Global WASH Ambassadors are highly visible sanitation leaders. In 2011, WSSCC continued to work with ambassadors as part of its advocacy work highlighting the status quo and encouraging positive change by prominent and influential individuals. Ebele Okeke and actor Shah Rukh Khan lobbied and promoted sanitation and hygiene in their respective countries, Nigeria and India.

“I have been committed to improving sanitation and hygiene practices in Nigeria, and throughout Africa, for many years now. As a WASH Ambassador, I have the chance to step up this work and be a part of a world-wide group of people who share a similar vision. I believe that providing access to safe, affordable sanitation to all people is possible and it is our responsibility to make it happen,” said Okeke.

Okeke has given the sanitation and hygiene campaign in Nigeria positive momentum. The former head of the Nigerian civil service and once the Permanent Secretary in Nigeria’s Ministry of Water Resources, Engr. Okeke has been influential in pushing sanitation issues throughout the country since her appointment by WSSCC in September 2010.

She has been working with the National Task Group on Sanitation (NTGS) to drive high-level advocacy in Nigeria and was instrumental in the creation of a new department within the Ministry of Water Resources – the Department of Water Quality Control and Sanitation, as well as securing a commitment from the Permanent Secretary of the Federal Ministry of Environment that would continue to support the WASH agenda in Nigeria. In addition, she has been liaising between the global Sanitation and Water for All partnership and relevant decision makers, such as the Minister of Finance, in Nigeria.

Shah Rukh Khan, one of the world’s most popular and much-loved Bollywood personalities, is also making the fight for the right to safe sanitation and good hygiene his own. “I am very happy to be an advocate for these important issues, because I believe in every human being’s right to live with dignity,” Mr. Khan said. “It is shameful and tragic that every 30 seconds a child dies from preventable diarrhoea — that’s two unnecessary child deaths per minute, almost 3,000 a day or 1 million young lives wasted each year.”

Khan, who filmed two video spots for WSSCC, said he dreams of an India and a world where poor and vulnerable

CASE IN POINT: LIBERIA

Thanks to support by WSSCC, in the past year Liberia has become one of the countries that has shown remarkable leadership in advocacy work and high political commitment. WSSCC provided the Liberia WASH Working Group with a grant of US$ 25,000 to support advocacy work which saw the group – a broad coalition of civil society organizations (CSO) – effectively use milestone days such as World Water Day and World Toilet Day to strengthen grassroots engagement and accelerate WASH advocacy. The 2011 World Walks for Water event gathered over a 1,000 people, mainly from slum dwellings in the capital Monrovia, delivering a statement with specific calls for the WASH sector including finalization and implementation of the sector strategic plan and the inclusion of civil society in WASH-related discussions with the government. Concerted sector advocacy through lobbying meetings, policy dialogues and media campaigns resulted in renewed political commitment as well as policy changes. As a result, WASH has become increasingly important and visible in the country’s new national vision.
people do not have to squat in the street or in the bushes. “It’s really quite simple. Toilets for all will make India and the world a healthier and cleaner place, particularly for poor women, girls and others at the margins of our societies,” he said adding, “Sanitation for all does not require huge sums of money or breakthrough scientific discoveries. Political commitment at the highest level, the need to create awareness, and meet the demand for sanitation, are all challenging issues, but doable.”

Keeping rights, equity and inclusion in the spotlight

In 2011, WSSCC continued its tradition of bringing a strong voice to the issues of equity, inclusion and monitoring to international and national platforms – wielding influence at the global and regional level. This brought enhanced awareness and understanding to the wider sector and its practitioners on how mainstream sanitation programming without due consideration for equity, can disproportionately affect vulnerable groups within poor communities. Its focus and activities during the year were therefore shaped to ensure that WSSCC played a leading role in keeping equity and inclusion as a basic and fundamental human right firmly in the spotlight. To this end, WSSCC continued to use prominent regional and international events to establish partnerships, taking an active role in influencing agendas and laying foundations to help mainstream equity and inclusion in the sanitation sector.

WSSCC served as a strong stakeholder voice with a consistent focus on catering for the unreached, bringing marginalized voices (of children, the disabled, adolescent girls, etc.) to the forefront of discussions in key regional events in South Asia (SacoSan) in Sri Lanka and Africa (AfricaSan) in Rwanda to name but a few. WSSCC was heavily engaged in the processes leading up to and during these landmark sector events and its strategic engagement pushed, in particular, areas of equity, behaviour change and monitoring. WSSCC’s engagement is always collaborative, based on engagement with national governments and key sector players on the one hand, while consistently supporting civil society voice on the other.

AfricaSan

A decade after the first regional conference on Sanitation and Hygiene was held in Africa (AfricaSan), the 2011 AfricaSan drew some 900 sector professionals from across 42 countries, with 23 African Ministers and senior decision makers. Beyond raising the profile of sanitation and hygiene and strengthening leadership for the sector, the conference took stock of progress and renewed commitments and dialogue on the path to achieving attainable targets.

“We have a responsibility to amplify the voices of the poor.”

Babalobi Babatope, Secretary General, West African WASH Journalists Network
In this context, WSSCC’s leadership role at this key event sought to further strengthen its position on the importance of equity and inclusion. This was exemplified by the development of a well-received synthesis report on equity and inclusion in Africa – a product of a collaborative effort with WaterAid. The outputs of these efforts will be published as a chapter in a forthcoming book on AfricaSan.

WSSCC’s support for the third AMCOW AfricaSan awards, also contributed to the collective global drive. Aimed at raising the profile of sanitation and hygiene in Africa, the initiative drew attention to successful approaches, promoting excellence in leadership, innovation and improvements. WSSCC also chaired sessions on CLTS, knowledge and monitoring, Central African states action planning, among others. Carrying on the advocacy theme, as part of its role as the collective global leadership, WSSCC also contributed to numerous sessions including: the Drive to 2015, the West African WASH Media Journalists Network, an event on the Global Sanitation Fund and Sanitation as a Business.

**SacoSan**

WSSCC made important contributions to the fourth South Asia Conference on Sanitation (SacoSan), held in Colombo, Sri Lanka in April.

WSSCC, WaterAid and the Freshwater Action Network – South Asia (FANSA) built on a partnership established in 2008, and through pre-conference civil society meetings, ensured meaningful participation and a unified voice for civil society representatives in the main conference. The two-day ‘Pre-SacoSan IV Consultation meetings of CSO’s’ produced a one-page declaration calling for urgent action of governments.

For more than a year, many members of WSSCC, WaterAid and FANSA were heavily engaged in gathering real peoples’ thoughts, hopes and dreams, forming the basis for developing solid evidence-based material. This culminated in the development of the Peoples’ Perceptions report on sanitation, together with an accompanying film which gave voice to people from the region, carrying important
messages. Both were shared at the CSO pre-meeting and at SacoSan itself, providing valuable visibility for the people’s perspective, as well as for WSSCC.

Following wide-ranging consultations, a report card-like Traffic Lights Paper was developed by WSSCC, WaterAid and FANSA which assessed progress made on previous SacoSan commitments. Together with WaterAid and UNICEF, WSSCC also developed a regional synthesis report entitled Equity and Inclusion in Sanitation and Hygiene in South Asia, highlighting the current state of marginalization of many groups, as well as positive examples and experiences. The report was read widely at the conference and beyond and formed a central part of a WSSCC coordinated session on the topic.

WSSCC was also active on the Steering Committee for SacoSan IV, influencing the conference agenda and the final declaration, the Colombo Declaration. Thanks to these joint efforts – the Colombo Declaration reflected much of the contents of the pre-SacoSan civil society consultation’s declaration.

The Colombo Declaration is a progressive step forward and follow-up is essential to ensure that National Governments and all other sector players in the region will see this commitment through. WSSCC and its partners helped bring added strength and solidarity to the campaign to influence the SacoSan process, particularly to recognize the needs of poor and marginalized people.

WSSCC, WaterAid and FANSA’s serious and systematic engagement was appreciated and recognized by the organizers of SacoSan. Three thematic sessions and the plenary session on Grassroots Voices convened by the coalition provided WSSCC with an excellent opportunity to share the problems and solutions from a diverse, well informed perspective.

**KNOWLEDGE PRODUCTS**

In 2011, WSSCC sought to complement its strong advocacy activities and developed a number of knowledge products as part of its contribution to the wider sectoral knowledge base. These publications are all available at www.wsscc.org and include:

- Menstrual Hygiene Management – Briefing Note, co-published with the SHARE Consortium, WaterAid, the London School of Hygiene and Tropical Medicine (LSHTM)
- Equity and Inclusion in South Asia, WSSCC, WaterAid and UNICEF
- South Asian Peoples’ Perspectives on Sanitation – Synthesis Review, WSSCC, WaterAid and the Freshwater Action Network (FAN)
- Lessons Learnt from Sanitation Practitioners’ workshops: 2007-2011, IRC and WSSCC
- Community-Led Urban Environmental Sanitation Planning: CLUES, WSSCC, Swiss Federal Institute of Aquatic Science and Technology (EAWAG) and UN-Habitat
Additional Forums

WSSCC’s equity focus continued at Stockholm World Water Week, a key annual conference where WSSCC, together with WaterAid, organized the session “Closing the Gap: Building on Success in Equity and Inclusion.” As well, it co-facilitated the Menstrual Hygiene Management session at the Water, Engineering and Development Centre (WEDC) conference. The International Water Association (IWA), a key WSSCC partner, arranged its second IWA Development Congress and Exhibition held in Kuala Lumpur, Malaysia in November, in which WSSCC participated. A key outcome of this involvement was joint-authorship of an article to be published in mid 2012 by wH2O, a new journal, about women’s contributions to water and sanitation solutions entitled “Sustainable community-based Solutions: source to tap and back again.”

Strengthening the voice of civil society

In line with its focus on engaging more individuals, organizations and businesses in sanitation and hygiene work, WSSCC sponsored a number of sector professionals and practitioners from developing countries, to increase voice and representation of civil society actors in international and regional fora. For example WSSCC sponsored a number of African practitioners from the African Civil Society Network for Water (ANEW), ensuring their voices were represented through speaking slots and channelling their input at civil society preparatory meetings. At the same time, in recognition of the importance of regional influence of ANEW in West Africa, WSSCC provided financial support to the ANEW secretariat for six months following the completion of WaterAid funding. Furthermore, ten participants were sponsored from ANEW and 15 from FANSA to attend the WSSCC Global Forum on Sanitation and Hygiene in India. Going forward, WSSCC aims to complement its financial contributions with in-kind strategic support to further strengthen civil society voice through ANEW and FANSA in Africa and Asia.

Ongoing national level support – WSSCC WASH Coalitions

WSSCC’s National Coordinators (NCs) are instrumental to its in country partnerships. As part of the development of the organization’s new strategic plan, WSSCC undertook a comprehensive analysis of the effectiveness, impact and modalities of its support to WASH coalitions and country based activities related to networking, knowledge management, communications and advocacy. In addition, countries were analyzed and prioritised according to their sanitation and hygiene needs and the potential impact of WSSCC’s support. The resulting new strategy on country engagement seeks to ensure that, going forward, the organization’s interventions at the country level are more strategic, harmonized and outcome focused. To help advance this significant area of work, a working group was established to examine the operational framework of WSSCC’s in-country engagement. By the end of 2011, 25 appointed National Coordinators were in place and nine
positions were either open or filled by acting NCs. Looking forward, in 2012 relevant changes will be implemented related to new Terms of Reference and new appointments made.

Echoing historical support from recent years, five National WASH Coalitions received catalytic financial support to strengthen regular coordination among national stakeholders and to carry out advocacy events such as mobile WASH exhibitions and local consultations on the human right to water and sanitation. In line with the tradition of hosting an annual NC meeting as a space to continue dialogue and foster learning, 25 National Coordinators participated in the WSSCC Global Forum. During the Forum, the National Coordinator’s Meeting addressed the direction of the new WSSCC MTSP and analysed experiences and impact of national coordination, as well as the varying levels of country needs. These discussions contributed towards the more focused WSSCC country-level engagement strategy.

New links between WSSCC and the People’s Republic of China

Linked to its vision of accelerating change and strategic engagement, for several years, WSSCC has explored how to engage positively in the country with one-third of the world’s people without safe sanitation, China. Those efforts culminated in 2011 when the mutual expertise in delivering work on sanitation and hygiene of the United Nations Children’s Fund (UNICEF) in China and WSSCC were recognized. The common goal of strengthening a people oriented, dynamic and sustainable WASH sector in China for all, particularly for those who are currently unreached, resulted in a formalized three-year partnership together with an annual work programme geared around knowledge sharing and behaviour change and equity themes.

A Global Forum of partnerships – a collective call to transform sanitation and hygiene

The WSSCC Global Forum on Sanitation and Hygiene was a key event to consolidate and strengthen existing relationships, as well as to identify and build new relationships with organizations within and beyond the sanitation sector. WSSCC will continue to engage and work together with these partners in 2012 and beyond.

Held from 9-14 October in Mumbai, India the Global Forum was distinctive in many respects and put WSSCC firmly on the map, as it answered a call from its members and the wider sector to help share learning, knowledge and experiences in order to accelerate progress on the still-lagging UN-led Millennium Development Goals. WSSCC sought to strategically utilize this valuable opportunity to lead an all-encompassing interactive platform dedicated to sanitation and hygiene issues. The Forum facilitated and showcased the latest knowledge and practice,
communications and advocacy, partnerships and networking approaches and helped strengthen national, regional, South-South and global dialogue.

Almost 500 sanitation and hygiene professionals, architects, academics, social entrepreneurs and philanthropists, as well as representatives from the private sector came together from across Africa, Asia, Europe and the Americas, representing over 70 countries. Through the Forum, participants shared and learned about approaches, tools and lessons that related to their own reality. In doing so, they reinforced a sense of collective identity of development professionals hoping to instigate positive change in the world through a focus on sanitation and hygiene.

The conference was a valuable opportunity for WSSCC to build visibility not only for itself as a part of the collective global leadership on sanitation and hygiene, but also to raise visibility for the sector – to show, amongst others, that the sector could be innovative and provide good business opportunities for service providers. The voices of those that are frequently excluded from debate on policies and practices that directly affect their lives – such as women and young children – were well represented and helped to ground and inform critical discussions.

The Forum was important not just because of the sheer magnitude of the event, but because the learning garnered from this event has since gone to actively shape the organization’s understanding and therefore response, to sanitation and hygiene issues.

Within days of the Forum’s conclusion, an aide memoir entitled Highlights of the Global Forum was released. More importantly however, was the work that commenced on Toolkit 101: Sanitation and Hygiene, the first-ever WSSCC interactive learning resource made available on a DVD-Rom. It contains condensed interactive versions of training sessions and key thematic presentations undertaken at the Forum, together with a number of multimedia resources and additional background material.

In line with the importance given to partnership building, WSSCC cemented a partnership with the UN Office of the High Commissioner for Human Rights (OHCHR) to ensure a strengthened advocacy within the international community vis a vis the United Nations.

Building capacity through knowledge – Community of Practice on Sanitation and Hygiene

In recognition of the evolving needs of practitioners to be supported in learning and sharing knowledge and experiences, in 2011 WSSCC set the wheels in motion for a new Community of Practice (CoP) on Sanitation and Hygiene. This much-anticipated initiative premiered at the Global Forum, following a consultative, sector-wide process of confirming
THE HUMAN RIGHT TO WATER AND SANITATION – WHAT IT IS AND WHAT IT MEANS

Interview with Catarina de Albuquerque – Special Rapporteur on the human right to safe drinking water and sanitation

What is the role of the Special Rapporteur on the human right to safe drinking water and sanitation?

I was appointed in 2008 by the UN Human Rights Council, to monitor the way in which this recently recognized human right is being implemented throughout the world. I regularly present reports and studies both to the Human Rights Council and the UN General Assembly in New York. I also undertake fact-finding missions to countries to assess whether governments are complying with their human rights obligations related to access to water and sanitation.

What do human rights bring to the sanitation sector?

I’ll give you an example of the tangible benefits of interventions based on human rights. In Slovenia, a rich country, everyone has access to water and sanitation. Well, everyone except a portion of the Roma population.

One of the contributions of human rights is the principle of non-discrimination. Overall progress is important, like that which has taken place in Slovenia, but you cannot leave behind those who are most vulnerable, who are poorer, who live in rural areas, who are indigenous, who belong to a certain caste etc. From the human rights perspective, we are always asking, who does not have access, where are those people and why don’t they have access? In Slovenia the good news is that, through awareness raising, the government adopted targeted policies to ensure that Roma people have access to water and sanitation. Human rights shifts the focus from charity to entitlements and are obligations of progressive realization, which means that States are obliged to take steps towards the full realization of the rights. The obligation to take steps suggests that Governments must know what they are moving towards and what the ultimate goal is.

Some people argue that focusing specifically on marginalized groups is not necessary, because any progress will trickle down and benefit everyone. Is this true?

Unfortunately this has not proven to be the case. In one country I visited, I asked how they could claim over 95 per cent access to water when millions live in slums with no access. The response was: “They are illegal, they don’t count.” For human rights, they do count. Everyone counts. And in this example without targeted measures to specifically address certain excluded groups, overall progress will not trickle down. Hence a deliberate focus on the elimination of discrimination is fundamental.

demand and design at the 2011 Stockholm World Water Week. The CoP is intended to help practitioners share concerns, best practices and answers on key sector topics through national-international and South-South exchange. This platform will draw on the knowledge and experiences generated by practitioners, members and partners. Discussion, learning and sharing will be ongoing through events and webinars to help build practitioner capacity. Communications for Development (known as “C4D”) will provide important tools to put learning into
COLLABORATION IS THE KEY

Interview with Mariame Dem – Head of Water Aid, West Africa

Do you believe that partnership in the WASH sector can be powerful to create positive change?

I do believe that partnership and fostering collaboration is critical to achieving change. WaterAid for example, has been collaborating with WSSCC for years at the country, regional and international level. By having support from WSSCC in the region, WaterAid increases and improves the work it delivers and the same is true for WSSCC. I think the West Africa WASH Journalists Network is proof of that.

WaterAid started the WASH-JN work at country level and it was great that WSSCC was interested in collaborating, as it saw the real potential in this initiative. It’s more than collaboration, its solidarity. We need to go beyond collaboration. We need to maintain solidarity if, as a sector, we want to have the maximum amount of impact in what we do.

From your perspective, what is the biggest barrier in the way of progress to sanitation for all?

The profile of sanitation has historically been very low. The focus was on water, however, since we realized that if you don’t have a holistic approach, progress can be limited and in some cases can impact negatively on other aspects. Financing sanitation issues has also been a big issue. If something is not important to you then you don’t put money into it. It’s not only the policy makers that have not given enough attention to sanitation, but for example, if you go to certain villages or poor communities in cities – they are ready to pay for a TV but investing just a bit in a toilet, they will not think about it.

Can you share a highlight from last year?

In late November we were in Burkina Faso, in a community where almost all the households had latrines which met national standards. There was a very old man, one of the elders, and he said: “I am happy to see in my lifetime that this change has happened.”

GRASSROOTS ADVOCACY

Since 2004, WSSCC has funded the WASH Coalition in Bangladesh in partnership with government and external agencies to carry out a programme of Grassroots Consultations, with the aim of “targeting space for the marginalized in the sanitation movement in Bangladesh.” Numerous in-depth consultations were held at the village, ward, union and national level to echo the voices of the marginalized and ensure they are reflected in national debate, policy and planning. The impact has been felt and the movement is continuing. In 2011, WSSCC continued to provide support to run and document another cycle of grassroots consultations and also synthesise the findings into the People’s Perception report. The People’s Perception report not only captured the perceptions and voices of people in the countries, it more importantly brought them to the agenda in order to remind policy makers and practitioners of ground realities and to help shape the deliberations going forward.
practice. This will include support to the regional West Africa WASH Journalists Network to strengthen governance, increase collaborative messaging, influence regional policy and maintain coverage and analysis of WASH-related issues. The CoP corner at the Global Forum was a hub of vibrant activity and brought out many ideas and topics with “behaviour change” and “mobile phones for monitoring” being of most interest to participants. Looking forward, CoP Members in 2012 will seek to organize discussions and learning around these two themes and a CoP meeting specifically focused on “behaviour change” was planned for the 2012 World Water Forum. The commitment and interest of members of the CoP will drive the conversation forward through online and face-to-face contact.

**FINANCING SANITATION**

How best to finance sanitation and hygiene from the community to the international level featured as an important and topic of debate in 2011. Specifically, discussions included the use of diminishing public funds, innovative finance, results-based finance, microfinance, the full lifecycle of goods and services, large scale multinational businesses through to small-scale entrepreneurs.

Calls were made for the sector to gather data on their programmes and provide evidence on what mechanisms best finance sanitation and hygiene, sustainably. It was on the point of sustainability, that the 2011 WASH Conference in Brisbane, Australia focused, with one of the four streams on financial sustainability. In this respect, WSSCC chaired the session on financing sanitation looking at public and private approaches to household sanitation, as part of its contribution to the dialogue.

The Global Sanitation Fund (GSF) received additional funding in 2011 to inject into demand creation and behaviour change initiatives within national programmes. The GSF is committed to recording and reporting programme results and programme costs to contribute to the sector’s knowledge pool on the merits of this type of approach.
5. Accelerating Change

“I want to make sanitation and hygiene part of the global development agenda and everybody’s business.”

Umesh Pandey, WSSCC Steering Committee Member

THE GLOBAL SANITATION FUND – BRINGING CHANGE WHERE IT IS NEEDED THE MOST

Through all of its work, WSSCC intends to act as a change-agent. It is through the implementation of its Global Sanitation Fund (GSF), in particular, that WSSCC truly does so on the ground, gathering and directing funds to help large numbers of poor people to attain safe sanitation services and adopt good hygiene practices. By the end of 2011, the GSF was being implemented actively in seven countries: Cambodia, India, Madagascar, Malawi, Nepal, Senegal and Uganda. In those countries sub-grantees deployed a range of sanitation and hygiene awareness-raising and promotion activities nationally and in a number of sub-regions. Because of their work, around 100,000 are now using improved toilets,1 1,789 communities had experienced sub-grantee led sanitation demand-creation activities, and 195 communities were declared free of open defecation.

In addition to the first seven countries, preparatory work began in 2011 in Burkina Faso, Ethiopia, Nigeria, Tanzania and Togo, meaning that GSF work will begin on the ground in earnest in those countries in 2012. In total, US$ 43.5 million has been committed by WSSCC to the first seven country programmes (and US$ 4.3 million invested in GSF management and development operations). In addition, US$ 27.4 million has been allocated provisionally to start the programmes in the next five countries, including associated GSF management and development operations. The amounts allocated are 100 percent of the US$ 75 million pledged to WSSCC by its donors2 for the GSF (To implement programmes in all 12 countries over five years, additional resources of US$ 9.1 million are required).

1. A figure expected to surpass 100,000 by early 2012 and increase substantially.

The GSF comes to fruition

In 2011 the GSF truly became a field-level programme, and there was considerable emphasis on gathering results like those above to demonstrate progress and impact. Along with that came some useful lessons learned by examining the experience with the systems and structures put in place by WSSCC through the GSF.

WSSCC designed and set up the GSF in 2008 to inject extra finances into countries with high needs for sanitation. Like other major global funds, the early stages in the GSF’s life were devoted to setting up the systems of an innovative programme – both at the global level in WSSCC’s host agency UNOPS and at the national level in the first group of countries. From this first phase of implementation the GSF now has a clear Results Framework and Monitoring and Evaluation system, and there have been benefits to the collaborative approach that the GSF takes. For example, the process of bringing together around one table all the leading agencies concerned with sanitation in a particular country has shown itself to be exciting and productive. In country after country WSSCC saw that this collaboration is generating better understanding, and more consistent policies and programmes – in effect, that the presence of the GSF has achieved useful results even before the first sub-grantees start their field work. For example:

- The GSF is a catalyst for other funding mechanisms in Uganda and Tanzania.
- GSF structures are providing a platform for sector-wide collaboration, as in Nigeria and Senegal.
- The GSF is having a positive impact on government systems such as Nepal and Malawi.
- Models are emerging that can impact the sector as a whole, and sharing knowledge and lessons learnt across countries has commenced.

More examples of this “value added” are found in the graphic on the next page. Of course the GSF’s main aim is to directly increase the number of people with improved sanitation. 2011 was the year in which the GSF has started to achieve tangible progress on this in a significant number of countries, though it was only the tip of the iceberg. When the programmes in the first seven countries are completed after five years, some 12,410,000 people will have access to improved toilets, and some 18,175,200 people will be living in open defecation free environments.

GSF can be replicated in many countries

The GSF is now a reality and can be replicated and rolled out to many countries. WSSCC continued to receive much demand for GSF support in places where the sanitation needs are great. WSSCC’s Medium-Term Strategic Plan (MTSP) 2012-2016 identifies 35 priority countries in which the GSF could and should be working, which contain almost 1.5 billion people without sanitation. The GSF’s ability to meet this demand, and the MTSP target of work programmes in 25 countries by 2016, is impacted by funding availability, and a major factor influencing that funding is the demonstration of cost-effective results at scale, an ongoing effort. GSF-supported activities are always implemented within a wider sector environment, and as a relatively new sector programme the GSF acknowledges the work that has been done by other actors in previous years that had laid a foundation for GSF’s intervention. In addition, in most countries the GSF is one of a number of current interventions all of which may contribute to the anticipated improvement of the sanitation situation on the ground.

Inspired learning and leadership

During the Global Forum in Mumbai the WSSCC GSF team gathered over 50 people with links to GSF programmes for an afternoon “Learning Event.” The focus of this was to discuss the success of the procedures, structures and relationships set up by the GSF to manage country programmes. The event was marked by a high degree of transparency and much useful feedback. An important by-product was the growth in relationships between peers (for example, Executing Agency staff in different countries) with the promise of informal exchange of experience long after the event. Formal learning and sharing within the GSF, and with the sanitation and hygiene sector at large, is of course an important component of the GSF programme.
BELOW IS A SNAPSHOT OF SOME FURTHER ADDED VALUE THROUGH PROGRAMME DESIGN PROCESSES, A FOCUS ON SCALE, COLLABORATION AND COORDINATION, AND PEOPLE-CENTRED APPROACHES THAT ARE ALL AT THE HEART OF THE GLOBAL SANITATION FUND.
IN FOCUS: MADAGASCAR

More than 17 million of Madagascar’s 20.7 million citizens do not have access to safe sanitation. WHO calculates that 21% of the under five child deaths are due to diarrhoea. Over five years, the GSF plans to reduce the number of unserved by 2 million.

To do that, a programme of truly national scope intensified its work in 2011, with 17 sub-grantees creating sanitation demand, raising hygiene awareness and working in communities in the northern, eastern, western and southern parts of the country. By year end, 1,566 communities experienced a Community-Led Total Sanitation (CLTS) triggering or similar demand-creation approach, and the programme showed it is anything but static. Realizing the need to strengthen skills in CLTS, the Executing Agency MCDI (Medical Care Development International) launched a national capacity building programme targeting appointed sub-grantees to ensure that all GSF-funded CLTS activities are of a high quality; kick-starting this process was a comprehensive CLTS training plan that was developed and included a four-day training workshop for all sub-grantees led by CLTS expert Kamal Kar. The programme remained true to its people-centred roots by having some planning processes led by Traditional Authorities and Leaders.

The impact of this work is being felt immediately. “Having adequate sanitation and hygiene is a blessing for me and our community is very proud of it. Since the various GSF sensitization activities, and our cleaning and construction of latrines, we have noted fewer cases of diarrhoeal disease, particularly with children,” said Ernestine, a health promotion worker in Ambatoharanana village, Fokontany Ankazomiankno, Vavatenina. “I am ready to share our experiences and to sensitize other villages on the importance and the benefits of sanitation and hygiene.”

In May WSSCC began the recruitment process for a successor to Barry Jackson, who reached the United Nations’ mandatory retirement age of 62 and ends his contract in January 2012. His successor, Mark Willis, joined in December. Mr. Willis was a Senior Fund Portfolio Manager at The Global Fund to Fight AIDS, Tuberculosis and Malaria and has had a long career in international development. In addition, the Global Sanitation Fund Advisory Committee, which gives professional advice to the WSSCC Secretariat in order to maximize the quality of work supported by the GSF, met twice during the year. At the first meeting Professor Sandy Cairncross concluded his term as a member and Chair of the committee, and handed over to the new Chair, Ms. Sophie Trémolet. At the second meeting, Advisory Committee members had the opportunity to interact with the broader GSF family assembled in Mumbai.

The power of media to foster social change at scale

The West Africa WASH Journalists Network (WASH-JN) was formed late in 2010 with the objective to amplify the voices of the poor, ensure better targeting of messages and information for enhanced influence on policy and to overall improve the quality and quantity of information on WASH. It is a network of networks from 13 West African countries, supported by WSSCC and WaterAid in West Africa and now attracting new partnerships, such as the Water Integrity Network (WIN).

3. Current members of the West Africa WASH Journalists Network are: Benin, Burkina Faso, Cameroon, Cote d’Ivoire, Ghana, Guinea, Liberia, Mali, Niger, Nigeria, Senegal, Sierra Leone and Togo.
**SPEAKING UP FOR THOSE THAT CANNOT**

**Interview with Babalobi Babatope, Secretary General, WASH Journalists Network**

**How is the network changing things for the journalists who are members?**

In the first year we focused on defining the goals of the network and looking at how we are going to achieve these goals. Information was distributed on all the latest concepts to help improve the general level of knowledge of WASH issues. Up until recently most of our journalists would have argued that they just report, for example, what a minister says. Now the members are seeing that they are going beyond strictly reporting. We have to ask questions, such as why are commitments not being met? Why are the needs of the poor not being met? We have a responsibility to amplify the voices of the poor.

**How was the Global Forum on Sanitation and Hygiene useful for the network?**

We had several events during the Forum. We met with our counterparts in South Asia and also with representatives from Kenya and Rwanda that are in the process of starting media networks. We shared experiences and talked about how to improve existing networks and how we can report on WASH issues in a more effective manner. People went away with more knowledge and it reaffirmed their committed to using their platforms to help highlight critical WASH sector issues.

The link between a good story – one that gives voice to a person positively or negatively affected in their everyday life, health, work, education and dignity by the provision or lack of WASH services – and policy or social change at a large scale might not be evident. However, in a world where information influences personal and collective decisions at all levels, its massive and persistent presence leads to raising a topic to a level where no politician can afford to ignore it and where people understand that it is not their plight to suffer in silence. On the contrary, it gives them the confidence they need to act as rights holders and collectively hold their governments accountable. Individual journalists in national WASH media networks strive to do this every day. Very often with very little means available, they travel to remote and sometimes hazardous areas to meet people – to give them a voice and to get these stories. And through the power of a network, to have these voices heard not only in one district or country, but at the regional level across West Africa, and beyond. Speaking with one voice and demanding the same commitments from governments, journalists in the region will be able to input crucial information about the reality that lies behind access to water, sanitation and hygiene in national planning processes, eventually leading to policy changes. At the same time, they contribute to individual change in behaviour and attitudes, because of messages being constantly reinforced, influencing the emergence of local leaders and action from people who take development into their own hands.

WSSCC supports the regional WASH Journalists Network because it believes in the authority that lies with a strong media voice and its power to accelerate change. By bringing it into the public domain, media amplifies the work being done to provide technical and financial solutions for WASH access and sustainability, while ensuring lasting and deeply-rooted behaviour change at scale. People’s behaviours, sector programming, government priorities and finances are all interconnected, and journalists play the role of bridging the gaps in information, understanding and action between everyone involved in making water, sanitation and hygiene a reality for all. In 2011, work focused on building a strong sustainable foundation for the network in terms of communication, governance and visibility. In 2012, the network will directly support the strengthening of national media networks in the region.
Looking to the future
6. Looking to the future

The vision after 2015

WSSCC believes that post-2015 targets enshrined within the UN-led Millennium Development Goals (MDGs) should aim for universal access and prioritize equity and inclusion of the most vulnerable and marginalized peoples. It also believes that proper verification through effective monitoring is needed, in order to create a catalyse of change in the most meaningful sense.

In looking beyond the MDGs and with a longer-term sustainable vision in mind, in 2011, WSSCC’s efforts focused on advocating consistently for a universal target of sanitation and hygiene for all under the human rights framework, with a distinct focus on equity. By leading strengthened efforts to increase well-targeted investment through advocacy work, it demonstrated that once again it was part of a collective global leadership and more importantly through its historically strong links, was able to bring a strong civil society voice to the international development arena.

As a part of the universal consultation led by the World Health Organization (WHO) on affordability, WSSCC called for basic non-discriminatory standards of dignity and safety that are applied before assessment of the affordability of sanitation services.

WSSCC was active in driving discussion and formulating global development targets after 2015. It endorses the implementation of the human right to sanitation at global and national levels. In 2012, WSSCC will remain fully engaged in the Drive to 2015 and post-MDG consultations, and will support the implementation of the right to sanitation and hygiene as key areas of partnerships between UN entities like OHCHR, UN-Water, WHO, and UNICEF, and between other organizations, at the national levels through meetings, case studies, research, advocacy and sharing and learning activities. Specifically, WSSCC will proactively engage with the working groups on sanitation, hygiene and equity that emerged from the first consultation on post-2015 global development targets held in Germany in 2011. The year 2011 saw the foundations of this critical long-term programme of advocacy work being developed, whilst efforts in 2012 will focus on strategic implementation and well thought out execution to continue to serve the
unreached, and bring marginalized peoples to the forefront of discussions. This work will be interlinked to WSSCC’s overarching organizational focus on responding to equity challenges, fostering civil society participation and national monitoring systems.

**New Medium Term Strategic Plan 2012-2016**

WSSCC’s vision is of a world where everybody has sustained water supply and sanitation and good hygiene. WSSCC, its members and staff, will work resolutely and ceaselessly until this vision is achieved.

In 2011, following an extensive and engaged participatory process the Steering Committee issued WSSCC’s Medium-Term Strategic Plan 2012-2016, which is WSSCC’s most important document. It positions WSSCC within the sanitation sector and sets out the leadership role that WSSCC will play to push sanitation forward and to inform and engage practitioners to do more work better.

WSSCC’s overall strategic direction remains unchanged: to concentrate on sanitation and hygiene in the least developed countries. In the last few years, WSSCC has played an active part in making sanitation a more prominent subject. Donors, governments and other agencies are now more interested in sanitation. This makes WSSCC’s work in leading, giving

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**A DONOR PERSPECTIVE FOR 2011 AND BEYOND**

**Interview with Manuel Thurnhofer – Swiss Development Corporation (SDC)**

**What was your experience of the Global Sanitation Fund programme in Jharkhand, India?**

As a donor representative it is important to link reporting to the actual performance of the GSF in the field. I was impressed with what I saw from the “triggering” exercise at the village level and seeing how the GSF works and what it can achieve. I observed a very high level of professionalism of the Executing Agency and sub-grantees and it confirmed that the GSF set up is well thought out, accurate and brings the programme in contact with those with whom we should be working. It was great to see and feel what working at scale means and that makes our (SDC) contribution a worthwhile investment.

**Was there an overall highlight for you from 2011?**

There were several highlights for WSSCC in 2011 starting with the positive external evaluation report which confirmed the strategic orientation and decisions taken of the organization. There was also the launch of the new dignity and economics campaign, GDP for GDP, which we look forward to continue supporting. The new Medium-Term Strategic Plan was finalized and the Global Forum of course was a key highlight. All these set the ground for positive developments in coming years.

**What do you think are the major challenges for the sector in 2012?**

The economic crisis has brought increased challenges to mobilize funding. In this light, we need to further encourage investment in sanitation and hygiene and continue to strengthen the arguments to do so. Various studies have shown a very high cost-benefit ratio of between 8 to 15 for sanitation and hygiene investments. This evidence needs to be capitalized by attracting more resources to the sector with the aim to improve the livelihoods of target groups. WSSCC’s campaign focusing on the economic arguments is therefore coming at the right time. This year’s thematic focus on water and food security provides an additional opportunity for WSSCC to underline the links between hygiene, diarrhea and malnutrition. We need to convince those working in water and food security of the joint benefits of investments in hygiene and sanitation.
direction, sharing knowledge and advocating, even more important than before.

The MTSP contains a Results Framework that states what WSSCC intends to achieve during this period; it builds upon previous work while setting clearer results and objectively verifiable indicators that concentrate on increasing coverage in sanitation, achieving sustainable behaviour change, ensuring that poor and marginalized people are served, involving more organizations in sanitation and ensuring that people working in sanitation improve their knowledge and skills. These results are designed to demonstrate WSSCC’s effectiveness. At an operational level, WSSCC has named 35 priority countries for its work; therefore it will reduce its work in other countries. It will link its country-level work more closely to its global-level work.

The major contextual factors affecting progress on sanitation include: increased urbanization, demographic change, environmental issues including climate change and natural disasters, the global economic downturn, changing political priorities, technological developments including advances in information technology, a global economic and political shift towards South and East Asia, and the fact that global development targets after 2015 have not yet been set. All these factors present challenges and opportunities.

WSSCC’s goal – its intended high level impact in the long term – is to help achieve sustainable sanitation, hygiene and water supply for all people. This impact links to broader global development goals such as improved economic status, health, education, livelihoods and well-being.

WSSCC’s purpose – the direct impact which WSSCC undertakes to achieve between 2012 and 2016 – is to contribute substantially to global efforts to improve sanitation and hygiene for poor and vulnerable people, predominantly in Africa and Asia.
### 7. Financial statement

#### FINANCIAL SUMMARY

**OVERVIEW OF WSSCC REVENUE AND OPERATING EXPENSES JANUARY-DECEMBER 2011**

(Amounts in US Dollar)

<table>
<thead>
<tr>
<th></th>
<th>2011 BUDGET</th>
<th>2011 ACTUAL</th>
<th>% OF BUDGET SPENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Fund Balance, b/f</td>
<td></td>
<td>19,909,839</td>
<td></td>
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<tr>
<td>Income</td>
<td></td>
<td>31,281,764</td>
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<tr>
<td>Interest Earned</td>
<td></td>
<td>186,560.29</td>
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<tr>
<td>UNOPS Withdrawal from WSSCC Trust Fund Accounts to cover minimum annual fee of US $1.6m for 2010, effected in 2011 after 2010 financial closure.</td>
<td>(784,684)</td>
<td></td>
<td></td>
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<tr>
<td><strong>TOTAL REVENUE</strong> (= Opening Balance + Income – UNOPS withdrawal)</td>
<td>50,593,480</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>EXPENDITURE</strong></td>
<td>14,912,962</td>
<td>13,711,624</td>
<td>92%</td>
</tr>
<tr>
<td>Ending Fund Balance c/f</td>
<td></td>
<td>36,881,856</td>
<td></td>
</tr>
</tbody>
</table>

**ADJUSTMENT OF MULTI-YEAR FUTURE COMMITMENTS ON ENDING FUND BALANCE AS OF 31 DECEMBER 2011**

End of Fund Balance as of 31 December 2011, before Multi-year Future Commitments: 36,881,856 USD

- **Multi-year Future Commitments as of 31 December 2011**
  - Cumulative Multi-year contractual commitments concluded in 2010-11 for activity costs beyond 2011: 12,325,641 USD
  - Other contractual commitments concluded in 2011 for Staff Costs beyond 2011: 2,751,530 USD

- **Multi-year Future Commitments as of December 2011 concluded for Activity & Staff Costs beyond 2011**: 15,077,171 USD

- **Ending Fund Balance as of 31 December 2011, after Multi-year Future Commitments**: 21,804,683 USD

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1. This financial summary is based on UNOPS’ Certified Financial Statement of WSSCC 2011 income and expenditure as of 23 May 2012.
In 2011, WSSCC's overall financial position was sound despite the global economic downturn. Income for Advocacy and Communications and Networking and Knowledge Management was lower than expected. Accordingly, expenditure was reduced and, where possible, activities were adjusted or reprioritized in such a way that costs were lowered while still maintaining delivery against organizational objectives. Select in-country disbursements for the Global Sanitation Fund were reprogrammed for 2012. Careful risk management and adjustment to expenditure throughout 2011 enabled WSSCC to maintain a healthy financial status.

UNOPS, WSSCC's host agency, operates on a cash basis and the above amount excludes future commitments from the approved multi-year contracts beyond 2011 totalling US $15,077,171. After adjustment of these future commitments, including funding for multi-year Global Sanitation Fund commitments, the fund balance as of 31 December 2011 was US $21,804,684. Other future commitments for approval in early 2012 have already been pre-encumbered against this remaining balance.

WSSCC’S TRUST FUND ACCOUNTS AND FINANCIAL STRUCTURE

In 2011, the WSSCC Secretariat based in Geneva managed four trust fund accounts, namely:

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

WSSCC allocated its annual contributions among these four accounts. At the end of 2011, the Global Sanitation Fund held 78% of the funds and the remaining 22% were shared among the other three accounts.

At the Donor Accountability Meeting in March 2011, a decision – effective as of 1 January 2012 – was taken that WSSCC would replace the existing four Trust Funds with two Trust Funds, namely the Global Sanitation Fund and the Sanitation Leadership Trust Fund. The Sanitation Leadership Trust Fund merged Networking and Knowledge Management, Advocacy and Communications and the Governance and Management Trust Funds. The Global Sanitation Fund is not affected by this merger.
**INCOME**

WSSCC gratefully acknowledges the donors who support its work. WSSCC received a total income of US $31.28 million in 2011, with the major share coming from agencies in its six regular 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 92% of the planned low expenditure budget.

Reprogramming of select Global Sanitation Fund expenditures to 2012 altered WSSCC’s overall 2011 implementation percentage. In the other departments, expenditures were broadly on track and included select activities carried forward from 2010.

A detailed, certified financial statement and additional information on WSSCC’s financial performance is available from WSSCC Secretariat upon request at wsscc@wsscc.org.
This annual report describes the work of the Water Supply and Sanitation Collaborative Council (WSSCC) in 2011. WSSCC's mission is to ensure sustainable sanitation, better hygiene and safe drinking water for all people. Good sanitation and hygiene lead to economic and social development, yielding health, productivity, educational and environmental benefits. WSSCC manages the Global Sanitation Fund, facilitates coordination at national, regional and global levels, supports professional development, and advocates on behalf of the 2.5 billion people without a clean, safe toilet to use. WSSCC hosted by UNOPS, supports coalitions in more than 30 countries, and has members around the world.