

Concept Note (draft, 18 March 2011)

SuSanA Engagement in the Five Year Drive for Sustainable Sanitation

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1.0 Background: 5YD and SuSanA

As a follow-up to International Year of Sanitation (2008) and in the effort to attain sanitation and hygiene MDG targets, Sustainable Sanitation 5 Year Drive to 2015 (5YD) was conceptualized by the United Nation Secretariat Advisory Board (UNSGAB) members. The idea being that, *'the 5YD is an advocacy vehicle to keep sanitation high on the political agenda, promote national coordination, improve sanitation monitoring while supporting sustainable sanitation solutions – all in all in an effort to meet the sanitation target. The Drive aims to invigorate, galvanize and re-focus international, regional and national activities in the field of sanitation and maintain the momentum through raising awareness and facilitating action. The concept was drafted based on a recommendation made in The UN-Water Global Annual Assessment of Sanitation and Drinking Water (GLAAS) report of 2010. [It stated for] "all stakeholders to work in partnership to support the development and implementation of national plans for sanitation and drinking water, using their particular skills and resources and aligning with national systems."* Hence, the *"Sustainable Sanitation- the 5 Year Drive to 2015 attempts to build on this recommendation by galvanizing actors in a five year effort to meet the MDG sanitation target¹ (UNSGAB 2010).*

The Five Year Drive was officially adopted by Resolution A/RES/65/153 of the UN General Assembly on December 20, 2010 and now serves as a tool for engaging countries as well as non-state stakeholders for improving access to sanitation worldwide².

The MDG Summit in September 2010, held in New York as part of the sixty-fourth UN General Assembly, underlined the need for countries to put more efforts to attain targets which are off track, such as sanitation and hygiene in most parts of the world. The UN session noted that while targets related to school enrolment, access to clean water and malaria control were on track; child health, maternal mortality, hunger, malnutrition, gender equity and sanitation were among the targets which were off-track. It also noted huge differences in results among regions and within countries³.

It is proposed that the 5YD would be managed in conjunction with the UN-Water Thematic Priority Area on Water Supply and Sanitation. Participating organisations would be expected to contribute by covering their expenses, such as for travel and printing of communication materials and if possible, sponsoring the participation of organisations from low income countries. The idea is that already existing and planned activities are given higher visibility and achieve better synergies with other initiatives.

¹ UNSGAB (2010) Five-Year Drive Concept Note (unpublished). Received from Nicole Kranz via e-mail (nicole.kranz@giz.de) on 30 November 2010

² The resolution is available online here: <http://www.susana.org/lang-en/news/latest-news/3-news/527-sustainable-sanitation-the-five-year-drive-to-2015>

³ UN General Assembly (2010) *Summit Outcome Document, Keeping the Promise: United to Achieve the Millennium Development Goals. Draft Resolution referred to at the High-level Plenary Meeting of the General Assembly by the General Assembly at its sixty-fourth session.* UNDP: New York Available at: MDGs: <http://www.undp.org/mdg/summit.shtml>

The 5YD will be launched officially in conjunction with the UNSGAB meeting to be held from June 21-23 2011 in New York City. The Secretary General will be present for this event. In addition regional launches are planned for SACoSan in spring 2011 and AfricaSan in Kigali in July 2011.

The Sustainable Sanitation Alliance (SuSanA) was created in preparation for IYS 2008 and borne out of a concern that the many types of conventional sanitation being promoted globally do not reach the aims of improved health, hygiene and poverty alleviation in a sustainable manner. Subsequently SuSanA has been highly successful in promoting sustainability of sanitation systems in terms of health and hygiene benefits, social acceptance, institutional viability, economic feasibility, technological appropriateness, environmental impact, and protection of natural resources⁴. SuSanA provides sustainable sanitation solutions by showcasing examples or through provision of technical advice for urban slums, emergencies and schools. In particular, SuSanA uses innovative approaches which partner with private sector and media.

SuSanA has been instrumental in bringing together a wide range of practitioners in the development of fact sheets and case studies highlighting best practices and replicable models for sustainable sanitation. The SuSanA website hosts a plethora of documents, videos and photos highlighting a diverse range of approaches (processes of planning and implementation) as well as technologies such as low-cost on-site sanitation facilities with safe treatment or recovery and reuse of waste products. Examples are community based sanitation planning, community led total sanitation (CLTS) approaches or technologies such as urine diversion dehydration toilets (UDDTs), biogas digestion of excreta and wastewater or other decentralised domestic wastewater systems.

The information collated is geared for both practitioners and the general public with an emphasis on innovation, improving the unhygienic conditions of urban slums and rural areas in low income countries linked to the sectors of health, education, urban planning, business, marketing, emergencies and agriculture (food security).

SuSanA has had some impact in influencing policy and the large scale multilateral funded programs, such as that of the World Bank, African Development Bank (AfDB), Asian Development (ADB), and UN agencies, towards a paradigm of achieving *more sustainability*. However, a more significant impact has been hindered largely as a result of SuSanA's way of operating which acts as a loose network, with reliance on volunteer contributions for working time, limited budget and lack of full-time dedicated personnel.

The engagement and advocacy of SuSanA with national governments, bilateral and multilateral agencies has so far been at least partially successful, but it is clear that a lot more could still be achieved. There are many opportunities to provide technical advice on sustainable sanitation approaches and options or showcase positive examples within countries. There has not been an established platform or activities that all individual SuSanA members and partner organisations have collaboratively worked upon beyond the – very productive - eleven thematic working groups (<http://www.susana.org/lang-en/working-groups>)⁵.

⁴ To be perfectly clear: for the SuSanA “sustainable sanitation” is *not* equal to reuse of waste nutrients (e.g urine diversion) but that this is only one element of the five sustainability dimensions (e.g. social, institutional, economic, etc.)

⁵ The 11 working groups are: WG 1: Capacity development, WG 2: Costs & economics, WG 3: Renewable energies, climate change, WG 4: Sanitation systems, technology, hygiene and health, WG 5: Food security and productive sanitation systems, WG 6: Sustainable sanitation for cities and planning, WG 7: Community, rural and schools (with gender and social aspects), WG 8: Emergency and reconstruction situations, WG 9: Sanitation as a business and public awareness, WG 10: Operation and maintenance, WG 11: Groundwater protection.

2.0 Objectives of SuSanA's Engagement with the 5YD for Sustainable Sanitation

- To develop a social mobilisation and advocacy campaign for sustainable sanitation linked directly with the 5YD;
- To participate formally in key events (conferences and similar) in 2011 to 2015 in the efforts to influence political dialogue on sustainable sanitation and hygiene;
- To showcase innovations in planning and implementation processes as well as technologies for achieving sustainable sanitation in urban slums, emergencies and schools which have multiple benefits for social involvement and cohesion, economic development, improved health, hygiene, financial feasibility, natural resource protection, enhanced agricultural production, and poverty alleviation.

The 5YD will benefit from the participation of SuSanA in the following ways:

- SuSanA has many *local NGOs as partner organisations* (about 25% of all SuSanA partners) and this provides a form of "*civil society backing*" for the advocacy campaign.
- SuSanA could add value on the development of the *5YD logo* for sustainable sanitation ensuring it represents the wide range of technologies and the diverse conditions which exist, i.e. different countries are at different levels of sanitation access, coverage and use. SuSanA has many members with extensive sanitation communication expertise.
- While a loose network, SuSanA has an established "*core group*" of experienced professionals representing various organisations, regions and thematic areas. This core group is easily called upon to provide strategic direction and technical advice.
- SuSanA members and partners can be used to advocate for consideration of sustainability issues during dialogues with national governments on sustainable sanitation, providing an outreach arm to the work of UN Water.
- SuSanA holds a high capacity to provide technological and management solutions for sustainable sanitation with many members involved in engineering and design of sustainable sanitation systems.
- SuSanA has been able to use social media and networking sites to mobilize members and increase dialogue on sustainable sanitation.
- SuSanA members may be encouraged, under the 5YD branded campaign logo, to add relevant taglines to their correspondence.

In a nutshell, the benefits are related to (i) outreach (particularly to the NGO/civil society), (ii) Technical expertise, and (iii) a brand that people recognise and respect.

3.0 Potential Impacts of SuSanA's Engagement with the 5YD

- SuSanA is in a strong position to further influence sector thinking and policies on sustainable sanitation to incorporate principles of health and hygiene, social acceptance, institutional viability, economic feasibility, and with regards to the protection of natural resources.
- SuSanA influences large-scale multilateral sanitation programs to incorporate sustainable sanitation approaches and solutions
- SuSanA and 5YD engagement has an impact beyond the water and sanitation sector. Communication experts in the SuSanA network can be engaged to develop attractive messages for multi-sectoral collaboration with health, education, governance, social/equity (e.g. people with disabilities), agriculture, and planning sectors.

4.0 Possible activities under the SuSanA and 5YD engagement

4.1 Mapping of SuSanA organisational partners:

SuSanA has 141 partner organisations. A mapping exercise could determine what they could contribute to the 5YD individually and collectively:

- The interest level and willingness of partners to engage in an advocacy campaign.
- What sorts of resources that members could provide for an advocacy campaign in terms of human resource, funds and other in-kind contributions such as supplies and materials such as printing of documents, covering travel costs of participants to conferences, or undertaking logistics and administration of key events organised by SuSanA.
- The organisational priorities in terms of advocacy and communication and their other memberships or alliances. The latter could be used as a vehicle to network decision-makers, e.g. participation in Sanitation and Water for All (SWA) could be used to influence national governments.

Based on the information gained from an online survey of partners, the SuSanA secretariat may be able to nominate members to form a sub-committee to support 5YD. Ideally the committee would have representation from South and North institutions, and particularly regions which are off-track for sanitation (such as Sub-Saharan Africa).

4.2 Participation in conferences

AfricaSan in Kigali Rwanda (July 2011), SacoSan in Sri Lanka (April 2011), Decentralised Wastewater Treatment Systems (DEWATS)⁶ Conference in Manila (May 2011), Water for a Green Economy, Bonn, Germany (November 2011), World Summit, Rio de Janeiro, (Brazil 2012)

SuSanA's participation in key conferences is critical to promoting sustainable sanitation at the highest-level possible. Therefore having selected high-profile SuSanA members actively participate in the organization and execution of AfricaSan and SacoSan meetings is important. The essential outcomes will be that SuSanA is able to influence the thinking around sanitation to not focus merely on targets (number of people connected) and infrastructure, but the total concept of sustainable sanitation which considers five sustainability criteria for sanitation.

Selected members of the working groups on Climate Change, Food Security and Cities and Planning could be supported to present information in the Bonn 2011 conference (Water for a Green Economy). Furthermore members in working groups related to Emergencies, Business and Marketing, and Rural Communities, Schools and Gender, could also prepare advocacy papers or videos for the conference. Other working group members can be mobilized and supported to prepare papers and presentation for other identified conferences. The aim would be to get as many high-profile SuSanA members on as many potential platforms for dialogue as possible. This would be coordinated through the SuSanA secretariat.

4.3 Participation in key events

World Water Day (22 March 2011), World Environment Day (5 June 2011), Global Handwashing Day (15 October 2011), World Toilet Day (19 November 2011), others

Similar to the conferences, SuSanA's participation in key events is important in using all opportunities to promote sustainable sanitation through the 5YD. Here it would be important to get a number of

⁶ The conference will focus on the successes and challenges of the decentralised waste water treatment system (DEWATS) technologies in light of the growing urbanisation in Asia.

communication materials and paraphernalia developed which are linked to sustainable sanitation. Some ideas could be:

- Developing wrist bands made of recycled materials in the SuSanA 'lime green', with an annual message. This could be collected by school children with the aim of having five bands by 2015.
- Using old sanitation conference materials (banners), bottle caps, plastic badges, to be recycled to develop bags, computer carrier cases and other things for sale and to promote the visibility of sustainable sanitation⁷.
- Creation of posters and other advocacy materials- downloadable for partners to use on key days.

4.4 Advocacy and awareness raising

Media is increasingly being recognized as a partner in achieving the MDGs with its wide ranging ability to sensitise audiences on all subjects and draw attention to infringements of rights, as well as to entertain and provide information. Media will be an important partner for SuSanA and the 5YD and therefore this requires some basic orientation on sanitation issues, terminology and impact of poor sanitation to the attainment of human rights. It is envisaged that through a sub-contract with SuSanA secretariat, a media package is developed for sustainable sanitation in urban slums, schools and in emergencies. Three possible activities are additionally proposed:

- Undertaking field visits with local media in selected countries to highlight the issues of lack of sanitation (particularly in emergency settings)
- Undertaking visits with international media to selected countries to highlight issues, could be linked with conferences or key days.
- Developing videos and other materials on the situation of the poor in relation to sustainable sanitation in cities, schools and emergencies. This can be linked to food production activities which can be filmed.

In all cases, it will require the development of background materials in a number of languages appropriate to media personnel and suitable for lay audiences.

4.5 Publication of materials- case studies, written materials, production of advocacy videos, radio and mobile phone announcements under a branded logo and theme:

The continuous publication of advocacy materials drawing on new examples of sustainable sanitation would be necessary as information to media and decision-makers. Current SuSanA material could be re-packaged to be shorter, and content modified to be less technically focused for lay audiences and branded under the 5YD logo. Materials can also be translated for radio audiences and mobile phone users. Lastly, the use social media tools to their full capacity (mainly facebook and flickr), could be further employed. In order to do this, SuSanA secretariat may subcontract an organization with communication expertise.

SuSanA should be able to showcase proven examples where sustainable sanitation is making a long-term difference in the lives of people, particularly with regards to health outcomes of the poorest. Opportunities to work with the private sector will showcase sanitation business models, related marketing and supply chains to demonstrate the possibilities for innovation that exist within the sector. A particular emphasis will be on low-cost innovations in schools, emergencies and urban

⁷ For example, *Pro Factory Werbemittel GmbH & Co. KG*, a German company has recycled old conference materials for the European Union –Policy Dialogue Forum for Energy, a program managed by GIZ. The outcome has been high quality bags, which are highly sought after, providing visibility for the forum. Information is available on their websites: www.pro-factory.de; www.cargobags.de; www.recyclingbags.de; www.kraftwerkertaschen.de .

slums with a pro-poor approach with aims of poverty alleviation. This could form the basis for dissemination of good practice/case studies, which can be disseminated at conferences but also can be disseminated in other ways.

5.0 Benefits to SuSanA when engaging in 5YD

The engagement with the 5YD provides a timely opportunity and benefits to SuSanA in the following ways:

- **Mobilize SuSanA individual members and organisational partners under a branded campaign** to advocate in a structured manner. The goal would be to exert stronger influence on national policies and actions on sanitation, especially to encourage innovative processes and technologies and improve economic feasibility of sanitation systems with a focus on pro-poor strategies. Such strategies for instance come from the experience that sustainable sanitation is closely linked to affordability for the poor, sanitation demand, behavioural change, sanitation marketing as well as improving the value chain to strengthen livelihoods or enhancing agricultural production from reuse of waste products and hence also nutritional intake leading to better health outcomes and economic development. This would address the MDGs of poverty, malnutrition, hunger, environmental sustainability, gender equality and sanitation, all of which are off-track.
- **Provide a high-level opportunity for SuSanA to showcase best practices** and highlight sustainable processes as well as technological models for sanitation and hygiene which provide numerous benefits to people and which address health and hygiene, are socially acceptable, institutionally viable, economically feasible, and protect natural resources.
- Allow SuSanA to strategically work with individual members and organisational partners **to influence national government policies** and actions towards sanitation and hygiene and support their efforts in realizing commitments made in IYS 2008, under the eThekweni declaration and action plan in Durban 2008, and SACOSAN Declaration in Delhi (2008).
- **S 141 organisations are partners of SuSanA.** This includes research institutions, private sector, NGOs and international organizations. SuSanA currently has 513 registered members (individuals). However, still some key organisations in the sector are not partners.. The engagement with the **5YD may provide an opportunity to foster synergies and develop strategic partnerships** with key stakeholders in the sanitation, hygiene and water sector.

6.0 Timeline

	2011	2012	2013	2014	2015
Mapping of SuSanA members					
Fundraising/ resource mobilization					
Participation in conferences: Afrisan, SacoSan, DEWATS, Bonn 2011, Rio 2012, others					
Participation in key events: WWD, Environment Day, Global Handwashing Day, World Toilet Day, others					
Media engagement and sensitization					
Publication of materials- case studies, written materials, production of advocacy videos, radio and mobile phone announcements under a branded logo and theme					

Appendix Budget Line Items for 5 years including human resource requirements

Note that the budget can be shared by SuSanA members through in-kind contributions and partnering of resources. Examples of in-kind contributions would be printing of communication materials by one organisation which does a substantial amount of printing to lower costs (economies of scale), loaning staff to the secretariat, covering travel and administration expenses, sponsoring participants to attend conferences and financial supporting technical personal for contracts. Financial arrangements can be determined in mapping exercise.

	Key expenses
Mapping of SuSanA members	<ul style="list-style-type: none"> ▪ Staff costs for junior professional ▪ Provisions for logistic costs and local travel for sub-committee meetings
Fundraising/ resource mobilization	<ul style="list-style-type: none"> ▪ One time consultant cost for proposals
Participation in conferences: Afrisan, SacoSan, IWA/DEWATS, Bonn 2011, Rio 2012, others (over 5-year period)	<ul style="list-style-type: none"> ▪ Staff costs of senior and junior professional ▪ Administration ▪ International Travel ▪ Communication
Participation in yearly key events: WWD, Environment Day, Global Handwash, World Toilet Day, others (over 5-year period)	<ul style="list-style-type: none"> ▪ Institutional contracts for the development of communication materials and paraphernalia (wristbands, bags etc of recycled materials) ▪ International Travel ▪ Administration ▪ Staff Costs for Senior and Junior Professionals
Media engagement and sensitization	<ul style="list-style-type: none"> ▪ Institutional contracts for the development of media package ▪ International travel
Publication of materials- case studies, written materials, production of advocacy videos, radio and mobile phone announcements under a branded logo and theme	<ul style="list-style-type: none"> ▪ Institutional contracts

Initial Human Resource Requirements for SuSanA's Engagement with 5YD for 5 years:

- Fully functional secretariat: senior professional (1), mid- junior professionals (2) and senior administration (1)
- One Communication organizations (contract)
- One Media organization (contract)
- Three individual/institutional consultants (contracts) for proposals, repackaging SuSanA materials and editing

Possible resource mobilization

SuSanA has relied on the individual working time contributions of many individuals from a wide range of organisations. Many organisations gave considerable financial and in-kind input to make a range of SuSanA activities happen (e.g. meetings, workshops, production of publications). This has made the network so successful and productive.

However even this dedicated input from many organisation needs to be coordinated and organised and hence needs a base for functioning. This base is currently provided through the secretariat (financed by the Germany's BMZ via the "Sustainable sanitation - ecosan program" at GIZ, formerly GTZ) and yearly meetings e.g. connected to the Stockholm World Water Week, which were financed to a large extent by the Swedish Sida (via the EcosanRes program at SEI). These two major financial inputs are just examples.

However, to ensure SuSanA long-term existence it would be useful to reduce dependencies on the above mentioned two main-donors. The SEI-EcoSanRes Programme as well as the GIZ-Sustainable Sanitation / ecosan Programm will both have a limited duration. Hence a more formal attempt to be flexible in resource mobilization and a related strategy needs to be developed now and should be put in place during 2012 to cover not only the basic personnel and travel costs of the SuSanA secretariat. A financing strategy would include as well e.g. lobbying SuSanA members and bilateral donor organizations to support activities under the advocacy campaign, particularly to cover travel costs for South-based organizations, so that they can attend key events and showcase their work to policy makers and key sector stakeholders.

It is envisaged that a financing strategy for these tasks would be developed and related proposals that allow e.g. to finance specific activities would be circulated to those member organizations and donors showing interest. SuSanA would encourage partnering or piggy-backing of resources, such that funded activities of members could be used in a way to promote SuSanA's objectives and those of 5YD. An example of this could be the work under the Working Group 8 for Sustainable Sanitation for Emergencies and Reconstruction. Presently, partner organisations have conceptualised a proposal to develop, implement and train private sector on innovative technologies for emergencies. As this proposal is likely to be funded by a number of donors from US, and Europe, and with SuSanA's involvement, the outcomes could be documented and used to showcase examples for the 5YD, and involve the partner organisations in lobbying national governments to consider more innovative sustainable sanitation solutions.

Alternatively, joint proposals are developed with a number of organizations and managed through SuSanA's working groups. It would be the role of the SuSanA secretariat to manage the proposals and funds, and ensure accountability by partner organizations.