Global WASH Campaign
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INTRODUCTION

Many of the people who care most about development feel more comfortable talking about goals such as getting girls into schools than discussing growth. ... Yet the central problem of the bottom billion is that they have not grown. ... So the people who care will need to take another look at growth.  

Paul Collier, The Bottom Billion

Worldwide, more than one in three people lack access to a safe, hygienic toilet. This simple fact costs people their health, countries their GDP and billions their dignity.

But there is a solution: we call it GDP for GDP


Any actions taken to improve sanitation and hygiene – from building a toilet to teaching children to wash their hands with soap – are Good Dignity Practices. These bring economic benefits and improve dignity.

Find out how you can become involved in GDP for GDP and help turn shit into gold.

This document explains

Campaign background: the thinking that led WSSCC to develop its new campaign theme, and how the set of materials is designed to address the current sanitation challenge.

Campaign theme: an overview of GDP for GDP – the key messages, an explanation of the approach, and campaign goals.

Campaign materials: an introduction to each of the resources and suggestions for how to use them for different target audiences and in a range of contexts.
1. CAMPAIGN BACKGROUND

What is the WASH Campaign?

The WASH Campaign was launched by WSSCC in 2001 to address the need for increased awareness and political will in favour of safe sanitation, good hygiene practices and clean drinking water. The objective of the campaign was to have a target on sanitation included in the Millennium Development Goals (MDGs).

It succeeded. A range of materials was developed and guerrilla marketing was targeted at decision-makers. WASH got the support of influential figures including, among others, Nelson Mandela, and a year later a target for sanitation had been included in the MDGs.

The WASH Campaign gained a reputation for developing clear messages and provocative visuals and for taking innovative approaches. The black figures on a blue background – modelled on the graphics that appear on toilet doors in many parts of the world – have become synonymous with WASH. The WASH brand and its logo have been used in countries around the globe.

The campaign was so successful it went viral. Visuals and messages were picked up and translated into a range of languages: slogans such as ‘Hurry Up’ and the black figures now appear on T-shirts, in newsletters, on posters, in presentations, and in high-level speeches.

What started out as a campaign to get sanitation on the MDGs became a movement, breaking taboos about toilets and triggering political debate about sanitation for all.

What are the issues now?

Today, the concerns are different. Many governments and donors are aware of the importance of sanitation, hygiene and water, and are educated about the basic facts. A number have agreed to allocate budget.

However, the world is not on track to meet the sanitation target. At the current rate of progress, the MDG target to halve the proportion of people living without sanitation by 2015 will not be met until 2049. Today, 2.6 billion people, or more than 1 in 3, still have no access to a safe toilet. The failure to deliver real progress is partly because existing advocacy materials don’t go far enough. They are not designed to activate everyone who can improve sanitation.
Building on the success of previous WASH Campaign initiatives, GDP for GDP is designed to take the movement to a next level, by shifting those who are aware of the issue to take action.

Figure 1 outlines the logical progression that decision-makers tend to go through – whether they are consumers buying, and staying loyal to, a particular product, or politicians taking action to address the problem of sanitation in their countries. As advocates – who are essentially marketing ideas – we need to move decision-makers through the different phases, first raising awareness about the need for good sanitation, then providing more detailed information and education.

**Where are the opportunities?**

There is a way to turn the sanitation situation around. There are economic benefits to be gained by addressing sanitation at all levels of society, from governments to individuals.

Growth drives economies. Economics drives politics in poor countries as well as in rich. Sanitation delivers an extraordinary return on investment of 9 to 1.
Linking sanitation to its potential economic benefit helps put the issue at the top of the political agenda. For governments, the economic argument may vary from ministry to ministry:

- **HEALTH**: Investing in sanitation and hygiene pays huge dividends in the health sector. If everyone had access to adequate sanitation and water services, the world’s health sectors would save around US$ 12 billion every year.

- **PRODUCTIVITY**: Investing in sanitation frees up time and increases productivity. Meeting the MDG target on sanitation and water would free up 20 billion working days each year.

- **EDUCATION**: Investing in sanitation and hygiene leads to higher levels of education, which in turn bring higher incomes, better health, and longer lives. Every 1% increase in female education increases economic growth by 0.37%.

- **TOURISM**: Investing in sanitation improves the environment, attracting more tourists. Improved sanitation could generate 350 million extra tourism dollars each year for Cambodia, Indonesia, Philippines, and Viet Nam.

- **JOBS**: Investing in sanitation and hygiene creates business opportunities and jobs. Sanitation can be a major, market-driven activity that grows in response to consumer demands.

At the level of individuals and small businesses, money can be made from sanitation. There are many local industries that can be created from human excrement that turn the problem into an opportunity. Here are just some of the possibilities:

- **Supply of sanitary products**: toilet hardware, soap, toilet paper, sanitary napkins
- **Production and construction**: brick-making, slab-making, construction of latrines
- **Operation and maintenance**: cleaning and repair works
- **Collection and transport**: pit emptying and removal of sludge
- **Treatment and reuse**: production and sale of compost and liquid fertilizer – which in turn lead to better crops, biogas generation for cooking and lighting.

However, an economic argument alone is insufficient. Successful advocacy programmes require both functional and emotional components. And the underlying issue of sanitation is dignity.
2. CAMPAIGN THEME

What is the concept?

The creative concept is GDP for GDP – Good Dignity Practices for Gross Domestic Product.

GDP for GDP is a concept that is both bold and inspirational. It is designed to capture the imagination of individuals who can truly make a difference.

We want to redefine what shit stands for. Ultimately it should come to be represented by the various Good Dignity Practices: setting up small-scale businesses through which money can be generated; or funding and implementing national sanitation plans leading to a wealthier society.

Gross Domestic Product or GDP is an international term, widely understood by those in government, NGOs, CSOs and the private sector. GDP is motivating at all levels. For governments, it is the way they are measured. For the private sector, it is the background against which they function. To increase GDP is a sign of progress and stature.

GDP for GDP is a concept that is flexible enough to:

- **deliver** the depth of content required for decision-makers, i.e., top-down;
- **engage** grassroots constituents and the private sector who can make money from waste, i.e., bottom-up; and
- **work** effectively across different languages.

The GDP for GDP concept is also expressed in the key visual “shit = money”. The “shit” can be looked at as a symbol of Good Dignity Practices related to sanitation and hygiene, or in a more literate context it can refer to the re-use of human waste. The “money” stands for the economic benefits that come from sanitation and hygiene. Overall, we have intended to positively profile human waste.

What are the aims?

The WASH Campaign “GDP for GDP” aims to:

- make governments at all levels act and invest in sanitation; and
- inspire small-scale entrepreneurs to create local businesses from sanitation and hygiene.

Where good sanitation exists, people are wealthier, healthier and cleaner.

Rose George, The Big Necessity
The GDP for GDP messages and materials have been designed to:

- promote the economic benefits of sanitation for all;
- elevate the importance of sanitation, particularly at a ministerial level, and highlight the extent to which addressing sanitation can benefit a range of sectors;
- empower WSSCC members, WASH advocates and ambassadors to communicate with governments (national and local) and collaborate with other stakeholders (e.g. NGOs, private sector, households) to spread the message that there is an economic gain to be made from investing in sanitation; and
- equip WSSCC members, WASH ambassadors and other advocates with materials to use to promote investment and entrepreneurship around sanitation and hygiene.

**Who are the target audiences?**

GDP for GDP aims to influence and engage:

- politicians and decision-makers at national and local level in developing countries, who allocate budget to sanitation and hygiene and make national policies and plans;
- small-scale entrepreneurs, who have the potential to create businesses around sanitation and hygiene;
- sanitation and hygiene practitioners at different levels; and
- advocacy organizations and campaigners in other sectors who want to become involved in sanitation and hygiene.

FIGURE 2: GDP for GDP communications value chain
Pivotal to those groups are the WSSCC members, and existing advocates for WASH.

The GDP for GDP communications value chain (Figure 2) outlines the different audiences, and shows which advocacy materials have been designed to reach them.

How do we know the campaign resonates?

Previous WASH campaigns worked because people all around the world have picked up the idea and chosen to promote it in their own spheres of influence.

To check whether GDP for GDP was likely to meet with the same success, the concept was shared with a group of WSSCC members in Nairobi, Kenya in November 2010. The messages and materials were refined following this meeting. Some of the feedback included:

On the concept:

- GDP for GDP provides a better way to make existing arguments. It adds significant value to efforts already underway, and will not detract from or destabilize the thinking and work that’s already being done at the country level.
- We don’t have to ask the government for money, we can offer them a way to make money.
- GDP (Gross Domestic Product) allows us to address the real problem; ministers want to hear about the economic value for their own ministries.
- Youth unemployment is a major issue for our countries; our politicians are under pressure to create jobs.

On the materials:

- “Shit = money” is a powerful equation that makes business sense.
- The materials are optimistic and move from avoidance to “human gold”.
- The materials work effectively across three areas:
  - the ability to change attitudes about human excrement
  - the promise of money represents an immediate benefit
  - the inclusion of dignity reinforces the emotional side of the argument.

The specific economic arguments for sanitation incorporated in the materials were also validated through research: In the framework of an online survey, almost 50 WSSCC members and partners from 21 countries (mainly from Africa and Asia-Pacific) evaluated the relevance of a set of economic messages linked to benefits in health, education, environment, productivity, jobs, tourism and dignity. The results show that all the messages were regarded as relevant with little variance between them. There was a general tendency that health and education benefits were ranked highest in terms of relevance.
3. CAMPAIGN MATERIALS

We have used visual language because it is quickly understood and universal.

From a design perspective, the campaign:

- is flexible enough for adaptation and reproduction in different settings;
- features clear headlines;
- uses strong pictograms that reinforce the messages with limited need for translation;
- is executed in a distinctive, provocative manner in keeping with the WASH brand; and
- works globally.

Software and file formats

All materials are compatible with the following software:

- Microsoft Powerpoint (Microsoft Office 97-2003)
- Adobe Illustrator (Adobe Creative Suite 4)

The artwork is available in four file formats: JPEG (Joint Photographic Experts Group), AI (Adobe Illustrator) and EPS (Encapsulated PostScript). Production files in both English and French are available in PDF format.

- The JPEG file formats refer to a flat image file, available in both cmyk (used for print-oriented items) and rgb (for on-screen items); the JPEGs are provided at 300dpi (optimized print definition) and 72dpi (on-screen definition); imported artwork in these formats cannot be rescaled beyond 110% (original size + 10%). Below this size quality may be compromised. When pieces containing imported rgb files are printed, in some cases colours may vary slightly.

- The AI and EPS formats refer to vector-based artwork, and are only supplied as cmyk-coloured files. Artwork in one of these file formats can be reworked (e.g. recoloured) – if necessary – using Adobe Illustrator CS4. These two file formats also allow imported artwork to be rescaled (smaller or bigger) without loss of quality.

To create a coherent campaign image, we have used a limited set of colors and gradations. We recommend that you do not alter these. Please talk to the WSSCC Secretariat if you would believe that a change in colours would work better in your local setting, for example in order to tie in with an existing campaign.

To maximize consistency in the texts, we used a limited set of typefaces:

- Helvetica Neue: Condensed Bold, 75 Bold
- Arial: Narrow, Narrow Bold and Regular
- Eurostyle (for the URL)
The fundamental message is “shit = money”.

**Format**
The key visual is available as an electronic copy in the following file formats: JPEG, PDF, AI and EPS.

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**ADVERT: HELP TURN SHIT INTO GOLD**

**Target audience**
WSSCC members, WASH advocates and general public.

**Recommended use**
The ad is designed to raise awareness of GDP for GDP. It includes a call to action, outlining the Good Dignity Practices that different players can support to increase the Gross Domestic Product in their countries. The ad can be used in a newspaper or magazine, as a flyer or as a poster. The text can be translated or adapted to the local context with the software Adobe Illustrator CS4.

**Format**
The ad is available electronically in:
- two designs: colour and black & white
- three file formats: PDF, AI and EPS
- two languages: English and French.

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**KEY VISUAL**

The fundamental message is “shit = money”.

**Format**
The key visual is available as an electronic copy in the following file formats: JPEG, PDF, AI and EPS.
**Target audience**
Politicians and other decision-makers at national and local level.

**Recommended use**
This brochure can be used as a conversation starter, a leave-behind after a meeting or as a prompt to guide a discussion through the various economic arguments. It could be sent to politicians, distributed at meetings, or posted on your website.

**Format**
The brochure is available electronically in:
- one file format: PDF
- two languages: English and French.

One double-page spread is dedicated to each key message.
The visuals for each key messages are available electronically in the standard file formats: JPEG, AI and EPS.

Hard copies (size: 12.5 x 25.2 cm) in English and French are available at the WSSCC Secretariat. Send your request to wsscc@wsscc.org.

**Target audience**
WSSCC members and WASH advocates.

**Recommended use**
The background paper is an extension of the brochure “Don’t waste a good investment”. It provides additional information and literature for WSSCC members, WASH advocates and ambassadors for each of the key messages and is fully referenced. The in-depth paper is designed to strengthen arguments in meetings with decision-makers.

**Format**
The background paper is available electronically in:
- one file format: PDF
- two languages: English and French.
POSTER/FLYER: INVEST IN WASTE

Target audience
Decision-makers at national and local level, WSSCC members and WASH advocates.

Recommended use
This is a summary of the brochure and captures the key messages and statistics of GDP for GDP. The poster-sized version (50 x 70 cm) can be displayed at strategic locations to reinforce the economic benefits of investing in sanitation. It can also be printed as a smaller flyer to be used as a conversation starter, at meetings, or as a leave-behind that summarizes the main points of a discussion or presentation. The text can be translated or adapted to the local context with the software Adobe Illustrator CS4 and the use of the before-mentioned typefaces.

Format
The poster/flyer is available electronically in:
- four file formats: JPG, PDF, AI and EPS
- two languages: English and French.

Hard copies (size: 50 x 70 cm) in English and French are available at the WSSCC Secretariat. Send your request to: wsscc@wsscc.org.

POSTER: WILL YOU HELP TURN SHIT INTO GOLD?

Target audience
WSSCC members, WASH advocates, general public, decision-makers at different levels.

Recommended use
The poster is based on the campaign key-visual “shit=money”. Whereas the call to action in the advert includes specific actions for different stakeholders, this poster aims at engaging the audience in a more general but nevertheless compelling way. The question “Will you help turn shit into gold” is directed at the viewer and intends to prompt a moment of reflection about how one can address the sanitation challenge while also positively contributing to the overall development of a country or region. This poster complements the other GDP for GDP poster “Invest in waste”.

Format
The poster is available electronically in:
- four file formats: JPG, PDF, AI and EPS
- two languages: English and French.

Hard copies (size: 50 x 70 cm) in English and French are available at the WSSCC Secretariat. Send your request to: wsscc@wsscc.org.
POSTER: SANITATION AS A BUSINESS

Target audience
Existing or potentially new small-scale entrepreneurs.

Recommended use
The poster is designed to raise awareness about specific ways that income can be created from sanitation and hygiene.

In addition, individual posters can be composed: There are two templates depicting rows of “shit=...” or “…=money”. Depending on the type of industries that will be promoted or discussed, the appropriate pictograms (see next page) can be added to a template.

Format
In order to create individual posters, the poster templates and pictograms are available electronically in three different applications:
- Adobe Illustrator CS4: add EPS pictograms to the AI poster template
- Microsoft PowerPoint: add JPEG pictograms to the PPT poster template
- Adobe PDF: print the PDF poster template and JPEG pictograms. Cut the pictograms, stick them on the printed poster template.

Thirteen industries are represented in pictograms. You might also want to design your own pictograms in the same style to represent additional business opportunities.
**SUPPLY OF SANITARY PRODUCTS**
- Toilet hardware
- Soap
- Toilet paper
- Sanitary napkin

**PRODUCTION AND CONSTRUCTION**
- Brick making
- Slab making
- Latrine construction

**OPERATION AND MAINTENANCE**
- Repair
- Cleaning
- Pit emptying and sludge removal

**TREATMENT AND REUSE**
- Fertilizer production
- Fertilizer use
- Biogas generation

**PPT PRESENTATION**

*Target audience*
WSSCC members, WASH advocates.

*Recommended use*
A PowerPoint has been developed which summarizes the key messages of GDP for GDP. A summary of the key messages of GDP for GDP. This could form the basis of a presentation at a conference, or during a meeting with government representatives. It complements the brochure “Don’t waste a good investment” and the poster or flyer “Invest in waste”.

*Format*
The PowerPoint presentation is available electronically in:
- one file format: PPT
- two languages: English and French.
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