

# Elevating Humanitarian WASH Advocacy: A Global Landscaping

May 31, 2022



## Abbreviations

Action Contre La Faim	ACF
African Ministers' Council on Water	AMCOW
Cluster Advocacy and Support Team	CAST
Field Support Team	FST
Geneva Water Hub	GWH
Global Health Visions	GHV
Global WASH Cluster	GWC
Humanitarian-Development Nexus	HDN
Humanitarian program cycle	HPC
Human Right to Water and Sanitation	HRTWS
Inter-Agency Standing Committee	IASC
International Committee of the Red Cross	ICRC
International financial institution	IFI
International nongovernmental organization	INGO
Joint Monitoring Programme for Water Supply, Sanitation and Hygiene	JMP
National Cluster Coordinator	NCC
National coordination platforms	NCPs
Organisation for Economic Co-operation and Development	OECD
Sanitation and Water for All	SWA
Secrétariat Permanent des ONG du Burkina Faso	SPONG
Sustainable Development Goal	SDG
United Nations	UN
United Nations Children's Fund	UNICEF
United Nations High Commissioner for Refugees	UNHCR
United Nations Office for the Coordination of Humanitarian Affairs	UNOCHA
Water Sanitation and Hygiene	WASH
World Health Organization	WHO



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## I. Executive Summary

In 2020, Global WASH Cluster partners agreed to address the sector’s challenges collectively, through the implementation of the 2020 – 2025 Humanitarian Roadmap. This Roadmap is a set of initiatives aiming to “put into practice new and innovative approaches to save lives, reach public and environmental health outcomes, and build synergies among acute and complex emergencies, humanitarian crises, and long-term development.”<sup>1</sup>

Roadmap actors have recognized that this is an opportune and pressing moment to hone and elevate the profile of humanitarian WASH through a cohesive and inclusive advocacy strategy. This strategy should be relevant to global, regional, and local levels and address some of the enduring challenges that have undermined humanitarian WASH advocacy to date.

Global Health Visions (GHV) partnered with Roadmap actors to support **initiative 4.3: advocacy for coordination, country support, and sector strengthening**. As a first step toward developing an advocacy strategy, GHV examined the humanitarian advocacy landscape primarily at the global level, with a light review of advocacy at regional and national levels to inform recommendations on how to develop a collective advocacy agenda and potential avenues to sharpen the profile of humanitarian WASH advocacy.

GHV has identified a series of Strategic Recommendations for Global Humanitarian WASH Advocacy, including:

- **Identify potential humanitarian WASH advocacy niches**
  - Protect and ensure continuity of WASH services in conflict settings: Many elements of an advocacy strategy around the protection of WASH infrastructure, staff, and supplies in conflicts are already well-defined and compiled.<sup>2</sup> Yet there is a need to define Specifically, Measurable, Achievable, Relevant, and Time-bound (SMART) objectives such as 1) reinforcing the tracking and reporting mechanism for attacks on WASH infrastructure and 2) developing a new coalition similar to the “Safeguarding Health in Conflict Coalition” to collectively document and report attacks to the UN Security Council.
  - Enhance the quality of humanitarian WASH services via the Roadmap and the Global WASH Cluster (GWC): It is recommended that members of the Roadmap and partners of the Global WASH Cluster engage in a collaborative advocacy strategy around the priorities defined in the Roadmap. The Roadmap highlights the WASH sector’s cohesion and strategic planning to maximize strained resources and can be used as evidence of the sector’s commitment toward qualitative humanitarian WASH responses. A common advocacy agenda, which is signed by all Roadmap and GWC members, must be backed by a strong structure to ensure members collectively work together on agreed-upon advocacy activities to

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<sup>1</sup> GWC, Delivering Humanitarian WASH at scale, Anywhere and Any Time, 2020. Available [here](#).

<sup>2</sup> UNICEF’s report: Water Under Fire, volume 3



achieve a common coalition vision. Further, there is a need to refine Roadmap branding and ensure a more polished, visible, and cohesive identity going forward.

- **Shape development/humanitarian WASH collective advocacy agenda**
  - Build on the momentum around Nexus advocacy to promote resilient WASH services: It is our recommendation for the sector to continue its advocacy around the concept of Nexus but in a more strategic manner. It is our recommendation not to use the concept of Nexus itself, but to build advocacy around a more compelling narrative such as “resilient WASH services” and to build persuasive arguments such as the continuity of services, the cost effectiveness and value for money of early action/anticipatory action, the opportunity to close the financing gap by bringing humanitarian and development finance together, etc.
  - Develop the advocacy agenda for humanitarian WASH and climate change: It is our recommendation to build more robust advocacy objectives and asks on climate change. This is an opportune moment for humanitarian WASH actors to engage climate change actors and articulate the value proposition of WASH contributing to preparation, adaptation, and mitigation (e.g., stock positioning). Given that fragile contexts are those most impacted by climate change, investigating this further and shaping a shared agenda presents a value-add to both sectors.
- **Launch campaigns to sharpen the profile of humanitarian WASH**
  - The landscaping revealed a dearth of strong humanitarian WASH advocacy moments at the global level and the need to raise the visibility of humanitarian WASH challenges. We recommend that humanitarian WASH actors seek to sharpen the profile of humanitarian WASH at a high level to put forward how the sector has an invaluable role outside what is traditionally considered humanitarian WASH.

Additionally, GHV developed a set of recommendations for the Roadmap actors to develop a global humanitarian WASH advocacy strategy. As the Roadmap actors and other key partners consider next steps in developing such a strategy, there are a number of key entry points, opportunities, and focus areas that emerged for consideration:

- **Identify a neutral convener:** Recognizing that there is a clear demand for building a cohesive humanitarian WASH advocacy strategy and a vacuum in leadership to drive this forward, GHV recommends an advocacy working group composed of humanitarian WASH Roadmap members guided by a neutral convener (i.e., not led by initiative lead organizations). The neutral convener could be a consultancy role or perhaps a position created within the humanitarian Roadmap secretariat.



- **Align Roadmap initiative 4.3 with other initiatives:** Many advocacy gaps identified in this report align with other sectors gaps identified in the Roadmap. It is our recommendation that the initiative 4.3 leads connect with the different Roadmap initiatives to identify collaboration pathways. Many Roadmap initiatives could also support the improvement of humanitarian WASH advocacy.
- **Align the development of Roadmap initiative 4.3 with the Global WASH Cluster 2022-2025 Strategic Plan<sup>3</sup> and define synergies of work for the following strategic outcomes:**
  - Practice effective and accountable coordination of timely, predictable, and high-quality WASH outcomes, which are strengthened across the phases of the humanitarian program cycle (HPC).
  - Ensure joint advocacy efforts are carried out across all sectors and clusters to create enabling environments in humanitarian WASH coordination for the inclusion of local and national actors.
- **Strategically develop advocacy on different levels:** Considering the currently limited resources for advocacy among humanitarian WASH actors, we recommend that the sector strategically develop its advocacy on two different levels:
  - Roadmap actors' coordination of global-level advocacy
  - WASH National Cluster, with assistance from the GWC, support on local and regional advocacy
    - Roadmap actors and GWC members could support joint, robust advocacy at the country level through their national programs and therefore ensure country counterparts participate in joint advocacy efforts with sector/cluster coordination platforms.

At the global level, Roadmap actors would ideally pick one to three advocacy objectives to tackle and delegate roles and responsibilities in advancing them.

Ultimately, efforts to deliver effective, sufficient, and lasting humanitarian WASH responses and to safeguard the lives and health of those who are most impacted in fragile contexts will be greatly bolstered by humanitarian WASH actors' commitment to joining in developing and delivering a consistent humanitarian WASH advocacy strategy. This report lays out a snapshot of the persistent challenges and historic limitations of humanitarian WASH advocacy and the opportunities to tactically shape an ambitious advocacy agenda and sharper profile for broader reach and more significant impact.

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<sup>3</sup> Global WASH Cluster Strategic Plan. Available [here](#).



## II. Introduction

Roadmap initiative “**4.3 advocacy for coordination, country support, and sector strengthening**” aims to “develop an integrated approach to establish a common and inclusive WASH sector advocacy strategy by identifying priorities as well as gaps, key actors, and trends. The objective is to create a set of relevant messages for the whole sector. These messages, aimed at decision-makers, institutions, donors, and key stakeholders, will provide support to the humanitarian WASH sector to be better funded and better considered in the global and national agendas.”<sup>4</sup>

This report supports the rollout of phase one of initiative 4.3. Global Health Visions (GHV) examined the humanitarian advocacy landscape primarily at the global level with a light review of advocacy at regional and national levels. The aim was to identify successful approaches as well as persistent challenges and obstacles to effectively delivering on advocacy objectives and to formulate recommendations for the development of a humanitarian WASH advocacy strategy informed by this landscaping.

### A. Methodology and Limitations

The methodology is based on the requirements set out in the initiative 4.3 terms of reference and was refined through consultation with 4.3 leads: Action Contre La Faim France (ACF) and the French Water Partnership. The methodologies utilized include:

- **Desk review:** GHV built upon the existing mapping developed by 4.3 initiative leads in 2021, which analyzed the humanitarian WASH advocacy activities and strategies of key WASH nongovernmental organizations (NGOs) at global, regional, and national levels, identifying best practices and challenges. Primary sources were collected via email and internet research (a list of reviewed resources is available in Annex I).
- **Multi-partner consultation and surveys:** A multi-partner consultation was held via Zoom with WASH Roadmap actors on February 23, 2022. There were 25 participants from 20 organizations in attendance (a list of consultation participants is available in Annex II).
- **In-depth interviews:** In-depth interviews were carried out with 24 key informant stakeholders including donors, international nongovernmental organizations, and national actors utilizing tailored interview guides developed by GHV and reviewed by initiative 4.3 co-leads. Interviews with national and regional actors were difficult to secure and are too few to be representative of local advocacy stakeholders and activities. Further, the scope of this landscaping was primarily focused on the global level. However, an interview with the Global WASH Cluster regarding its consultation with National Cluster Coordinators (NCCs) allowed for a better understanding of WASH advocacy activities and needs of National WASH Clusters.<sup>5</sup> Donors included bilateral, multilateral,

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<sup>4</sup> WASH Roadmap website. Available [here](#).

<sup>5</sup> GWC operational coordination survey 2022. Available [here](#).



and nongovernmental entities. Utilizing the Financial Tracking System of the United Nations Office for the Coordination of Humanitarian Affairs is (OCHA), bilateral donors (all country agencies) were ranked according to their total amount of funding over ten years (2010 to 2020). Big, medium, and small donors were selected to understand a wide range of donor interests toward the WASH sector (the list of interviewees can be found in Annex III).

- **Limitations**

- **International Financial Institutions (IFIs):** Despite outreach efforts, GHV was only able to secure one interview with an IFI, and this important perspective is therefore not sufficiently represented.
- **Limited sample size:** Though key informant interviews and the survey provide valuable insights and data, the sample size is relatively limited and primarily restricted to the global level.

## B. Background

### i. Defining Humanitarian WASH Advocacy

This report investigates humanitarian advocacy, which can have many objectives: influencing political decision-makers to achieve positive and sustainable structural changes; expanding investments for WASH; reinforcing service providers; ensuring continuity of services; developing risk-informed policies for WASH; protecting WASH infrastructures; etc.

For the purpose of this report, GHV proposes to look at advocacy through the lens of the Advocacy Strategy Framework proposed by Coffman, J. and Beer, T.<sup>6</sup> This framework examines advocacy using two main dimensions: the audiences targeted and the changes desired (Figure 1). Raising awareness is the starting point of the change desired. Decision-makers' increasing willingness to take action on an issue follows. Finally, pursuing the greater outcomes requires actions such as shaping policies and the enabling environment (e.g., mobilizing resources, enhancing accountability, etc.).

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<sup>6</sup>Center for Evaluation Innovation, The Advocacy Strategy Framework: A tool for articulating an advocacy theory of change, 2015. Available [here](#).





Figure 1. Advocacy Strategy Framework<sup>7</sup>

This report examines: 1) WASH sector advocacy activities targeting donors and decision-makers to benefit the WASH sector; 2) advocacy activities that WASH actors have been conducting within their own organizations to lead to WASH sector self-improvement; and 3) advocacy principles and approaches broadly and within other sectors.

The term “advocacy” is at times conflated with or confused for lobbying or marketing.<sup>8</sup> For the purposes of this report, GHV has relied on the definition of **advocacy** as defined by UNICEF (United Nations Children's Fund): “*Advocacy is the deliberate process, based on demonstrated evidence, to directly and indirectly influence decision makers, stakeholders, and relevant audiences to support and implement actions that contribute to [children’s and women’s rights]. Advocacy involves delivering evidence-based recommendations to decision-makers, stakeholders, and/or those who influence them. Advocacy is a means of seeking change in governance, attitudes, power, social relations, and institutional functions.*”<sup>9</sup> Advocacy tactics and approaches that aim to bring about positive change can range from raising issue awareness at the grassroots level to calling for adequate funding to promoting successful implementation of a policy.<sup>10</sup>

For the purposes of this report, **humanitarian WASH advocacy** is defined as any WASH advocacy activity addressing issues encountered in fragile contexts. Fragility is defined in this report according to the Organisation for Economic Co-operation and Development (OECD) definition: “*as the combination of exposure to risk and insufficient coping capacity of the state, systems,*

<sup>7</sup> Center for Evaluation Innovation, The Advocacy Strategy Framework: A tool for articulating an advocacy theory of change, 2015. Available [here](#).

<sup>8</sup> Lobbying is the effort to influence federal, state, or local legislation.

<sup>9</sup> UNICEF Advocacy Toolkit. Available [here](#).

<sup>10</sup> Ibid



and/or communities to manage, absorb, or mitigate those risks.”<sup>11</sup> Importantly, humanitarian advocacy must be evidence-based. More tangibly, the report investigates advocacy activities that address challenges in disaster-prone contexts, both during slowly developing events (e.g., drought, protracted political crisis) and in rapid-onset disasters (e.g., sudden epidemics, natural disaster).

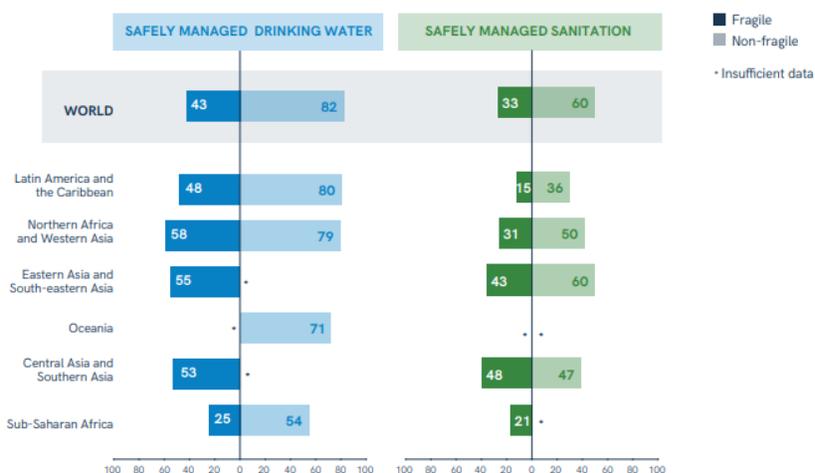
To maintain focus, the report sets aside advocacy issues that are common to all humanitarian actors (e.g., access to population, respect of humanitarian principles, etc.) to concentrate on avenues for humanitarian WASH advocacy that are either shared with development WASH actors (e.g., WASH and climate, building resilient WASH services) and/or niche for humanitarian WASH advocacy (e.g., protection of WASH infrastructures in conflict settings).

## ii. Contextualizing Humanitarian WASH

The convergence of multiple crises – the pandemic, climate change, violent conflict, geopolitical instability – has aggravated issues of fragility across countries and regions. According to the latest OECD report on States of Fragility, in 2020 almost a quarter of the world’s population lived in fragile contexts (1.8 billion people).

**When fragility increases, so do humanitarian needs.** When a country cannot adequately provide basic services and protection to its citizens on a regular basis, crisis often further pressures services and resources. Countries enter a vicious cycle that compounds challenges to meeting basic needs of citizens. In 2022, the United Nations Office for the Coordination of Humanitarian Affairs (UNOCHA) anticipates that 274 million people will need humanitarian assistance and protection – the highest figure in decades. UNOCHA aims to assist the 183 million people who are most in need across 63 countries, which is estimated to cost \$41 billion USD<sup>12</sup>.

According to the latest WHO/UNICEF Joint Monitoring Programme for Water Supply, Sanitation and Hygiene (JMP) report, **fragile countries lag the furthest behind in meeting SDG 6 (Sustainable Development Goal 6).**



<sup>9</sup> OECD, States of Fragility, 2020. Available [here](#).

<sup>12</sup> UNOCHA, Global Humanitarian Overview, 2022. Available [here](#).



Figure 2: Proportion of population with at least basic and safely managed services in fragile vs. non-fragile contexts, 2020 (%)<sup>13</sup>

In 2020, 82% of the world’s population had access to safely managed water services, while only 43% of people living in fragile contexts had access to the same services (Figure 2).<sup>14</sup> Figures in the 2020 OECD state of fragility also reveal that progress on Sustainable Development Goal 6 (SDG 6) has stagnated or declined in 52% of fragile contexts, whereas progress is increasing or on track for achievement in 91% of non-fragile, developing contexts.<sup>15</sup> The JMP projections estimate that, in fragile countries, current rates of progress would need to be multiplied by 23 to reach universal access to an improved source of water (Figure 3).



Figure 3: Progress on WASH in fragile contexts, 2015-2020 (%), and acceleration required to achieve universal coverage by 2030<sup>16</sup>

<sup>13</sup> UNICEF/WHO, JMP progress report, 2021. Available [here](#).

<sup>14</sup> UNICEF/WHO, JMP progress report, 2021. Available [here](#).

<sup>15</sup> OECD, state of fragility, 2020 Available [here](#).

<sup>16</sup> UNICEF/WHO, JMP progress report, 2021. Available [here](#).



### III. Key Findings

#### A. Trends

According to the full list of advocacy messages, objectives, and resources analyzed in Annex I and the responses from interviewees, **the following organizations appear to be the most active in WASH advocacy at the global level currently:**

- Both humanitarian and development WASH: ACF, UNICEF, International Committee of the Red Cross (ICRC)
- Humanitarian WASH: United Nations High Commissioner for Refugees (UNHCR), Global WASH Cluster
- Development WASH: WaterAid, Sanitation and Water for All, End Water Poverty

While numerous examples of impactful humanitarian WASH advocacy at local levels were identified, neither the interviewees nor the literature review identified a noticeable strategic humanitarian WASH advocacy campaign at the global level.

Drawing from the same sources, below are illustrative trends in WASH advocacy themes addressed in the past two decades:

#### i. In the 2000s: organizations and agencies invested in public awareness campaigns

- Large public awareness campaigns. For example, the International Decade for Action “Water for Life” from 2005 to 2015. Messages revolved around **lack of access**: “X million people drink dirty water every day,” “X million people are without a toilet,” etc.
- **The impact of WASH on other sectors**: Primarily highlighting the impact on health, gender, protection, food security, and nutrition.

#### ii. Around the 2010s, UN agencies and international nongovernmental organizations (INGOs) invested in high-level global advocacy to trigger political will at the national level

- Advocacy around a dedicated sustainable goal for **WASH in the SDGs (2015)**
- Advocacy for the UN to adopt a resolution recognizing the **human right to water and sanitation (2010)**
- **Global and regional high-level pledging events** and the creation of the Sanitation and Water for All (SWA) Partnership (in 2010) and regional WASH commitment mechanisms (e.g., AfricaSan in 2008<sup>17</sup>, LatinoSan, SacoSan).

#### iii. Overall, new advocacy themes emerged or gained traction or have increasing articulation of actionable asks in recent years:

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<sup>17</sup> AMCOW website. Available [here](#).



- **Advocacy to increase funding for humanitarian WASH<sup>18</sup>** has been a common ask, with a more recent focus on enhancing quality funding (e.g., multi-year, flexible, untied grants) for response in fragile settings.
- **Advocacy for the recognition of the Human Right to Water and Sanitation (HRTWS) and to reach water-related SDGs** is another recurrent theme, which has been carried out primarily by development WASH actors. There is significant advocacy around reaching the SDGs, including for humanitarian WASH, which is in some instances linked to realizing the HRTWS but not exclusively. The HRTWS narrative has been used primarily to raise awareness and empower right holders to keep their duty bearers accountable and demand the translation of the UN Resolution 64/292 on the human right to water and sanitation into national policies and regulations.<sup>19</sup>
- **Advocacy to enhance policy integration among WASH and other sectors, in development and fragile settings.** In the framework of this overview, two advocacy initiatives with SMART advocacy asks stand out as particularly strong:
  - **WASH in healthcare facilities:** Over the last five years, WASH in healthcare facilities has gained attention, traction, and increasing prioritization on the global health agenda.<sup>20</sup> Collaborative and organizational initiatives (e.g., WaterAid WASH in health campaign<sup>21</sup>, WHO Global Taskforce on WASH in healthcare facilities<sup>22</sup>) have led to practical recommendations for both sectors and toward addressing governments with clear asks. These efforts recently resulted in the unanimously signed UN Resolution WHA72.7 on water sanitation and hygiene in healthcare facilities at the 2019 World Health Assembly.<sup>23</sup> The resolution aims to integrate WASH into health programming and policies. WHO also reported that “over 130 partners have committed resources; 34 made financial commitments in 2019 (totalling US\$ 125 million); others allocated human resources, technical and advocacy support.”<sup>24</sup>
  - **WASH and nutrition integration:** Following research and reflections on the impact of WASH on nutrition outcomes, there have been concerted efforts to establish the evidence base for linkages between the two sectors and to disseminate clear policy and programmatic asks. This is the result of a number of collaborations between the

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<sup>18</sup> UN Resolution 64/292 on the human right to water and sanitation, 2010. Available [here](#).

<sup>19</sup> WaterAid website. Available [here](#).

<sup>20</sup> Wateraid website. Available [here](#).

<sup>21</sup> WaterAid website. Available [here](#).

<sup>22</sup> WHO, WASH in health website. Available [here](#).

<sup>23</sup> UN-Water, Sanitation, and Hygiene in Healthcare facilities Resolution, 2012. Available [here](#).

<sup>24</sup> WHO/UNICEF, Global Progress Report on WASH in Healthcare Facilities Fundamentals First, 2020. Available [here](#).



sectors, including by: WASHPlus<sup>25</sup>, the Sustainable Sanitation Alliance (SuSanA) Working Group 12 on WASH and Nutrition<sup>26</sup>, and Research for Action<sup>27</sup>.

Evidence and messages have been disseminated at international events outside of the WASH sectors (e.g., ACF/WaterAid joint session at the 2019 Scaling Up Nutrition Global Gathering in Nepal); global advocacy campaigns (e.g., Healthy Start by WaterAid<sup>28</sup>); and national-level advocacy, sensitization, and capacity-building activities (e.g., ACF CPP confluence program<sup>29</sup>, UNICEF supporting in the development of national-level “WASH in nutrition strategy” in Mali and Burkina Faso<sup>30</sup>). There are a number of sectors where humanitarian WASH advocacy should seek to establish co-benefits and generate and package evidence clearly articulating the implications and value of WASH for outcomes in those sectors. This has been done effectively with the nutrition sector and should be replicated in other WASH-relevant sectors.

- **Advocacy to protect WASH infrastructures in conflict settings** has slowly emerged, with several organizations working on specific asks targeting decision-makers, INGOs, and parties to the conflicts (e.g., ICRC 2015 call on urban services during protracted armed conflict<sup>31</sup>, the Geneva Water Hub List of Principles on the Protection of Water Infrastructure<sup>32</sup>). These efforts informed UNICEF’s “Water Under Fire Volume 3” report launched in 2019<sup>33</sup>, which called on donors, humanitarian actors, states, and the United Nations Security Council to recognize the impact of attacks on essential infrastructure and to mobilize protection for both civilians and water and sanitation services. Among interviewees, the Water Under Fire campaign stood out as one of the more crisp and effective WASH humanitarian advocacy campaigns. While the GWH (Geneva Water Hub) has organized roundtables<sup>34</sup>, UNICEF has engaged in bilateral dialogues with peace actors, and other INGOs are demonstrating their interest in this

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<sup>25</sup> WASHPlus website. Available [here](#).

<sup>26</sup> Sustainable Sanitation Alliance (SuSanA) Working Group 12 on WASH and Nutrition website. Available [here](#).

<sup>27</sup> R4ACT Factsheet: Impact of WASH on acute malnutrition. Available [here](#).

<sup>28</sup> WaterAid, Integrating WASH and Nutrition in Practice: What Works, What Doesn’t Workshop 22, SUN Global Gathering session, 2019. Available [here](#).

<sup>29</sup> ACF, Confluences, une stratégie à travers un continuum "opération-innovation-plaidoyer-communication." Confluences, une stratégie à travers un continuum, 2019. Available [here](#).

<sup>30</sup> UNICEF, Burkina Faso Humanitarian Situation Report No. 5, December 2021, Available [here](#). USAID, Mali: Nutrition Profile, update May 2021, Available [here](#).

<sup>31</sup> ICRC, Urban services during protracted armed conflict, 2014. Available [here](#).

<sup>32</sup> GHV, The Geneva List of Principles on the Protection of Water Infrastructure, Available [here](#).

<sup>33</sup> United Nations Children’s Fund, *Water Under Fire Volume 3: Attacks on water and sanitation services in armed conflict and the impacts on children*, UNICEF, New York, 2021. Available [here](#).

<sup>34</sup> GWH, Final report of evaluation of Geneva Water Hub, Available [here](#).



theme, there is to date no apparent collective advocacy activities engaged on this topic.

- **Advocacy to improve the quality of humanitarian WASH response:** One of the first documents to investigate the gaps in humanitarian WASH responses was published in 2017 by Medecins Sans Frontières.<sup>35</sup> It was followed by a series of sector meetings and collective thinking, which resulted in five main recommendations to improve humanitarian WASH responses presented to and endorsed by 15 emergency directors of organizations active in humanitarian WASH.<sup>36</sup> The recommendations were then turned into an actionable plan: the humanitarian WASH Roadmap<sup>37</sup> and its 16 initiatives. Several interviewees stipulated that the sector should now focus advocacy efforts on “*the priorities that have been identified in the Roadmap.*”

## B. Emerging Themes

A number of key themes emerged through the desk review and interviews:

- **Evolving Nexus advocacy:** While the Humanitarian-Development Nexus (HDN) or the “humanitarian-development-peace Nexus” is not a new concept in the international aid arena, many humanitarian and development NGOs, agencies, and donors have been increasingly rallying around the Nexus in recent years. As it is a commitment of states, IFIs, and civil society partners to deliver on the SDGs, it is a concept that has gained increasing traction. Most interviewees consulted for this report highlighted the Nexus as a critical pillar of any WASH advocacy strategy and more than ever the focus of their own organizational leanings. A number of donors indicated that they have developed Nexus strategies and can envision WASH as a natural entry point for implementation of those policies. But advocacy around the Nexus is still nascent. Some actors are already centering the Nexus in advocacy messaging. For example, ICRC, the WHO, and UNICEF published a report on “*Joining Forces to Combat Protracted Crises: Humanitarian and Development Support for Water and Sanitation Providers in the Middle East and North Africa.*”<sup>38</sup> Likewise, different organizations are taking different approaches or positions around how to articulate and advocate around the Nexus. For example, ICRC “does not promote people’s resilience *to* violence and conflict, but people’s resilience *within* a context of violence and conflict.”<sup>39</sup> But most WASH actors are still debating the practical meaning of

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<sup>35</sup> MSF, Andrew Cunningham, *The Evolution of Emergency WASH in Humanitarian Action*, 2017. Available [here](#).

<sup>36</sup> Global WASH Cluster, *Annual report, 2019*. Available [here](#).

<sup>37</sup> Global WASH Cluster, *Delivering Humanitarian WASH at scale, Anywhere and Any Time*, 2020. Available [here](#).

<sup>38</sup> International Committee of the Red Cross: *Joining forces to secure water and sanitation in protracted crises*, 2021. Available [here](#).

<sup>39</sup> ICRC, “the humanitarian-development-peace Nexus” discussion, 2019. Available [here](#).



the Nexus and what asks should be addressed to decision-makers (e.g., risk-informed policies and budgets, investment in preparedness, reinforced service providers, support to markets, etc.).

- **Advocacy to improve the coordination of humanitarian WASH responses:** Findings from recent research with 30 national coordination platforms (NCPs) showed that advocacy was one of the two least-performing core functions of the cluster.<sup>40</sup> Per their mandate, NCPs have to support robust advocacy by doing the following:<sup>41</sup>
  - Identifying concerns and contributing key information and messages to the Humanitarian Coordinator or the Humanitarian Country Team.
  - Undertaking advocacy on behalf of the cluster, cluster members, and affected people.

However, NCPs have demonstrated that advocacy was one of their priority gaps and that they needed tools, guidance, and strategic approaches to carry out advocacy as part of their core functions in-country, as mentioned above. Lack of strategies, tactics, and clear roles and responsibilities and the variety of contexts makes the definition of the advocacy role of a cluster coordinator complex. A majority of GWC survey respondents (60%) mentioned that their role was more often to facilitate advocacy initiatives on behalf of the humanitarian sector, rather than leading advocacy for the wider sector, including development. Top priorities from respondents highlighted the need for more flexible financing for WASH, better capacity of partners in the field, and most importantly, an enabling environment for coordination and data-driven advocacy including staffing for coordination, review of the humanitarian program cycle (HPC) process, and more operational-focussed coordination.

The recent evaluation of the role of the Cluster Lead Agency (CLARE 2)<sup>42</sup> showed that basic assumptions for coordination are still not fulfilled and that coordination budgets and staffing remained among the main issues to advocate for internally within the cluster lead agency. The lack of resources dedicated to information management also hampers efforts to carry out data-driven advocacy to inform decision-making at the country level.

The GWC will therefore continue to focus on advocating for an enabling environment for coordinators and information managers to be able to facilitate advocacy on behalf of the sector. The Cluster Advocacy and Support Team (CAST) will develop an advocacy toolkit and strategy for NCPs in 2022 as well as continuous advocacy activities to make WASH coordination more visible inside and outside the sector.<sup>43</sup>

- **Localization:** Advocacy on localization is also in its infancy. Several sessions at international events have been organized on the topic by humanitarian WASH actors (e.g.,

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<sup>40</sup> Global WASH Cluster OS Data 2022. Available [here](#).

<sup>41</sup> IASC, Cluster Reference Module, 2015. Available [here](#).

<sup>42</sup> UNICEF Evaluation Reports 2022. Available [here](#).

<sup>43</sup> Global WASH Cluster Strategic Plan 2022-2025. Available [here](#).



the 2021 World Water Week session on “Opportunities and Challenges of Localizing WASH Humanitarian Assistance”<sup>44</sup>). The main objective is to showcase the importance of “localization” as a necessary evolution. At the national level, specific “localization” asks are starting to be observed in advocacy materials. For example: “strengthen the capacities of local actors and facilitate their involvement in emergency preparedness and response.”<sup>45</sup> UNICEF has recently carried out a review of *UNICEF’s Approach to Localization in Humanitarian Action*, which identifies seven key dimensions of localization. Notably, advocacy does not feature among these dimensions.<sup>46</sup>

In its new strategic plan, the GWC committed to effective and accountable humanitarian WASH coordination and the need for active participation, meaningful representation, and decisive leadership by local and national actors. This includes improving preparedness, anticipatory action, response, monitoring, and transition phases, by supporting local and national actors with a diverse range of stakeholders – from public and private partners to civil society. The recently published Inter-Agency Standing Committee (IASC) Guidance on Strengthening Participation, Representation and Leadership of Local and National Actors in IASC Humanitarian Coordination Mechanisms<sup>47</sup> sets clear objectives on the changes in structure of coordination platforms in the field. This will be a key resource used by the GWC to drive the localization agenda forward, which will be done through the following actions:

- Support to NCPs to create an enabling environment for the inclusion of local and national actors in effective and accountable humanitarian WASH coordination, by enhancing capacity and fostering accountability. This will increase active participation, meaningful representation, and decisive leadership in driving humanitarian WASH outcomes.
- Joint advocacy efforts are carried out across all sectors and clusters to create enabling environments in humanitarian WASH coordination for the inclusion of local and national actors. This includes key areas such as resourcing, transition, and accountability, supporting the commitments set out by the localization agenda.
- **Advocacy involving climate change** has primarily focused on raising awareness of the impact of climate change on WASH. Water-related issues are progressively emerging in climate change considerations. For example, the 2021 UN Climate Change Conference

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<sup>44</sup> World Water Week session, Opportunities and Challenges of Localising WASH Humanitarian Assistance, 2020. Available [here](#).

<sup>45</sup> Burkina Faso Nutrition, protection, education and WASH Cluster common advocacy brief, 2020 (not online).

<sup>46</sup> A Review of UNICEF’s Approach to Localization in Humanitarian Action. Available [here](#).

<sup>47</sup> IASC Guidelines. Available [here](#).



(COP26) was the first COP to have a dedicated water pavilion.<sup>48</sup> Asks around WASH and climate are mainly development-focused. For example, the Glasgow Declaration for Fair Water Footprints<sup>49</sup> asks resolve around “zero water pollution,” “sustainable withdrawal and equitable allocation of water,” “protection of nature,” etc. And while WaterAid also has more concrete asks on climate change<sup>50</sup>, no clear advocacy asks around humanitarian WASH and climate change have consistently emerged. The linkages and asks are primarily development WASH-focused. There is a need to bring humanitarian WASH into the fore.

### C. Challenges

- **Insufficient coordination and collaboration between WASH development and humanitarian actors:** The majority of interviewees agreed on the need for increased collaboration with development colleagues when working in fragile contexts. However, some interviewees noted persistent challenges in understanding each other's languages and working toward compatible objectives. As one interviewee articulated, “*With humanitarian WASH, it is more focused on social good, not economical. We do not expect ‘returns’ like we would in a development context.*” As one donor noted, there are promising efforts by the WASH cluster, UNICEF, and SWA to align and address the challenges that arise from development and humanitarian actors: using different language/terms, competing for funds, and applying different standards (e.g., humanitarian uses sphere standards while development does not). Ultimately, the donor emphasized the need to transition away from thinking about WASH structures and services that exist days or weeks (i.e., “*building things that don’t last*”) and contending with the reality of protracted fragile settings, such as refugee camps that last for 18 years. This lack of understanding is reflected in advocacy. Our analysis of WASH organizations’ advocacy messages highlights a divide between humanitarian and development messages and advocacy objectives. For example, in the latest synthesis of messages collected from humanitarian and development WASH INGOs for the 2022 World Water Forum<sup>51</sup>, humanitarian concerns were included in one sentence at the end of the synthesis, without any mention of shared concerns between humanitarian and development actors such as preparedness or WASH service resilience.

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<sup>48</sup> Water for Climate website, Available [here](#).

<sup>49</sup> The Glasgow declaration for fair water footprints for climate-resilient, inclusive, and sustainable development A cop26 initiative, November 2021, Available [here](#).

<sup>50</sup> WaterAid Resilient Water Accelerator. Available [here](#).

<sup>51</sup> Butterfly Effect, Regional advocacy workshops of the Butterfly Effect Synthesis of the demands, 2020. Available [here](#).



- Disjointed advocacy within organizations:** There is a lack of humanitarian WASH advocacy specialists at the headquarters level of many INGOs. Such advocacy responsibilities are often fragmented and led by WASH technical officers with the support of advocacy and communications teams. Out of ten INGOs interviewed, UNICEF is the only organization identified to have a dedicated WASH advocacy officer. Interviewees noted that there is often a conflation of communications and advocacy within INGOs (i.e., communications staff do not fully appreciate that advocacy does not always mean public advocacy such as social media or big campaigns; advocacy is often discrete and wielded through informal touch points).



Figure 4: Live survey answers collected during the multi-stakeholder consultation held on February 24, 2022.

- The local level is chronically under-resourced for advocacy, especially in fragile contexts:** At the local level, National WASH Cluster and local organizations that are best informed on the context and local needs report lacking the resources to conduct humanitarian WASH advocacy. Even if advocacy is one of the seven IASC Core functions of coordination (2015), two interviewees shared their scepticism regarding national cluster’s capacity to endorse this role as it rarely has the staff capacity to implement “more urgent” core functions. Overall, national cluster coordinators indicated that advocacy training and support to develop advocacy strategies were the most pressing gaps to fill toward more effective advocacy at the local level.<sup>52</sup>
- Humanitarian WASH advocacy is often conducted on an ad hoc basis** without clear, long-term advocacy objectives. Of the multi-partner consultation participants, 13 out of 15

<sup>52</sup> GWC Learning and Strategic Event 2022, National WASH Coordination Workshop on advocacy, March 2022



stated they conduct ad hoc advocacy activities, and only one had or is developing a defined advocacy strategy with humanitarian WASH advocacy objectives (Figure 5).



Figure 5: Live survey answers collected during the multi-stakeholder consultation held on February 24, 2022.

- **Competition among agencies and sectors undermines cohesion:** Numerous interviewees acknowledged how competition among agencies and sectors “*muddies the water*” and dilutes advocacy messaging, particularly during a crisis. Key informants for this report revealed that there have been multiple tentative plans to conduct joint global advocacy but finding meaningful common objectives/messages has largely been unsuccessful. They also underscored the need to collaboratively develop cohesive messaging across sectors and agendas. For example, in a crisis, instead of messaging that positions WASH versus famine, messaging should articulate how critical WASH is in a famine response.
- **Fragmented messaging:** While there is broad agreement across international organizations on key advocacy themes, this generally does not translate into coordinated and cohesive messaging. Fragmented messaging across the humanitarian WASH sector dilutes the potential impact of the messages and misses the opportunities to bolster messages through repetition and cover more ground with a unified voice. The result is too many messages that change too frequently to gain traction. Interviewees urged WASH actors to collectively rally around only several common messages to amplify impact and communicate consensus across the sector. As one interviewee underscored, “*We need to choose our fights, as a sector, and stick with it for several years.*” A donor interviewee emphasized that “*joint appeals are incredibly powerful.*”



- **Insufficient and inconsistent data, evidence, and knowledge to inform advocacy:** Interviewees highlighted that different organizations rely on different data sources, resulting in a lack of cohesion in evidence and messaging. Two interviewees underscored that governance studies and stakeholders' analysis provided them with some of the most useful data to inform both programming and advocacy, but that these sources are rare. One interviewee also reported a disconnect between the data collected and what donors want, indicating that donors often want more specific, targeted evidence around interventions rather than broad messaging about linkages between WASH and health outcomes.

Other interviewees mentioned key evidence gaps, which could bolster humanitarian WASH advocacy if filled. Examples in the words of interviewees include:

- **Where the priorities and needs are**
  - *“What is the access rate to hand hygiene facilities in refugee settings during COVID?”*
- **What works programmatically**
  - *“We need to be clear about what has been tested, what works, and call for more.”*
- **The impact of humanitarian WASH on other sectors.**
  - *“What are the long-term effects of attacks on WASH services in conflicts?”*
  - *“What are the impacts of WASH interventions on specific health outcomes?”*

To date, a number of data gap analyses and meetings<sup>53</sup> have been conducted to determine priority research areas. This resulted in the creation of the Global WASH Cluster Technical Working Group and the Roadmap initiative 1.5, which is now working toward defining a common research agenda. Moving forward, it will be essential to align the development of the research agenda under initiative 1.5 with the ambitions of initiative 4.3 to collaboratively develop a robust humanitarian WASH advocacy strategy.

- **Perceived lack of humanitarian WASH leadership:** Several interviewees flagged that there is no apparent leadership in humanitarian WASH advocacy at local, regional, or global levels. Advocacy is very diluted, and no one is recognized in that role. The situation is unlike that of WaterAid, which was identified several times as a leader in development WASH advocacy. As one interviewee said, *“WaterAid is very good at getting topics like*

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<sup>53</sup> ELRHA, Setting priorities for humanitarian water, sanitation and hygiene research: a meeting report, 2018. Available [here](#).



*menstrual hygiene or WASH in healthcare centers on the global stage.*" At the national level, consultations with National WASH Cluster Coordinator would appreciate more leadership and support from the Global WASH Cluster, as would national actors from the National WASH Cluster. One interviewee explained that it could be because the sector's advocacy is tied with fundraising, and therefore perceived as an individual and sometimes competitive endeavor. UN-Water, the interagency mechanism that coordinates the efforts on water and sanitation issues, is mandated to inform policy and advocate for WASH issues. The agency could therefore be seen as the natural leader for humanitarian WASH advocacy, but the UN-Water secretariat's resources appear already stretched thin, and respondents have indicated that advocacy is not a visible role. While the Special Rapporteur on human rights defenders (HRDs) is positioned to play an important and visible role in advocacy, the link between this role and UN-Water is not robust.<sup>54</sup>

- **Lack of confidence in WASH programs and their impact:** One donor interviewed indicated that *"the quality dimension is an issue in WASH; it gets very hard and expensive."* Another donor articulated how the sector might not be efficient in showcasing convincing evidence on the outcomes of WASH interventions: *"People want data on health outcomes. There are too many assumptions and steps. Where is the data that says because you built this water tank, it led to a reduction in disease?"* Another donor indicated that *"for many legitimate and valid reasons, we fail to deliver the quality of service at response level that affected populations need and deserve."*
- **Sense of urgency is diluted:** The growing number and frequency of emergencies<sup>55</sup> has inevitably led to fatigue among key donors and their constituents, which is a persistent challenge confronting the humanitarian WASH sector. Further, WASH advocacy does not have a rallying cry that can galvanize momentum around the cause. The right to accessing quality WASH services and infrastructure is not contested. While there are benefits to lacking a "common enemy" as some issue areas have (e.g., tobacco, sexual and reproductive health), those contested issues often have more targeted, crisper advocacy agendas and messaging as a result. For humanitarian WASH advocacy, the sense of urgency must be organically developed. There is a risk that the sentiment of urgency that is key as an advocacy angle to mobilize resources and trigger actions might become less efficient or obsolete in the future.

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<sup>54</sup> UN-Water: Who's who in WASH. Available [here](#).

<sup>55</sup> OECD, States of Fragility, 2018. Available [here](#). "Currently, about 1.8 billion people live in fragile contexts, but this figure is projected to grow to 2.3 billion by 2030" and "Globally, the story of fragility is one of widening gaps over time. From 2012 to 2018, the difference in levels of fragility between extremely fragile and non-fragile contexts grew."



## D. Opportunities

- **Grand Bargain commitments as an entry point with donors for qualitative WASH:** Inefficiency in humanitarian financing and aid (e.g., short-term funding for protracted crises, localization, lack of transparency, etc.) is a well-known, cross-sectoral issue. Donors committed to address this via the Grand Bargain workstreams were recently revised with the Grand Bargain 2.0 structure. There is an entry point to push some elements of the humanitarian WASH advocacy agenda such as *localization*: “Greater support is provided for the leadership, delivery, and capacity of local responders and the participation of affected communities in addressing humanitarian needs.”<sup>56</sup>
- **Desire for collaboration:** Humanitarian WASH actors have expressed on several occasions their desire to prioritize advocacy on their collective agenda. The 2019 GWC annual meeting concluded with the number-one priority for 2020 being the “consolidation of the diverse initiatives launched over the past few years,” particularly involving “capacity development and advocacy for the WASH sector.”<sup>57</sup> In 2021, advocacy was again included in the GWC’s number-one priority for 2022: “The CAST [Cluster Advocacy and Support Team] will continue to work closely with NHWCPs to identify surge and remote support needs and establish means for providing the necessary support through the FST [Field Support Team], UNICEF surge and stretch, capacity development, and advocacy within UNICEF and across GWC membership.”<sup>58</sup> Finally, in the multi-stakeholder consultation conducted in the framework of this consultancy, 100% of participants declared being interested in engaging in at least one collective humanitarian WASH advocacy activity (Figure 6).



Figure 6: Live survey answers collected during the multi-stakeholder consultation held on February 24, 2022.

<sup>56</sup> IASC, Grand Bargain 2.0 structure, 2021. Available [here](#).

<sup>57</sup> GWC, Annual report, 2019. Available [here](#).

<sup>58</sup> GWC, Annual report, 2021. Available [here](#).



- **Previously successful advocacy collaboration with other sectors can boost/enhance further cross-sectoral collaborations:** The successful collaboration with the health and nutrition sectors (elaborated in the trends section above) can be used to spur further collaboration between these sectors and to leverage untapped synergies with other sectors. There have been joint advocacy papers and notes exemplifying cross-sectoral and/or cross-cluster collaboration. This collaboration is infrequent and should be carried out more often. For example, in 2020, a joint WASH, health, and nutrition advocacy paper was produced by the Health Cluster Ethiopia, the WASH Cluster, and the Emergency Nutrition Coordination Unit entitled *Urgent Need for Integrated Response in 141 Outbreak and Undernutrition Affected Woredas of Ethiopia in 2020*.<sup>59</sup> Additionally, a joint statement was issued in 2021 by the Global Food Security, Health, Nutrition, and WASH Clusters: *Famine and Food Crisis – Urgent and Coordinated Action Needed to Avert Wide-scale Catastrophe*.<sup>60</sup>
- **A shared desire for further humanitarian and development advocacy collaborations:** While the concept of a necessary rapprochement between humanitarian and development actors is not new, threats such as COVID-19, terrorism, and climate change have showcased the opportunities and synergies for development and humanitarian actors to collaborate through practical common advocacy activities (e.g., GWC and SWA advocacy call on mitigating the socioeconomic impacts of COVID on WASH<sup>61</sup>, collective call for the Nexus in Burkina Faso<sup>62</sup> etc.). Fostering greater collaboration between SWA and GWC on advocacy is an opportunity to align messaging and ensure further reach.

#### IV. Best Practices

While there is no one-size-fits-all approach for effective advocacy, and there are endless advocacy manuals and approaches, this section highlights some of the best practices that could inform the development of a humanitarian WASH advocacy strategy. In Annex IV, case studies from other sectors illustrate how some of these approaches can be utilized in practical terms.

- **A starting point for advocacy includes context analysis, stakeholder mapping, and power analysis to understand the contexts in which decisions are being made, spheres of influence, and targets.**

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<sup>59</sup> Nutrition cluster: *Urgent Need for Integrated Response in 141 Outbreak and Undernutrition Affected Woredas of Ethiopia in 2020*. Available [here](#).

<sup>60</sup> Complete joint-statement available [here](#).

<sup>61</sup> GWC, SWA, COVID-19 and WASH: Mitigating the socio-economic impacts on the Water, Sanitation and Hygiene (WASH) Sector, 2020. Available [here](#).

<sup>62</sup> Burkina Faso, Humanitarian-Development NEXUS to meet urgent water, hygiene, and sanitation needs in Burkina Faso. Not available online.



Context analysis can provide insights on the strategies, institutional and regulatory frameworks, and financing and budget allocations. Stakeholder mapping (Figure 7) and power analysis (Figure 8) together identify key players with decision-making power, how decision-makers perceive their power, where their interests and priorities lie, who they listen to, etc. This work requires due diligence to identify decision-makers and stakeholders outside of the “usual suspects.” Given the high turnover rate of actors in humanitarian settings (e.g., governments, suppliers, NGO staff), it is important to regularly update stakeholder mappings. This is a valuable tool to think outside the box, particularly when the usual suspects are tapped out.

PUBLIC SECTOR	PRIVATE SECTOR	CIVIL SOCIETY	EXTERNAL
Ministries (water, health, environment, agriculture, etc.)	Public service enterprises (water companies)	Community members	Bilateral donors
Water companies	Water sellers	Water users	Multilateral donors
National and transnational water agencies	Companies and businesses	Water point committees	International multilateral organisations (UN, World Bank, OECD, etc.)
National regulatory body	Trade associations or unions (drillers, manufacturers, etc.)	Consumer associations	International NGOs
Drainage basin organisations	Professionals (water salespeople, latrine emptiers)	Media	Coordination groups (clusters)
National statistical institute	Financial institutions and banks	Religious groups	
Observatories		Research institutes and think-tanks	
Parliament		Universities	
Courts		Social movements and influencers	
Local authorities and institutions		Trade unions	
Commission (anti-corruption, human rights, etc.)		National NGOs	
Political parties		Community organisations	
Politicians		Traditional authorities	

Source: adapted from ODI Research and Policy in Development, Stakeholder Analysis

Figure 7: Example of a non-exhaustive list of actors encountered during WASH programs to map in stakeholder and power analysis<sup>63</sup>

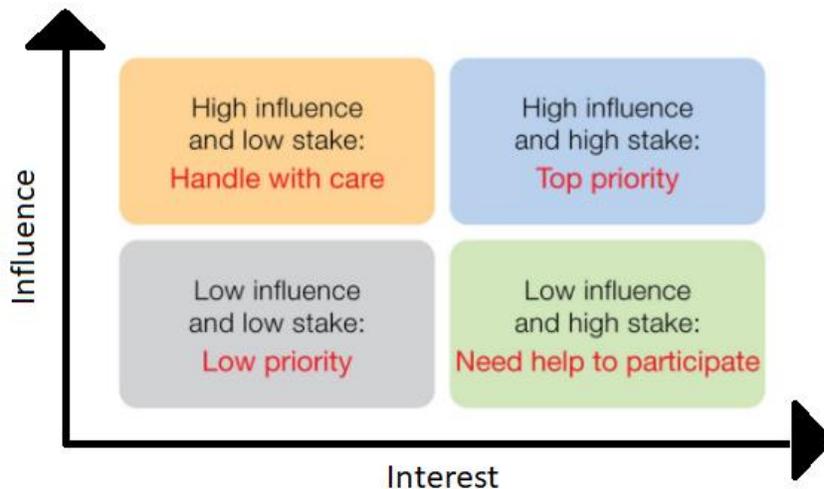


Figure 8: Stakeholder analysis example

<sup>63</sup> ACF, governance on water and sanitation, 2016. Available [here](#).



- **Coordinate voices and consolidate asks:** Decision-makers are confronted with many competing priorities and demands. Asks that are formulated and disseminated collectively have more opportunities to utilize existing national and local networks and platforms (e.g., Agenda for Change or government-led exchange/learning fora). Further, it is worthwhile to consider engaging with the platforms of other relevant sectors (health, education, etc.) to build linkages. Specifically, Measurable, Achievable, Relevant, and Time-bound (SMART) asks are more likely to attract and hold decision-makers' attention. For example, a SMART ask is: "By [year], X% of grants for humanitarian WASH are multi-year funded."
- **Advocacy must be informed by country level:** While INGOs and bilateral organizations can advocate for work to be carried out at the country level, the sourcing of on-the-ground context, and where possible decision-making, must ultimately take place at the country level. There are lessons to be drawn from how certain organizations are institutionalizing a localization agenda by deliberating shifting the concentration of power from the global north toward local actors. For example, localization is a core pillar of the Start Network's mandate.<sup>64</sup> The 2021-2023 strategy sets out to build toward a more locally led humanitarian system where there is equity in decision-making, dismantling the concentration of power in the global north.
- **The messages and narrative need to be shaped and tailored according to the audience for maximum effectiveness:** Use constructive, inspiring, and/or emotional narratives that will resonate for your target and trigger action. Some messages that resonate include:
  - What and where are the most urgent needs according to reliable sources (e.g., Humanitarian Needs Overview, JMP, WASH severity classification).
  - Evidence of the outcomes and impact of an intervention (e.g., health outcomes, malnutrition relapse, productivity, child survival in wars, depending on the advocacy angle, etc.)
  - Showcase solutions and good practices that are successful/impactful
  - Identify a "menu" of practical steps that enable stakeholders to take action on the issue (and provide different levels of investment/engagement).
  - Convey a sense of urgency and consequence of inaction. For example, "*If we don't do this by X time, Y number of people will die. Z many girls will have to drop out of school,*" etc.
  - In Nexus contexts, use inspiring and future-forward narratives, such as:
    - Link sanitation with notions of nation building and modernity<sup>65</sup>

<sup>64</sup> Start Network: Locally led action. Available [here](#).

<sup>65</sup> WaterAid, Making sanitation happen: turning political will into action, 2021. Available [here](#).



- Tackling WASH to create jobs (e.g., vocational training in WASH, local water and sanitation construction, distribution, Operations and Maintenance businesses)
  - Women empowerment with sanitary pad manufacture
  - Sustainable agricultural solutions with sanitation fertilizer
  - Economic competitiveness or the Economics of Sanitation Initiative, which quantifies the economic costs of inadequate sanitation<sup>66</sup>
- **Build a strong body of evidence to link WASH with other sectors:** As noted above, the nutrition sector stands out as a model for building the linkages between WASH and another sector, and there has been clear articulation around the impact of WASH on nutrition outcomes, such as: “WASH interventions can positively impact on stunting incidence rates (Cochrane, 2013)”<sup>67</sup> and “WASH intervention effect is an equivalent to a reduction of 15% in global prevalence of stunting (Cochrane, 2013).” Further, entry points have been clearly identified and communicated for WASH within nutrition strategies, for example: “Ensure that both coordination bodies (WASH and Nutrition) include representation from the other sector.”<sup>68</sup> As noted in the *Opportunities* section above, inter-cluster advocacy activities and resources can effectively make the case for a unified advocacy agenda that builds on and articulates synergies among sectors. Ultimately, broadening the tent to include more allies in the humanitarian WASH agenda will be made possible, in part, by showing linkages with other sectors, demonstrating common agendas, and disseminating evidence on how humanitarian WASH interventions specifically impact other sectors.
  - **Comparing commitments and progress across countries/donors can elevate prioritization among peers:** One donor’s investment in a particular area can signal confidence and trigger other donors to follow suit. The report *How do Humanitarian Donors Make Decisions, and What Is the Scope for Change?* highlights how “*funding decisions being made by other donors also factored into allocative decisions.*”<sup>69</sup> Similarly, at the national level, the WHO Framework Convention on Tobacco Control (WHO FCTC) campaign on addressing the globalization of the tobacco epidemic utilizes a comparison across countries in the spurring and mobilizing of national legislation. But it is important to compare actors with similar challenges and contexts.

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<sup>66</sup> Ibid.

<sup>67</sup> Dangour, A. D., Watson, L., Cumming, O., Boisson, S., Che, Y., Vellman, Y., Uauy, R. (2013) Interventions to improve water quality and supply, sanitation, and hygiene practices, and their effects on the nutritional status children (Review). Cochrane Database Syst Rev, 8. doi: 10.1002/14651858.CD009382.pub2

<sup>68</sup> Sustainable Sanitation Alliance (SuSanA) Working Group 12 on WASH and Nutrition. Available [here](#).

<sup>69</sup> Rose Worden and Patrick Saez. “How Do Humanitarian Donors Make Decisions, and What Is the Scope for Change?” 2021. Available [here](#).



- **Tap into decision-makers’ personal aspirations:** Recognition can spark deeper engagement. As researched by WaterAid: *“ensuring sanitation efforts receive recognition and result in career progression.”*<sup>70</sup> Recognition can also advance the pathway to building a champion of an issue.
- **Center the lived experience/humanize the challenge:** Numerous sectors and issue areas outside of WASH have effectively centered the “lived experience” in their advocacy strategies, to lend compelling, personalized perspectives on an experience, condition, event, etc. Lived experience advocacy is grounded in the principle that the individuals have the right to influence the culture, policy, intervention, or social change that affects them directly. Increasingly, lived experience advocacy partnerships and initiatives have been instrumental in building momentum toward systemic change. As the WHO articulated, *“We believe that voices like yours should be at the heart of decisions that impact your life and the lives of people you care about.”*<sup>71</sup>

For numerous other sectors and issue areas – outside of WASH – the lived experience has become a central pillar of advocacy strategies (e.g., non-communicable diseases, HIV/AIDS, TB). For example, The Non-communicable Disease Alliance (the NCD Alliance) launched a powerful initiative entitled *Our Views Our Voices*<sup>72</sup> that spotlights the lived experiences and realities of individuals living with NCDs. A *Our Views Our Voices* consultation process led to the development of an *Advocacy Agenda for People Living with NCDs*, which lays out agreed-upon priorities and guides stakeholders toward improving NCD prevention and control. *Our Views Our Voices* has become a platform and a movement, which is regularly deployed around new topics. For example, it carried out a global consultation of people living with NCDs to collect first-hand accounts of the impacts of COVID-19 on them. Those valuable accounts could then inform targeted advocacy as well as recommendations for governments to build strong, equitable, and people-centred health systems, along with more resilient communities, following the pandemic.<sup>73</sup>

To date, the lived experience has not been well-developed as an advocacy approach in humanitarian WASH, but it should be considered in the development of a humanitarian WASH advocacy strategy.

While there have been some attempts to capture voices “from the field” in humanitarian WASH (e.g., institutional videos, small case studies, quotes, and vignettes), people with

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<sup>70</sup> WaterAid, Making sanitation happen: turning political will into action, 2021. Available [here](#).

<sup>71</sup> WHO Advocacy research on lived experience of NCDs and mental health conditions. Available [here](#).

<sup>72</sup> NCD Alliance Our Views Our Voices initiative. Available [here](#).

<sup>73</sup> Results of NCD Alliance’s Global Consultation with people living with NCDs. Available [here](#).



lived experience have not been meaningfully included in humanitarian WASH advocacy to the same extent as in other sectors. For example, in the NCD space, there has been a concerted effort to analyze and challenge what “meaningful involvement” entails and what skills are required for people living with NCDs to make the most of advocacy opportunities and to ensure advocates are armed with the skills and resources to put a powerful voice behind the issues they face. The NCD Alliance breaks down different levels of engagement from participation to collaboration to co-production (the stage of devolving and empowering). Like the HIV/AIDS advocacy community, the NCD sector seeks to ensure that the lived experience is deliberately and thoughtfully represented at the highest levels of decision-making. The NCD Alliance underscores that *“no measure of technical knowledge can replace the insight of the lived experience.”*

The meaningful involvement of people impacted by humanitarian WASH challenges is an untapped advocacy avenue and one that is closely aligned with the localization agenda. As interviewees emphasized the importance of better “humanizing” the WASH challenges, there is a clear appetite to turn in this direction.

- **Messages and asks must be “packaged” for maximum effectiveness:** Rigorous and well-presented information is the greatest asset activists possess.
  - Ensure technical evidence is expressed in **accessible and crisp language** to be digestible for laypersons.
  - **Data visualization** (e.g., infographics, interactive mapping) is a powerful tool to grab decision-makers’ attention and enhance efficiency by summarizing a large amount of information into an easily accessible format.
  - Whenever data and evidence must be presented on a regular basis, **consistency is vital.**
  - **Ready-to-use advocacy templates allows for consistency and neatly “packaged” advocacy even in emergencies:** For example, clusters have two-pager advocacy brief templates to be filled with updated data. It is a good practice to keep an updated repository of current and relevant messages. For example, the National WASH Cluster in Ukraine used the “water under fire” messages in its first advocacy briefs.
- **Combining dissemination tactics increases the chances of a message reaching its target:**
  - **Regular face-to-face meetings:** While there are many advocacy avenues, advocacy takes time. Investing in fewer, long-term relationships with key targets, and adopting a personalized approach is critical. For example, in some countries (e.g., Burkina Faso, Yemen) WASH donors meet on a regular basis. This is a top opportunity for the National WASH Cluster coordinator to present updated data on WASH needs and progress.
  - **Informal sharing and reporting mechanisms (e.g., WhatsApp groups)** can cut across hierarchies and enable a rapid and regular flow of information.



- **Investing in media and social media** is worthwhile if the target is known to personally use or be influenced by these platforms.
- **Cultivating high-level patrons or champions:** Identifying, cultivating, and maintaining high-level champions can be instrumental in elevating the visibility of and commitment to an issue. Teasing out what will put a particular individual on the pathway to becoming a champion is a thoughtful, personalized process. While one decision-maker might be persuaded by evidence that's been contextually tailored to his or her constituents, another might be persuaded by a compelling personal story.<sup>74</sup> See the MVP case study in Annex IV for an example of how this approach can be effectively employed.
- **National and international events:** Identifying expected or unexpected events that can impact advocacy objectives or forward momentum such as stages of law or policy formulation, elections, conferences/events, and highly visible moments.

## V. Recommendations

This section contains recommendations on how to move forward with developing a collective advocacy agenda and potential avenues to sharpen the profile of humanitarian WASH advocacy.

### A. Strategic Recommendations for Global Humanitarian WASH Advocacy

The following recommendations are based on the analysis of trends, challenges, and opportunities proposed in the *Key Findings* section of this report and the priorities defined in the humanitarian WASH Roadmap and its initiatives. GHV proposes advocacy avenues specific to humanitarian WASH, advocacy avenues for development and humanitarian WASH actors to collaborate on, and for potential high-level campaigns that would raise the profile of humanitarian WASH on the global stage. Because national-level advocacy is very context-specific, and not the focus of this report, this section does not offer guidance for advocacy at the national level.

#### i. Identify Potential Humanitarian WASH Advocacy Niches

##### **Protect and ensure continuity of WASH services in conflict settings**

Many elements of an advocacy strategy around the protection of WASH infrastructure, staff, and supplies in conflicts are already well-defined and compiled in the UNICEF's report: *Water Under Fire Volume 3*. It contains asks, a compelling narrative, and case studies. Yet it is unclear what the next steps of this advocacy agenda are.

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<sup>74</sup> Charting a Path to Impact: Accelerating Progress in partnership with parliamentarians. GHV for the Bill and Melinda Gates Foundation. Available [here](#).



Asks formulated in the report are very high-level and many steps would need to be taken to achieve these asks. It is our recommendation that humanitarian WASH actors who work or desire to work on this theme meet to define Specifically, Measurable, Achievable, Relevant, and Time-bound (SMART) objectives such as:

- Reinforcing the tracking and reporting mechanism for attacks on WASH infrastructure (in the vein of the WHO Surveillance System for Attacks on Health Care<sup>75</sup>, Monitoring & Reporting Mechanism on Children and Armed Conflict to report attacks on schools and hospitals, etc.) to systematically flag attacks to the international community, the media, and peace actors is critical. Currently, attacks on WASH services are reported separately in-country cluster incident reports. From the WASH sector, the request to link cluster incident reports could be directed to UNICEF, as the WASH cluster lead agency.
- Developing a new coalition similar to the “Safeguarding Health in Conflict Coalition” to collectively document and report attacks to the UN Security Council.

This advocacy angle requires humanitarian WASH actors to reach out to targets and allies who are largely unfamiliar to them but are potential new allies such as global peace actors, actors of the Development, Humanitarian, Peace Nexus, etc.

Cluster members who already cover wars in their communications or in their advocacy should add the WASH angle in their narrative to spread the message further. For example, the WASH angle could be added to the narrative of Save the Children’s advocacy “The Time to Advocate for Refugees Is Now,” much in the same way education was added.<sup>76</sup>

### Enhance the quality of humanitarian WASH responses via the Roadmap and the Global WASH Cluster

The Roadmap was created because the WASH sector has seen a decrease in its capacity to deliver quality responses to humanitarian emergencies with impact. The very existence of the Roadmap is an indication that there is an urgent need to advocate, within and outside humanitarian WASH organizations, for the implementation of the Roadmap initiatives to improve humanitarian WASH responses. As long as the humanitarian WASH response does not consistently meet the agreed highest-quality standards, advocacy will be challenged and ultimately, lives will be at stake. To that aim, **it is recommended that members of the Roadmap and partners of the Global WASH Cluster engage in a collaborative advocacy strategy around the priorities defined in the Roadmap** (see Annex VI).

First, the Roadmap (as a whole) can be used as evidence of the sector’s commitment toward qualitative humanitarian WASH responses. The Roadmap highlights the sector’s cohesion and strategic planning to maximize strained resources.

The Roadmap is, most importantly, a guide on where the sector’s needs are beyond funding. There is an urgent need for humanitarian WASH actors to consider decision-makers beyond their ability to fund interventions. Decision-makers should be approached as partners in reinforcing

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<sup>75</sup> WHO Surveillance System for Attacks on Health Care (SSA)

<sup>76</sup> Save the Children website. Available [here](#)



the sector, improving the quality of the response, and ultimately in saving people's lives. According to the Roadmap initiatives, support is needed for the following priorities: information management, the capacity to prioritize needs, the use of performance indicators, HR capacity, collaboration with local actors, cross-sectoral integration, building resilient services (Nexus), surge capacity, coordination, funding, and advocacy capacity. **Therefore, collective and individual advocacy asks should revolve around these key Roadmap priorities.**

A common advocacy agenda, which is signed by all Roadmap and GWC members, must be backed by a strong structure to ensure members collectively work together on agreed-upon advocacy activities to achieve a common coalition vision.

**After identifying the advocacy objectives, building a new narrative and rebranding of the Roadmap is recommended to make it more visible, accessible, and understandable to targets, allies, and other external actors.**

A great proportion of the potential targets for an advocacy strategy have already been sensitized on these issues at the 2019 Annual Meeting of the Global WASH Cluster. Many pledged their support to the cause. **We believe now would be an opportune moment to follow up and take stock of the progress made.** However, the Roadmap actors should also target new and unusual suspects.

The 2020 report "Water Under Fire Volume 2: Strengthening Sector Capacity for a Predictable, Quality Humanitarian Response" was issued before the humanitarian Roadmap but was based on the same collective reflections. This is a solid resource to take an advocacy agenda forward. The slogan used is impactful: "By 2025, the WASH sector will have the capacity and resources to deliver in emergencies at scale, anywhere and anytime." **It is our recommendation to use and refresh the content of this report to better align on the Roadmap priorities.** Further, it should be shortened and utilize voices from the field. If signed by all Roadmap actors, this revised advocacy report could build a strong case for the sector.

The Global WASH Cluster also has a key role to play in moving this advocacy agenda forward. Whilst the GWC is mainly focusing on advocating for an enabling environment for WASH coordination and localization, it can also be used as a conduit for Roadmap advocacy activities and to ensure that national coordination platforms are able to relay key messages and participate in key activities or Roadmap campaigns accordingly.

Developing a collaborative advocacy strategy for this should not require too many resources, since allies, targets, and asks have already been defined. Most of the attention should be focused on distributing roles and responsibilities. A joint thematic working group between the GWC and a selection of Roadmap actors could be instrumental in collaboratively moving a shared advocacy agenda forward.

## ii. Shape Development/Humanitarian Collective Advocacy

**Build on the momentum around Nexus advocacy to promote resilient WASH services.**



As the Nexus is still a concept with many nuances that should be further understood, **it is our recommendation for the sector to continue its advocacy around the concept of Nexus but in a more strategic manner.** It is critical for humanitarian actors to shape an “out of crisis” strategy that includes partnership with development actors. Such advocacy could bring development and humanitarian WASH actors together, attract development funding, sharpen the profile of humanitarian beyond what it is known for (i.e., humanitarian WASH is not just water trucking).

**It is our recommendation not to use the concept of Nexus itself but to build advocacy around a more compelling narrative** such as “resilient WASH services” and to build persuasive arguments such as the continuity of services, the cost effectiveness and value for money of early action/anticipatory action, the opportunity to close the financing gap by bringing humanitarian and development finance together, etc. Powerful case studies can be built using existing Nexus experience at the country level (e.g., Burkina Faso Cluster and NGOs’ Nexus project).

The sector should be strategic about the type of asks it wants to formulate as they can be varied on such a large topic (e.g., risk-informed policies and budgets, investment in preparedness, reinforced service providers, support to markets, etc.).

We recommend building evidence on the economic return of more sustainable humanitarian WASH investments. If humanitarian WASH interventions succeed in building services that last and/or manage to maintain a basic level of services preventing total collapse, then subsequent investments for full recovery should be lower. This evidence could also contradict the narrative that humanitarian WASH only “*builds things that don’t last.*”

This requires identifying champions among development WASH actors and development donors who would agree to share their space. Sharing asks, messages, and success stories of resilient WASH services enabling continuity of services in times of crisis at global events such as the annual High-Level Political Forum, the 2023 UN series of events on water, etc. could be highly valuable for humanitarian WASH.

### Shape the advocacy agenda for humanitarian WASH and climate change

**It is our recommendation to build more robust advocacy objectives and asks on climate change.** Climate change is widely recognized as one of the defining challenges of the 21st century<sup>77</sup> and is well-established as a threat multiplier for humanitarian WASH and a multiplier of fragilities generally. Yet climate change does not appear to have been strategically developed as a core theme of humanitarian WASH advocacy to date.

**This is an opportune moment for humanitarian WASH actors to engage climate change actors and articulate the value proposition of WASH contributing to preparation, adaptation, and mitigation (e.g., stock positioning). Given fragile contexts are those most impacted by climate change, investigating this further and shaping a shared agenda presents a value-add to both sectors.**

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<sup>77</sup> WHO, Summary and policy implications Vision 2030: the resilience of water supply and sanitation in the face of climate change, 2009. Available [here](#).



Additionally, as many INGOs and donors are now building or expanding their strategies around climate change intersections, this is a fortuitous time for humanitarian WASH advocacy actors to shape the narrative and asks. This can be supported in a number of ways. Including:

**Building a collective body of evidence on WASH and climate could help foster engagement with climate change actors.** For example:

- **The return on investment.** An example from existing literature: *“Every dollar spent on strategic flood resilience upgrades could avoid at least US \$62 in flood restoration costs. Flood resilience is a highly cost-effective investment for flood-prone areas, with costs significantly lower than those of disruption and repair.”*<sup>78</sup>
- **How many tons of carbon could be sequestered by WASH technologies** (e.g., biogas plants, Planted Drying Beds, etc.)?
- **A repository of success stories on WASH technologies and programs that address attenuation and mitigation challenges to showcase WASH as a solution to climate change:**
  - Policies (e.g., increase institutional capacity to analyze and manage water-related risks, integration of WASH and IWRM solutions in National Adaptation Plans and in nationally determined contributions)
  - Building community resilience to disasters in WASH
  - Climate-resilient technologies (e.g., elevated and protected borehole)
  - Nature-based mitigation technologies (e.g., biogas plants, Planted Drying Beds, etc.)
  - Green and blue mitigation technologies (e.g., circular systems of reusing and recycling water, use of solar power to feed WASH technologies, etc.)

**Additionally, climate change funds could be targeted to attract additional funding for humanitarian WASH.** For example, the Green Climate Fund or carbon compensation funds like the “Livelihoods Carbon Funds” (which invested over 140 million USD in carbon compensation programs for electricity and agriculture last year). Today, “only 0.3% of climate finance goes to ensuring basic water, sanitation, and hygiene”<sup>79</sup> and almost all the top 20 recipients are middle-income countries, rather than low-income ones, where the impact of climate change will be most acutely felt, and the proportion of the population with access is lowest.

The global climate crisis is inextricably linked to water, and climate emergency will be most felt in fragile contexts. As stipulated by USAID, *“Emergent climate risks present a challenge for governments in drought-prone areas: make the systems that deliver water and sanitation services more resilient now, or deal with significant health consequences down the road.”*<sup>80</sup> Considering

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<sup>78</sup> WaterAid, Mission-critical: Invest in water, sanitation, and hygiene for a healthy and green economic recovery, 2022. Available [here](#).

<sup>79</sup> SWA, UNICEF, and all, Stockholm World Water Week session: Climate finance for WASH: Reaching those most in need, 2021. Available [here](#).

<sup>80</sup> USAID: A global knowledge portal for climate and development practitioners. Available [here](#).



the massive impact of climate change on WASH delivery, **it is our recommendation that climate change be further presented as a water and sanitation crisis to trigger policy change and attract funding to build climate-resilient WASH infrastructures.** Other advocacy objectives should be formulated such as obtaining an international commitment to reduce the water footprint.

Successful advocacy toward climate change actors might require addressing some of the concerns or questions that climate actors might have on humanitarian WASH<sup>81</sup> such as:

- the lack of capacity of humanitarian WASH actors to analyze WASH-related climate risk and implement solutions in fragile settings
- the unknown financial and “CO2” returns on investments of WASH programs

### iii. Launch Campaigns to Sharpen the Profile of Humanitarian WASH

None of the donors interviewed could identify a strong humanitarian WASH advocacy moment at the global level. And some underscored the need to raise the visibility of humanitarian WASH challenges. Aligning with this observation, it is also our recommendation that humanitarian WASH actors seek to sharpen the profile of humanitarian WASH at a rather high level to put forward how the sector has an invaluable role outside what is traditionally considered humanitarian WASH (e.g., water trucking). Two levels of ambition could be considered:

#### 1) A large, high-level advocacy campaign

A high-level campaign’s aim would essentially be to raise the profile of humanitarian WASH, mobilize development actors on fragility, and stress the importance for other sectors to consider WASH in their agendas. Other sectors/clusters could be important allies in this endeavor.

There are indeed a number of sectors where humanitarian WASH advocacy should seek to establish co-benefits and generate and package evidence that clearly articulates the implications and value of WASH for outcomes in those sectors. This has been done effectively with the nutrition sector and should be replicated in other WASH-relevant sectors. Finding influential ambassadors from other sectors (e.g., doctors, teachers, climate change activists) to disseminate the messages of the campaign would be instrumental in successful advocacy. As a first step, persuasive narratives must be crafted to convince leaders in other sectors that championing WASH is in their best interest. A strong example is the Frontline Health Worker coalition that has led a campaign asking for WASH in hospitals: “Health Workers across the World Need WASH.”<sup>81</sup> High-level ambassadors are also powerful allies to carry the messages to high-level targets (e.g., heads of states and heads of agencies).

A big slogan would need to be catchy, convey a sense of urgency, put WASH at the center but clearly at the service of other sectoral and cross-sectoral priorities, and articulate the continuity between development and humanitarian contexts. For example, a slogan like “Keep the water

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<sup>81</sup> Frontline Health Workers website. Available [here](#).



flowing” could be adapted to resonate in different targeted spheres: “keep the water flowing in schools,” “keep the water flowing in wars and drought,” “keep the water flowing for peace,” etc.

The cost of such a campaign would likely be relatively high. Though would not necessarily need to be intensely run over a long period. It is unlikely that the sector, with its current level of advocacy resources, would be capable of handling such a campaign on its own. But an external agency with the support of a few humanitarian WASH champions could support design and outreach.

## 2) A smaller-scale campaign on access to essential services

This could be conducted with two or three other essential sectors. Advocacy could be run toward these sectors in the first phase to sensitize them on the synergies between WASH and their sector. Then, collaborative messages and asks could be developed and disseminated at sectoral and high-level events. This presents another opportunity for inter-sectoral advocacy.

A high-level global campaign might seem too ambitious today considering the advocacy capacities of the humanitarian WASH sector. However, investing in such a campaign around the 2023 UN Conference on the Midterm Comprehensive Review of the Implementation of the Objectives of the International Decade for Action, “Water for Sustainable Development,” 2018-2028, would be one of the best opportunities to gain visibility and obtain progress for humanitarian WASH. Especially considering that fragile countries lag the most behind, which is a great entry point for a campaign on resilient WASH.

## B. Recommendations for the Development of a Global Humanitarian WASH Advocacy Strategy

As the Roadmap actors and other key partners consider next steps in developing a humanitarian WASH advocacy strategy, there are a number of key entry points, opportunities, and focus areas to consider that emerged as the most salient next steps:

- **Identify a neutral convener:** There is clear demand for building a cohesive humanitarian WASH advocacy strategy. There is also recognition that there is a vacuum in leadership to drive this forward. The cohesive power that is required to unify diverse actors to shape an advocacy strategy and keep tasks on track would best be guided by a neutral convener (i.e., not led by initiative lead organizations). Ideally, an advocacy working group composed of humanitarian WASH Roadmap members would ultimately be carried on beyond the Roadmap. With recognition that there is meeting and working group fatigue, it is our recommendation that this is a light-touch working group (i.e., perhaps meeting four times a year). This would also provide an opportunity to regularly consult or invite strong advocacy allies from the WASH sector (e.g., SWA, WaterAid) and advocacy focal points from other sectors (e.g., Scaling Up Nutrition). The neutral convener could be a consultancy role or perhaps a position created within the humanitarian Roadmap secretariat. Ideally, this role would be collectively funded.



- **Align Roadmap initiative 4.3 with other initiatives:** Many advocacy gaps mentioned previously in this report align with the sectors gaps identified in the Roadmap. It is our recommendation that the initiative 4.3 leads connect with the different Roadmap initiatives to identify collaboration pathways. Many Roadmap initiatives could also support the improvement of humanitarian WASH advocacy (see Annex VI). For example, as initiative 1.5 shapes the research and innovation agenda, it would be highly valuable to take stock of advocacy needs and to identify and leverage the synergies between the two initiatives. Initiative 1.5 could support the development of crucial gaps in data and evidence necessary to sharpen humanitarian WASH advocacy and target decision-makers and donors with timely, credible, compelling evidence. There are a number of key gaps identified in this report.
- **Align the development of Roadmap (currently initiative 4.3) with the Global WASH Cluster 2022-2025 Strategic Plan<sup>82</sup> and define synergies of work for the following strategic outcomes:**
  - Knowledge and practice of effective and accountable coordination of timely, predictable, and high-quality WASH outcomes are strengthened across the phases of the HPC. The process fully embeds cross-cutting themes to ensure inclusive and equitable WASH outcomes and is defined through the application of evidence-based lessons learned, best practices, and effective advocacy.
  - Joint advocacy efforts are carried out across all sectors and clusters to create enabling environments in humanitarian WASH coordination for the inclusion of local and national actors. This includes key areas such as resourcing, transition, and accountability, supporting the commitments set out by the localization agenda.

Further synergies should be defined for Roadmap initiative 4.3 at output level, as the GWC continues developing an advocacy toolkit for NCPs as well as the upcoming advocacy strategy for WASH coordination for 2022-2025.

- **Strategically develop advocacy on different levels:** Considering currently limited resources for advocacy among humanitarian WASH actors, we recommend the sector strategically develop its advocacy on two different levels:
  - Roadmap actors coordinating global-level advocacy
  - WASH National Cluster, with help from the Global WASH Cluster, support on local and regional advocacy
    - Roadmap actors and GWC members could support joint, robust advocacy at the country level through their country programs and therefore ensure

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<sup>82</sup> Global WASH Cluster 2022-2025 Strategic Plan. Available [here](#).



country counterparts participate in joint advocacy efforts with sector/cluster coordination platforms.

At the global level, Roadmap actors would ideally pick one to three advocacy objectives to tackle and delegate roles and responsibilities in advancing them. While some advocacy activities could be supported by all, others can be handled by only a few organizations. The table below is an illustration of which themes could be prioritized, with consideration to the advocacy resources of the sector:

Advocacy theme	Who	How long	Level
Roadmap advocacy	Lead: “neutral convenor” Support: All Roadmap members	Until initiatives are completed	Global
Protection of WASH infrastructure	Lead: 1 or 2 Roadmap members Support: a few Roadmap members	Short-term or continuous	Local, regional, global
Climate change or resilient WASH	Lead: 1 or 2 Roadmap members Support: SWA and a few Roadmap members	Short-term	Local, regional, global
Advocacy for WASH coordination	Lead: Global WASH Cluster Support: national coordination platforms (NCPs)	Continuous	Local, regional, global
Context-specific advocacy	Lead: National WASH Coordination Platforms (NCPs) / clusters Support: national cluster members, Global WASH Cluster	Specific to each country	Local

## VI. Conclusion

This is an opportune moment to sharpen and elevate the profile of humanitarian WASH through a cohesive and inclusive advocacy strategy, which is relevant to global, regional, and local levels and to tackle some of the persistent challenges that have undermined humanitarian WASH advocacy to date. Currently, many humanitarian WASH actors perceive advocacy in the sector as limited and not fully leveraging available opportunities and entry points.

While advocacy is often conflated with communications or lobbying, this report has identified many more advocacy windows and approaches. Advocacy can range from splashy campaigns to a simple conversation after a townhall meeting. While advocacy objectives for humanitarian WASH certainly include diversifying and expanding investments for WASH, equally important is



advocating for the reinforcement of service providers, ensuring continuity of water trucking, developing risk-informed policies for WASH, protecting WASH infrastructures, and so on.

Important next steps include: 1) leveraging synergies with development actors as well as other key sectors and issue areas; and 2) collectively agreeing upon and rallying around a selection of evidence-based advocacy messages and asks. This landscaping exercise has revealed an appetite, across stakeholders, to develop a more strategic and cohesive humanitarian WASH advocacy strategy in order to ensure:

- unified advocacy messages are agreed on and delivered with one voice for greater impact and reach
- advocacy strategies seek to “broaden the tent” of humanitarian WASH and strategically align with development actors and other relevant sectors where possible
- advocacy strategies and messages are informed through inclusive, meaningful engagement and co-production with actors at regional and local levels

Many advocacy objectives need to be tackled collectively at national, regional, and global levels beyond fundraising. Many actors in the sector are already carrying out “soft” advocacy. But what is critical now in the sector is more strategic advocacy. Efforts to deliver effective, sufficient, and lasting humanitarian WASH responses and ultimately safeguard the lives and health of those who are most impacted in fragile contexts will be greatly bolstered by a commitment by humanitarian WASH actors to join forces to develop and deliver a humanitarian WASH advocacy strategy strategically and consistently.



## Annex I: List of Resources Reviewed

In addition to documentation listed in Annex IV, the following documents were reviewed and used to feed this report:

- ACF, CPP confluences, note conceptuelle campagne wash/nut/health, 2019 (internal document)
- Burkina Faso WASH Cluster, Humanitarian-Development NEXUS to meet urgent water, hygiene, and sanitation needs in Burkina Faso, 2021 (internal document)
- Burkina Faso WASH and Health Cluster, note de plaidoyer à l'occasion du Sommet Régional des Dirigeants Africains pour l'amélioration de l'accès à l'eau, l'assainissement et l'hygiène dans les établissements de santé, 2021 (internal document)
- Note de plaidoyer des Cluster Nutrition, education, protection et WASH du Burkina Faso (internal document)
- WaterAid, Making sanitation happen: turning political will into action, 2021
- Rose Worden and Patrick Saez, How Do Humanitarian Donors Make Decisions, and What Is the Scope for Change? CGD Policy Paper 238. (2021) [online]
- ACF, Youth advocacy workshop, 2021
- WHO, UNICEF, JMP Progress on household drinking water, sanitation, and hygiene 2000-2020
- OECD, state of fragility, 2020
- CARE International Advocacy Handbook, 2014
- Aguaconsult, Applying WASH systems approaches in fragile contexts, 2020



## Annex II: Multi-Stakeholder Meeting Participants

1. Aliocha Salagnac, GWC
2. Andrea Bindel, arche noVa
3. Arjan Ottens, welthungerhilfe.de
4. Arno Coerver, Malteser International
5. Baptiste Lecuyot, Solidarités International
6. Beata Dolinska, Polish Humanitarian Action
7. Betty Ojeny, Oxfam
8. Bram Riems, ACF
9. Brooks, Nicholas, Care International
10. Emmett Kearney, UNHCR
11. Godfrey Takavarasha, United Nations OCHA
12. Jan Uelkes, UNICEF
13. Javier CORDOBA, ICRC
14. Jean Lapegue, FST WASH Cluster
15. Lorenz Ewers, arche noVa
16. Magdalena Smenda, Polish Humanitarian Action
17. Marc-André, Swiss IHA
18. Peter Georg L Maes, UNICEF
19. Peter Thomson, CAWST
20. Ramy Zaki, UNICEF
21. Snel, Marielle, Save the Children
22. Syed Yasir Ahmad, International Medical Corps
23. Tracy Wise, USAID
24. William Carter, IFRC
25. Zaki Abdelaziz Yasmine, IOM



## Annex III: Key Informant Interviewees

1. Kitchinme Bawa, Sanitation Project Manager, African Minister's Council on Water (AMCOW)
2. William Carter, Senior Officer / Global Focal Point, WASH, International Federation of Red Cross and Red Crescent Societies (IFRC)
3. Mariam Claeson, Former Director of the Global Financing Facility / Former Director of MNCH, Bill & Melinda Gates Foundation
4. Yaye Sophiétou Diop, Advocacy Manager, Speak Up Africa
5. Leah Finnegan, Head, Humanitarian Policy, Advocacy and Communications, GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH)
6. Katrin Gronemeier, Project Manager, BMU Water Dialogues, GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH)
7. Maren Heuvels, Advisor Water Policy, Resilient WASH, GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH)
8. Daniela Heyn, Assistant Desk Officer, Division for International Humanitarian Organizations & Multilateral Policy on Humanitarian Assistance, German Federal Foreign Office
9. Christelle Huré Regional Head, Advocacy, Media & Communication, Norwegian Refugee Council Africa Regional Office
10. Aïda Kabo, Program Officer, Speak Up Africa
11. Christoph Leitner, Advisor, WASH, GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH)
12. Yunia Musaaazi, Executive Director, Uganda Water, Sanitation NGO Network
13. Ryuji Ogata, Senior Advisor, WASH, Japan (JICA)
14. Betty Ojeny, WASH Governance Systems, Strengthening & Market Regional Advisor, WASH, Oxfam International
15. John Oldfield, Director, WASH Advocate
16. Nikos Papamanolis, Officer, WASH, ECHO
17. Guillaume Pierrehumbert, Head, Water & Habitat Unit, International Committee of the Red Cross (ICRC)
18. Dominick Revell de Waal, Senior Economist, Water and Sanitation Program, the World Bank
19. Leah Selim, Advocacy Specialist (WASH), Division of Communications, UNICEF
20. Yuko Shibata, General Manager, Overseas Program Division, Japan Platform
21. David Andres Vinas, Specialist, Humanitarian Advocacy, UNICEF
22. Tracy Wise, Acting Team Lead, WASH, USAID



23. Laurence West, WASH & Urban Humanitarian Advisor, WASH, UK Foreign Commonwealth & Development Office (FCDO)
24. Yvonne Takang, ACF West Africa Regional Office



## Annex IV: Advocacy Case Studies

### A. Case studies from non-WASH sectors

The following case studies provide a snapshot of several issue areas where policy trends have scaled both rapidly and widely, where different advocacy approaches and tactics have been utilized to spur change. In each case, a range of tools, approaches, and evidence have been utilized to ignite and mobilize legislation and/or initiatives, from robust advocacy campaigns to compelling data or evidence to international treaties and global goals. These case studies explore what are the tipping points, the conditions that drive uptake at scale, and what elements of advocacy campaigns were particularly influential. In many cases, the advocacy efforts were paired with other inputs, such as an influx of investment, identification of political champions, or technical support or capacity building.

Advocacy factors for success		
<b>Improving road safety policy</b>	<b>Addressing the global tobacco epidemic</b>	<b>Tackling meningitis A in Africa</b>
Regional events and convenings	Robust advocacy campaigns	Blending evidence with communications (i.e., raising awareness paired with robust evidence)
Robust advocacy campaigns utilized to expand public awareness and pressure nations	Visibility of commitments and comparisons across countries	Identifying a high-level patron to champion the cause at the highest levels (President of Burkina Faso)
Countries provided with technical support to develop legislation	The Campaign for Tobacco-Free Kids capacitated civil society organizations in LMICs to advocate for the FCTC legislation	Robust advocacy campaigns (public outreach and mobilization) utilized to expand public awareness and pressure nations
Making a suite of advocacy tools available to diverse stakeholders	Open-access resources enabled campaigns and messaging to become viral	In-country media communications and training workshops
Sourcing and packaging robust data on burden paired with asks for policy reform		



## i. Addressing the global tobacco epidemic<sup>83</sup>

The Campaign for Tobacco-Free Kids has launched one of the most effective advocacy campaigns in public health. The World Health Organization Framework Convention on Tobacco Control (FCTC) is one of the most widely adopted treaties in the UN System.<sup>84</sup>

### Key tipping points, tools, and takeaways:

- Countries were provided with recommendations, policy options, guidelines, and support to develop national legislation. This is an approach that could be relevant in fragile settings.
- Visibility of commitments and comparison across countries spurred and mobilized national legislation; perceived “competition” among countries was key. While in fragile contexts, an approach that could be perceived as “shaming” may not be the right approach. An alternative is to spotlight countries or political champions for their success, providing positive reinforcement and incentives to other countries and leaders.
- Powerful advocacy campaigns built public pressure for legislation. Invested in institution capacity building of the CSOs to ensure sustainability (HR, financial procedures, governance). While this is possible in development or fragile contexts, it is not applicable in rapid-onset crises.
- The Campaign for Tobacco-Free Kids utilized numerous strategies (stakeholder mapping, media training, providing evidence).
- The campaign developed a robust stakeholder mapping and also provided tools and guidance to advocates on how to carry out stakeholder and audience mappings as a key step along the advocacy pathway.
- The campaign has also invested heavily in media training and resources. There is a media toolkit, which breaks down accessible data on burden, legislation, initiatives, etc.
- The campaign also keeps regularly updated data and evidence on outcomes/burden, economic implications for society, available [here](#). It’s crucial for intermediaries to be diverse and based in the region (the campaign relied on a combination of CSOs, lawyer associations, national NCD alliances, etc.). Selecting CSOs with strong relationships to government was key. It took time to develop personal relationships and build momentum around the issue. As noted in the *Best Practices* section of the report, taking the time to cultivate relationships and tailoring advocacy to local contexts (informed by national alliances and CSOs) would be well-applied to the humanitarian WASH context.

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<sup>83</sup> The World Health Organization: FCTC Overview. Available [here](#).

<sup>84</sup> The WHO Framework Convention on Tobacco Control: an overview. Available [here](#).



- Advocacy resources were made available to arm advocates with the guidance and tools required to mobilize an army of advocates across countries and contexts. Open-access resources enabled campaigns and messaging to become viral (detailed below).
- Bloomberg made a significant cash infusion initially.

**Impact:** Today, there are 168 Parties that are signatories to the Convention (one of the most widely embraced in United Nations history), and more than 50 countries have enacted or implemented comprehensive smoke-free legislation across the globe (since 2005).<sup>85</sup> The Convention not only provided the initial legislative framework and guidance, but the visibility of the commitments made and comparison across countries both pressured and empowered nations to initiate legislative changes. Further, the Campaign for Tobacco-Free Kids (in partnership with the Bloomberg Initiative to Reduce Tobacco Use) has been instrumental in capacitating civil society organizations in LMICs to advocate for the FCTC legislation. The advocacy campaigns and civil society mobilization have been critical contributing factors for widespread global uptake of tobacco control legislation.

**Advocacy resources:** The [Global Health Advocacy Incubator](#) worked in partnership to design advocacy tools to support advocates to conduct powerful advocacy campaigns, ultimately aimed at enacting and implementing key laws. The advocacy tools include:

- [Advocacy Action Guide: A Toolkit for Strategic Policy Campaigns](#): This resource breaks down the advocacy campaign pathway and includes many key lessons on how to develop policy advocacy campaigns, many of which are transferable to the humanitarian WASH sector.
- [Public Health Media Advocacy Action Guide: Elements of a Media Advocacy Campaign](#): Media advocacy can play an instrumental role in influencing policy change, fostering champions, expanding awareness of an issue. This resource is also an important reference for Roadmap actors.
- The [digital advocacy center](#) provides openly available advocacy resources by issue area to arm advocates to launch their own campaigns (e.g., COVID and tobacco)<sup>86</sup>. The resources provided include media resources, social media posts, social media templates, core messages, facts and figures, and news articles).

## ii. Tackling meningitis A in Africa

In sub-Saharan Africa, for over a century, meningococcal A meningitis (meningitis A) repeatedly caused devastating epidemics. In the late 1990s, in response to a particularly deadly meningitis A epidemic, which moved through Africa's meningitis belt (killing more than 25,000 people), a

<sup>85</sup> The FCTC overview, available [here](#).

<sup>86</sup> Digital advocacy center, available [here](#).



number of African ministers of health called for the development of a new vaccine to protect their nations from future epidemics.

PATH partnered with the WHO and Serum Institute of India (SII) to launch the Meningitis Vaccine Project (MVP) in 2010.<sup>87</sup> All but one manufacturer refused to develop, and produce at scale, a vaccine at an affordable price point (.50 cents per dose). PATH and the WHO collaborated with the Indian vaccine manufacturer, Serum Institute of India (with funding from BMGF) to develop, test, license, and introduce at scale, MenAfriVac – the first vaccine to be developed for, and launched in, Africa<sup>88</sup>.

### **Strategic communications and advocacy initiatives:**<sup>89</sup>

Several key advocacy and communications approaches were instrumental in what is widely considered the “stunning success” of the MVP initiative and widespread vaccination campaigns along the meningitis belt.

- **Blending evidence and communications:** Initial communications targeted audiences in both global north and global south countries (e.g., decision-makers, private sector, donor partners, organizations and alliances, etc.). Communications were grounded in highly robust evidence, which came from collaboration between researchers or technical experts and communications or advocacy experts. The advocacy strategy evolved over time to focus primarily on stakeholders and prospective supporters. As highlighted throughout this report, ensuring that robust evidence is translated into accessible language and concisely packaged is critical, particularly for a technical sector like WASH.
- **High-level patronage approach:** An influential advocacy approach was employed in identifying a high-level champion. The WHO Regional Office for Africa (AFRO) requested the president of Burkina Faso to serve as patron. As Burkina Faso was historically among the countries most affected by group A meningitis epidemics, this was an issue likely to resonate with constituents. Further, as the president had already served as an ambassador for the fight against neglected tropical diseases, there was a history of serving as a champion and tackling epidemics. Having a patron at the highest political levels was instrumental in conducting peer-to-peer advocacy, drawing media attention, and galvanizing high-level support. At the 58th session of the WHO Regional Committee, African ministers of health from meningitis belt countries unanimously adopted the Yaoundé Declaration, committing themselves to introduce the vaccine and end the scourge of meningitis. As discussed in the *Best Practices* section of the report, high-level

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<sup>87</sup> PATH: *Putting an end to epidemic meningitis in Africa* case study. Available [here](#).

<sup>88</sup> PATH: Ending Meningitis A in Africa. Available [here](#).

<sup>89</sup> Berlier, M., Barry, R., Shadid, J., Sirica, C., Brunier, A., Hasan, H., & Bouma, E. (2015). Communication Challenges During the Development and Introduction of a New Meningococcal Vaccine in Africa. *Clinical infectious diseases: an official publication of the Infectious Diseases Society of America*, 61 Suppl 5(Suppl 5), S451–S458. <https://doi.org/10.1093/cid/civ493>



patronage is a valuable approach for humanitarian WASH. This approach has also been successfully deployed by SWA and Education Can't Wait. For both, this was also a determining advocacy tactic.

- **Media relations:** In each country, communication workshops were carried out by UNICEF West and the Central Africa regional office in Dakar (WCARO) and WHO IST in Ouagadougou to train journalists to communicate accurately and appropriately to the general public. The communications team also utilized key events to keep media attention fresh. Ensuring media outlets are communicating accurate and timely information and stories is a strategy that will be highly useful in humanitarian WASH advocacy as well.

## Impact

In 2010, the vaccine was initially introduced through mass immunization campaigns (targeting anyone in the range of 1 to 29 years) in Burkina Faso, Mali, and Niger, and soon after, in countries along the meningitis belt. The fast-tracked process was a result of a number of driving factors converging, which demanded urgency for national policies to catch up:

- At the national level, a history of repeated, devastating epidemics and heavy disease/mortality burden led national leaders to call out for a targeted vaccine with urgency and buy-in already secured.
- At the regional level, clinical trials were conducted to provide local evidence, there was organization of mass vaccination campaigns, and there was a fast-tracked regulatory process in a number of countries (Burkina Faso, Mali, and Niger). The clinical trials informed the WHO's position paper and guidelines (e.g. on dosing, safety during pregnancy, etc.).
- At the global level, endorsement of MenAfriVac through the WHO prequalification process (2010) and recommendations for inclusion in routine vaccination.
- Gavi the Vaccine Alliance committed to fund 26 Gavi-eligible countries in the meningitis belt for 1) preventative vaccination campaigns 2) routine immunization 3) catch up vaccination campaigns 4) stockpile of vaccine for emergency response<sup>90</sup>.

MenAfriVac offered the promise of wiping out this particular strain of meningitis, but as African leaders understood, a supportive policy environment is required to fulfill this promise. With robust evidence, global guidance, and affordability on their side, governments stepped up quickly to change national EPI policies to include MenAfriVac. While changes to national EPI are not without challenges (requiring new national guidelines, training of healthcare workers, community sensitization, etc.), mobilization for policy change quickly spread from country to country. By 2020, nearly 350 million people (in 24 of the 26 countries in the meningitis belt) had been vaccinated with MenAfriVac through campaigns, and 11 countries had included MenAfriVac

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<sup>90</sup> Gavi Meningococcal vaccine supply and procurement Roadmap, April 2015



in their routine immunization schedule.<sup>91</sup> The vaccine has virtually eliminated meningitis where it has been introduced.

### iii. Improving Road Safety<sup>92</sup>

In 2014, Bloomberg Philanthropies committed \$125 million over five years, through the Bloomberg Initiative for Global Road Safety, to strengthen national road safety legislation in five countries and support the implementation of proven interventions to reduce injuries and fatalities resulting from road traffic injuries in ten cities. The initiative partners work with countries at the national level to strengthen road safety legislation, and at the city level to implement proven road safety interventions. The program approaches have included robust advocacy and mass media campaigns; staffing of city governments; training for road safety enforcers (e.g. police officers); and technical assistance from road safety experts. The Global Road Safety Partnership (GRSP) has raised awareness and generated momentum through regional events and convenings to promote regional best practices and demonstrate leadership in this area. To date, they have held 16 events in 10 countries.

The Bloomberg approach is heavily reliant on data and robust evidence on proven approaches. The five key approaches the initiative focuses on are strongly backed by data from developed nations, which the initiative applies to the contexts of target countries. In some countries, the initiative has focused on sourcing and linking crash and injury data to demonstrate the burden of road traffic accidents on the health system, and implications for policy reform. The WHO has contributed key support to assess the efficacy of current legislation and to provide technical support on developing evidence-based policy reform<sup>93</sup>. The infusion of substantial resources, combined with technical support, robust data to demonstrate burden, and utilization of advocacy and media campaigns ignited momentum in target countries.

#### **Impact**

To date, there have been policy changes in eight targeted countries (including China, India, Philippines, Thailand, and Tanzania). Currently, it is estimated that more than 1.9 billion people are protected by expanded and strengthened road safety laws as a result. Bloomberg estimates that by 2030, the efforts will have saved nearly 312,000 lives.

#### **Advocacy resources:**

The [Global Road Safety Partnership](#) (GRSP, hosted by IFRC) has an interactive [advocacy resource center](#), which is viewable by resource type, risk factors, and tactical areas as well as regions, countries, and cities. The GRSP has developed a number of “how to” guides for advocacy campaigns, including a [general advocacy toolkit](#), a [policy implementation toolkit](#), and a [media advocacy toolkit](#). As Roadmap actors consider next steps in developing a humanitarian WASH advocacy strategy, it would be worthwhile to consider developing tailored toolkits. There is also an interactive map with [global data](#) and a [mapping](#) of key national stakeholders. As humanitarian

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<sup>91</sup> World Health Organization: Immunization Coverage. Available [here](#).

<sup>92</sup> Bloomberg Philanthropies: Road Safety. Available [here](#).

<sup>93</sup> The World Health Organization. Bloomberg Initiative for Global Road Safety (BIGRS) 2015-2019. Available [here](#).



WASH Roadmap actors develop an advocacy strategy, it is worth considering strong models for sharing advocacy resources with key stakeholders. Open access to these tools will help unify messaging across diverse stakeholder groups as well as foster cohesion at global, regional, and national levels.



## B. WASH Case Studies

### i. National-level Burkina FASO NEXUS advocacy

The following advocacy activities have been conducted by the Burkina Faso National WASH Cluster since 2020 and are ongoing. This case study provides a strong example of a national-level advocacy campaign. The campaign raised awareness on how the significant deterioration in the security situation in Burkina Faso impacted both humanitarian and development WASH sectors and required a new way of working.

#### Advocacy resources

**The national cluster developed and maintains several databases that have proven helpful for advocacy. A database of all WASH actors, including national NGOs, has insured inclusion and more equitable access to opportunities.** The cluster and national NGOs collaborated in organizing training on principles/law/standards and the humanitarian program cycle (HPC), which allowed for a better understanding of sector challenges and increased dissemination of advocacy messages. In the future, the Burkina Faso WASH cluster hopes to better engage with national actors and “give the voice to the people<sup>94</sup>.” Another **database developed by the cluster keeps track of donor funding for WASH in Burkina Faso.** The cluster reported that this tool offers a much more realistic view of sector funding than the Financial Tracking Services and allows for approaching donors with realistic figures on investments and gaps.

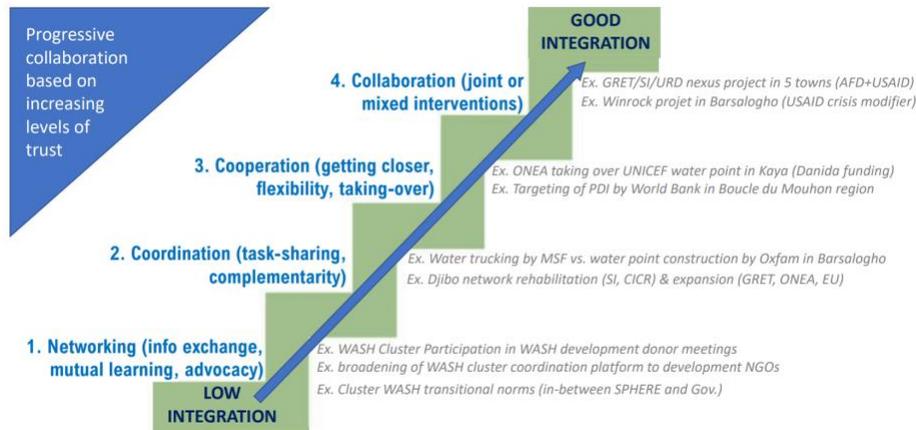
Collectively, cluster members and development stakeholders (e.g., WaterAid, Eau Vive, Helvetas, Gret, etc.) developed an advocacy note on the WASH Nexus. It contained a **compelling overarching ask** for humanitarian and development actors: “Humanitarian WASH needs cannot be covered by a humanitarian response alone, it requires emergency, resilience, and development interventions.”<sup>95</sup> **SMART asks were formulated** such as “Ensure that most humanitarian WASH funding for 2021 is longer than one year” and “Invite development actors to monthly humanitarian WASH cluster meetings.” **Case studies, examples of practical solutions, and best practices were shared in easy-to-understand visuals** such as:

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<sup>94</sup> Burkina Faso National Cluster presentation at the NCC consultation, March 2022 [not online]

<sup>95</sup> Burkina Faso Cluster and members, Humanitarian-Development NEXUS to meet urgent water, hygiene, and sanitation needs in Burkina Faso, 2020 [not online]





Every month, the cluster issues communication products like the monthly WASH dashboard and SITREP using a **consistent format and presenting data on needs and responses, progress rate towards targets, financial situation, geographical presence, new needs, etc.**

### Channels

The most impactful platform was reported to be the **contribution of the cluster to the monthly donors' meetings** where updated data and asks are systematically presented. The resources are also shared in a monthly newsletter.

The advocacy note was shared with donors and government officials by the different cluster members. It was also presented at several international events such as the 2022 World Water Forum. **Advocacy conducted on a regular base was reported to be very efficient.**

### Impact

According to Burkina Faso Cluster, the advocacy efforts led to:

- Informed/sensitized sector stakeholders (e.g., government donors push development NGOs to adapt activities to a new context).
- Development funds were oriented to emergency-affected areas (+5M USD) including Danida Nexus Project in Kaya (UNICEF/ONEA)
- Pressure on the Water Ministry to accelerate WASH programs and target IDPs
- Emergency NGOs signing agreements with the National Office for Water and Sanitation

- ii. Call for prioritization of water, sanitation, and hygiene in the response to COVID-19 conducted by SWA and allies such as the Global WASH Cluster

When COVID-19 hit, the Sanitation and Water for All (SWA) partnership took advantage of this unexpected but highly visible event to raise the profile of its advocacy.



## Advocacy resources

In this advocacy endeavor, **SWA first partnered with humanitarian WASH actors such as the Global WASH Cluster and ICRC to convey a sense of urgency.** Together, they issued a common advocacy note: “COVID-19 and WASH: Mitigating the Socioeconomic Impacts on the Water, Sanitation, and Hygiene (WASH) Sector.”<sup>96</sup> It contained asks regarding the continuity and expansion of WASH services during the crisis. As the crisis “settled,” SWA reoriented its advocacy messages toward the prioritization of water, sanitation, and hygiene by heads of states and governments.

**Many visually appealing resources were developed.** They **showcased a large panel of voices from stories of people hit by COVID-19 to government officials taking on WASH leadership.** A World leaders' Call to Action on COVID-19 was signed by 14 heads of state/heads of government (including fragile countries)<sup>97</sup>. A collection of **case studies regarding country experiences** on COVID-19 and WASH, including in fragile countries, was developed. Downloadable social media packages with visuals and video teasers were developed for SWA partners to use.

## Channels and impact

The resources developed were all used and disseminated during a **series of events and webinars, which all took place in a short amount of time. It created dynamics at national, regional, and global levels.** The 2019 Finance Minister **meeting was held in person and allowed for sector ministers to spend quality face-to-face time with their finance ministers.** One SWA focal point reported that this event was very impactful: “*He [the Honourable Minister Suleiman Adamu, Minister of Water Resources in Nigeria] also established a clear link between involving the Minister of Finance together with the Sector Ministers in global events such as the Finance Ministers’ Meetings [...] which helped to increase funding for the sector.*”<sup>98</sup>

**SWA CEO and high-level champion Kevin Rudd (Australian Ex-Prime Minister) visits to heads of state and governments were also regarded as very impactful** by SWA country focal points: “*President Buhari had met with Mr. Kevin Rudd in 2019. When COVID came, the President signed the call to action without any reservations.*” “*Because of SWA’s CEO visit to Bamako [...], many initiatives and actions were implemented. For instance, the President allocated 6 billion CFA francs for the COVID response to vital sectors including the WASH sector.*”<sup>99</sup> Other events included: three virtual Regional Finance Ministers' Meetings, dissemination of country-level experience via national-level webinars, a high-level webinar “Making WASH a political and financial priority in a time of COVID-19,”<sup>100</sup> a social media campaign #GlobalCall4Water.

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<sup>96</sup> GWC, SWA, UNICEF, ICRC, COVID-19 and WASH: Mitigating the socioeconomic impacts on the Water, Sanitation, and Hygiene (WASH) Sector, 2019. Available [here](#).

<sup>97</sup> SWA Website. Available [here](#).

<sup>98</sup> SWA, 2021 HLPF Impact of Sanitation and Water for All (SWA) High-Level Processes on Political Prioritization of WASH during COVID-19, Available [here](#).

<sup>99</sup> SWA, 2021 HLPF Impact of Sanitation and Water for All (SWA) High-Level Processes on Political Prioritization of WASH during COVID-19, Available [here](#).

<sup>100</sup> SWA, Webinar Making WASH a political and financial priority in the time of COVID-19, 2020. Available [here](#).



## Annex V: Illustrative Examples of Past and Current WASH Advocacy Messages/Objectives/Resources

The following table gathers advocacy objectives, messages, and resources encountered during this research.

Advocacy main themes	Advocacy objectives	Advocacy messages	Advocacy material
Finance	<p>GWC: Increase multi-year funding for the humanitarian WASH response and coordination.</p> <p>UNICEF: Establish public-private partnerships as a way of blending sources of finance and achieving results, while recognizing that they are complex instruments to set up and manage.</p> <p>InterAction: Advocate for at least \$540 million for the Water and Sanitation account (year-round).</p> <p>Coalition Eau: Increase funding for WASH. Better target aid for those most in need. High quality of WASH public development assistance.</p>	<p>GWC/UNICEF/SWA/ICRC: “Call for immediate collective and strategic action to maintain and increase funding, with no diversion away from the existing commitments and priorities set for the WASH sector.”</p> <p>SWA: “Governments and their partners must work jointly to put in place policies and ensure necessary funding.”</p> <p>WaterAid: “Ministers must now act swiftly to put in place the financing to implement the resolution for water, sanitation, and hygiene in healthcare facilities. Ministries must work together and monitoring and assessment of progress systems put in place to ensure this resolution becomes reality.”</p> <p>Care International/WaterAid/CDC : “Nevertheless, HIV and AIDS received five times more aid than sanitation over 2004-6.”</p> <p>ACF: “Spend more than the agreed 20% funding target on human development in the Global Europe - NDICI instrument to ensure access to basic social services (such as health, WASH, nutrition, social protection, and education) for all.”</p> <p>“Commit to reversing the stagnation in funding since 2010: the share of total ODA disbursements allocated towards WASH has stagnated at 4% and the humanitarian funding gap for WASH continues to widen.”</p>	<p>WaterAid, Coalition Eau, <a href="#">The financial landscape of water and sanitation: Opportunities to improve WASH ODA from the European Union, France, Germany and Spain</a>, 2021</p> <p>ACF, <a href="#">Water, sanitation, and hygiene as EU priorities: the way forward to reach the SDGs</a>, 2021</p>



		<p>Prioritize funding towards rural and urban infrastructure for the most vulnerable and hardest to reach. [...] Innovative funding mechanisms (loans, blended finance) are not a panacea: they are not suitable for small-scale infrastructure, do not address poor sanitation and hygiene, and should not be considered in fragile contexts, which are home to 23% of the world's population (1.8 billion). The new European Financial Architecture for Development (EFAD) should allow for investments in small-scale WASH infrastructure and for their funding sources to be earmarked and tracked.</p> <p>UNICEF: "Governments are called on to develop a policy position stipulating who pays for what in WASH service delivery and ensuring that service provider O&amp;M costs are fully covered as a prerequisite for attracting commercial financing."</p> <p>ACF: "Investment in WASH contributes to the achievement of several SDGs: donors and national governments must increase investments in WASH as a starting point for the achievement of other SDGs."</p>	
<p>COVID-19/Epidemy</p>		<p>UNICEF/GWC/SWA: "WASH is a key preventative measure in reducing the spread of COVID-19 and is one of the principal public health recommendations. Equitable access to WASH commodities and services must be protected and extended for all, without any form of discrimination by nationality, income ,or ethnicity."</p> <p>WaterAid: "World leaders and national governments must take urgent action against this often-overlooked emergency and invest in WASH in the poorest countries - especially in healthcare centres - to stop the spread of preventable infections in the first place."</p>	<p>SWA, GWC, <a href="#">Mitigating the socioeconomic impacts on the Water, Sanitation, and Hygiene (WASH) Sector</a>, 2019</p>



Handwashing		Global Handwashing Partnership (CAWST, FHI, LSHTM, UNICEF, USAID, ...): “Our future is at hand – let’s move forward together on handwashing.”	<a href="#">Global Handwashing Day 2021</a>
Protection of WASH infrastructure in conflicts	<p>ICRC: Strive to influence all parties to armed conflict to respect IHL so that essential infrastructure is protected.</p> <p>InterAction: Track water security prioritization in the implementation of the Global Fragility Strategy.</p> <p>ACF: Exposing attacks on WASH infrastructure in conflict situations. Highlight the state of WASH infrastructure in the UN Secretary General's annual report on the protection of civilians. Bring the perpetrators of these attacks to justice. Obtain the integration of the right to water into IHL</p> <p>NRC: Ask for better collaboration among actors of basic service sector to understand the common root cause of access problem and shape advocacy messages accordingly.</p>	<p>Geneva Water Hub, FWP, ACF, aligned on UNICEF (Water Under Fire report): “Stop attacks on water and sanitation infrastructure and personnel.”</p> <p>ICRC: “Remind the parties to the conflicts to spare WASH infrastructure and rehabilitate water supplies when they are cut, rather than distributing bottles of water.”</p> <p>NRC: “remove barriers to access to basic services in conflict settings”</p>	<p>UNICEF, <a href="#">Water Under Fire</a> Volume 3, 2020</p> <p>ICRC, "<a href="#">Urban services during protracted armed conflict: A call for a better approach to assisting affected people</a>," 2015</p>
WASH access for forcibly displaced persons	UNHCR advocates with governments for refugee inclusion in national WASH systems, including planning, budgeting, and monitoring.	OHCHR: “Guarantee the human rights to water and sanitation by refugees, asylum seekers, and migrants in transit, or at their destination with the same conditions as those granted to nationals of the States concerned, regardless of their legal status and documentation”; “Go Beyond ‘life-saving,’ Beyond camps, Beyond emergency situations.”	UN special rapporteur, <a href="#">human rights to water and sanitation of forcibly displaced persons</a> , 2020



<p>WASH in schools</p>	<p>Care International and SWASH+: Improving budgeting for operations and maintenance costs, improving accountability systems with a focus on monitoring and evaluation, and more effectively promoting knowledge of WASH through teacher training and the national curriculum.</p>		<p>Care International, <a href="#">Translating research into national-scale change : a case study from Kenya of WASH in Schools</a>, 2011</p> <p>UNICEF, <a href="#">Soap Stories and Toilet Tales from Schools</a>, 2012</p>
<p>Integration of WASH with Nutrition, Health, and other sectors</p>	<p>GWC: Advocate for investments in cholera/WASH research to deliver the tools effectively, efficiently, and equitably.</p> <p>Save the children: Advocate for increased links between nutrition and WASH with health basic services programming.</p> <p>Solidarités International: Improve WASH and Health integration.</p> <p>Inter-action: Advocate for legislation that integrates WASH priorities into other development sectors, including legislation related to resilience, climate change, adaptation, and adjacent sectors.</p> <p>SWA: Show the role of WASH in health in general and to prevent future pandemics.</p> <p>WaterAid: World’s health ministers to invest in action on WASH in healthcare facilities. Adoption of a World Health Assembly resolution on WASH</p>	<p>ACF: « De l’EAH dans les centres de santé » / “WASH in health centers”; “More than food: water and health to act against hunger”; “Investing in WASH is investing in nutrition.”</p> <p>ACF: “Highlight the need to integrate WASH activities with nutrition and health interventions. To end undernutrition, we need to tackle exposure to the water-related diseases that contribute to it. Evidence shows that WASH interventions are effective in combating both acute as well as chronic undernutrition. This evidence needs to be translated into delivering effective minimum packages of combined health, nutrition, and WASH services.”</p> <p>WaterAid: *“Investing in water, sanitation and hygiene for strong and resilient health systems “</p> <p>WHO/UNICEF: “Lack of water puts healthcare workers and patients at higher risk of COVID-19 infection.”</p> <p>WHO: Water is “Health 101, which means that once we can secure access to clean water and to adequate sanitation facilities for all people, irrespective of the difference in their living conditions, a huge battle against all kinds of diseases will be won.”</p> <p>UN: “We shall not finally defeat AIDS, tuberculosis, malaria, or any of the other</p>	<p>WaterAid, <a href="#">Investing in water, sanitation, and hygiene for strong and resilient health systems</a>, Video</p> <p>ACF, WaterAid, <a href="#">The Recipe for Success: How policy-makers can integrate water, sanitation, and hygiene into actions to end malnutrition</a> , 2017</p> <p>ACF, <a href="#">Wash In Nut Poster</a>, 2020</p> <p>WHO, <a href="#">Global progress report on WASH in healthcare facilities fundamentals first</a>, 2020</p>



	<p>in healthcare facilities in May 2019.</p> <p>ACF: Invest in WASH in priority and urgently in disease prone area / hotspots (malnutrition; cholera, ...). Ensure that public health policies at all levels (local, regional, national) integrate minimum standards/basic services for WASH in healthcare facilities, in priority in areas of undernutrition.</p>	<p>infectious diseases that plague the developing world until we have also won the battle for safe drinking water, sanitation, and basic healthcare.” Kofi Annan, United Nations Secretary-General</p> <p>SWA : “Water is in all SDGs.”</p> <p>UN-Water: “The 2030 Agenda and its 17 goals cuts right across the three pillars of the United Nations: Peace and Security; Human Rights &amp; Justice; and Sustainable Development. Recognizing that we can no longer function in silos, bridging becomes essential to creating the future we want.”</p> <p>ACF: “De l’eau dans les centres de santé” (WASH in healthcare facilities).</p> <p>Frontline Health Worker: “Health Workers across the World Need WASH.”</p>	
Poor governance, service delivery, and weak WASH systems	<p>ACF: Hold authorities accountable for their commitments to good water governance.</p>	<p>IRC WASH: “We need Collective Action and holistic thinking. We want lasting change and demand strong WASH systems.”</p>	
Nexus/resilient WASH	<p>ICRC advocates on how to operationalize the Nexus</p> <p>Welthungerhilfe: “advocates for a systemic approach to sustain WASH service” using the “Sustainable Services Initiative (SSI)” guidance.</p> <p>Save the children: Advocate for more financial and political commitments from governments for strengthening national urban humanitarian WASH coordination, preparedness, and response to narrow the gap between development and humanitarian WASH. Advocate</p>	<p>Burkina Faso WASH cluster: “Humanitarian WASH needs cannot be covered by a humanitarian response alone, it requires emergency, resilience, and development interventions.”</p> <p>UNICEF: “Link life-saving humanitarian responses to the development of sustainable water and sanitation systems for all.”</p> <p>ICRC: “Only by addressing both the current humanitarian crisis and pre-existing development challenges can we stem the decline in service delivery and build resilience to future hazards.”</p> <p>ACF: “Promote a unified WASH sector, and thus improved coordination and enhanced</p>	<p><a href="#">ICRC, Joining forces to secure water and sanitation in protracted crises</a>, 2021</p> <p><a href="#">Welthungerhilfe: 2020 SSI Toolbox WASH</a>, brief</p> <p>0202 Advocating for investing and collaborating in systems strengthening</p>



	for and supporting policy development and capacity building of WASH professionals in recognizing and responding to the specific needs of PWDs.	synergies between actors involved in crisis prevention, humanitarian response, resilience building, and development.”	UNICEF, <a href="#">Water Under Fire Volume 1</a> , 2019  ACF, <a href="#">Water, sanitation and hygiene as EU priorities: the way forward to reach the SDGs</a> , 2021
Human right to WASH	WaterAid, End Water Poverty, Special rapporteur on the human right to safe drinking water and sanitation: Ensure that the human rights to water and sanitation are adequately reflected in national laws, policies, and regulations.  End Water Poverty: Using human rights as a tool to ensure access and oppose privatization.  Coalition Eau: recognition of Human rights to water in the French law and the establishment measures allowing their effective implementation.	WaterAid, End Water Poverty: “Water is a human right”; “Claim your water right.”  UNICEF: “Call to realize the rights to water and sanitation for the entire community”	End Water poverty, <a href="#">Claim Your Water Rights</a> , 2020  End Water Poverty, <a href="#">Human Rights to Water and Sanitation Advocacy Toolkit</a>  OHCHR, <a href="#">Realizing the human rights to water and sanitation: A Handbook</a> , 2014
Humanitarian WASH capacity		UNICEF: “Build a water, sanitation, and hygiene (WASH) sector capable of consistently providing high-quality water and sanitation services in emergencies.”  ACF: Recognise the centrality of WASH both for the triple Nexus as well as for achieving the SDGs, and consider water security as a top political priority to prevent future shocks from happening or to mitigate their impact. The EU and its Member States should get behind the Humanitarian Roadmap for WASH 2020-2025, which sets out a clear path towards improving the ways that humanitarian interventions are delivered.”	UNICEF, <a href="#">Water Under Fire Volume 2</a> , 2020



		Humanitarian Roadmap: “By 2025, the WASH sector will have the capacity and resources to deliver in emergencies at scale, anywhere and at any time.”	
Climate change	<p>ACF: Obtain an international commitment to reduce the water footprint (with monitoring indicators).</p> <p>CARE: Lobbying for an International Mechanism for Loss and Damage to address the pace and severity of the impacts of climate change that can no longer be addressed by adaptation and mitigation.</p>	<p>SIWI, ACF: Water is a solution to climate mitigation and adaptation.</p> <p>IRC WASH: Investing in water, sanitation and hygiene protects people from #ClimateChange.”</p> <p>SWA: “The climate crisis is a water and sanitation crisis” “Climate Action and Water, Sanitation, and Hygiene must go hand in hand.”</p> <p>WASH for impact and development: “Any nationally determined contributions (NDCs) without water considerations and targets is not an NDC.”</p> <p>Liberia Civil Society Organizations (CSOs) Committee on Climate Change and WASH (LCCCW): “there is a need for climate action and water, sanitation, and hygiene to go hand in hand, and integrate water and sanitation into climate policies and strategies with communities placed in the driver’s seat.”</p> <p>ACF: “Actively integrate the global Water and Climate Agenda to support more effective adaptation and resilience. Sustainable and climate-friendly agriculture must be promoted with adequate water and soil management. Water should be much more prominently featured during the upcoming and future UN Climate Change Conference of the Parties (COP26 and subsequent COPs) to help speed up progress towards SDGs 6 and 3.</p> <p>IRC, Water for people: “WASH system strengthening is climate action”; “WASH must be a core component of climate</p>	<p><a href="#">ICRC, Climate Change – Wathab Brochure</a></p> <p>IRC and Water For People, <a href="#">Climate Change, Water Resources, and WASH Systems, 2021</a></p> <p>WaterAid, Mission-critical: <a href="#">Invest in water, sanitation, and hygiene for a healthy and green economic recovery, 2022</a></p>



		financing and adaptation strategies”; “We cannot face the challenge of climate change alone.”	
Women	CARE International: Helping to bring about national legislation to combat violence against women in Bangladesh, by quantifying its cost to the national economy.	<p>WaterAid: “Water, sanitation, and hygiene in healthcare facilities: driving transformational change for women and girls”; “Clean water helps girls to stay in school.”</p> <p>WSSCC: “Millions of women have to do it with an audience” “In some countries women face rape by collecting water.”</p> <p>UN Special Rapporteur: “Promote gender equality, through intersectional policies, considering that gender-based inequalities related to water and sanitation are exacerbated when they are coupled with other grounds of discrimination and disadvantages.”</p>	<p><a href="#">WSSCC visual campaign</a></p> <p>Special rapporteur, <a href="#">Gender Equality and the Human Rights to Water and Sanitation, 2020</a></p>
SDG and accelerate efforts	ACF: Push international actors to achieve universal access to drinking water and sanitation.	<p>UN-Water: “We are off-track”; “We must accelerate progress by up to four times to achieve SDG6 for ALL by 2030. We only have nine years left” .”</p> <p>SWA: “Political leadership and concrete action have led to good progress on creating universal and sustainable access to decent sanitation and drinking water, but additional efforts are needed to fulfil commitments.”</p>	<p>UN-Water, <a href="#">Water and Sanitation: One message - Accelerate!</a>” video</p>



## Annex VI: Roadmap Initiatives and Their Role in Advocacy Sectors

	<b>Initiative description</b>	<b>What does it offer in terms of advocacy?</b>
1.1	<b>WASH Hub online platform:</b> Create a “one-stop” shop for online knowledge sharing and learning	<b>Tool for advocacy:</b> disseminate advocacy strategies, resources, and learning <b>Advocacy theme:</b> build the capacity of the sector – information management capacity
1.2	<b>Core Data Repository and Tools:</b> Provide a one-stop shop for WASH practitioners to access secondary data for the WASH sector in emergency and development contexts	<b>Tool for advocacy:</b> source of evidence for advocacy <b>Advocacy theme:</b> build the capacity of the sector – information management capacity
1.3	<b>WASH Severity Classification:</b> Designing a system capable of classifying WASH needs across various crises and times (inspired by other sectors like food security)	<b>Tool for advocacy:</b> source of evidence for advocacy <b>Advocacy theme:</b> build the capacity of the sector – capacity to priorities needs
1.4	<b>WASH Quality Assurance and Accountability System:</b> Increasing the quality and the accountability of WASH interventions by establishing a new way to monitor quality and accountability at national coordination cluster levels, integrated into the humanitarian program cycle	<b>Advocacy theme:</b> Humanitarian WASH actors’ commitment to quality <b>Advocacy theme:</b> build the capacity of the sector – increase quality of the response with better performance indicators
1.5	<b>Use research to improve WASH interventions by facilitating the</b>	<b>Tool for advocacy:</b> source of evidence for advocacy



	<b>incorporation of research into humanitarian programming</b>	<b>Advocacy theme:</b> build the capacity of the sector – research capacity
2.1	<b>Training Course Offerings, WASH Learning Portal:</b> Create and maintain a repository of capacity development opportunities (technical and coordination) to be accessed on a single website	<b>Tool for advocacy:</b> training on humanitarian WASH advocacy <b>Advocacy theme:</b> build the capacity of the sector – enhance HR capacity
2.2	<b>Competency framework-based certification mechanism:</b> Develop a common competency framework for humanitarian WASH professionals and develop a certification and accreditation mechanism for WASH learning and professionals	<b>Tool for advocacy:</b> Include advocacy in competency framework <b>Advocacy theme:</b> build the capacity of the sector – enhance HR capacity
2.3	<b>Scaling up and localization for learning systems in humanitarian WASH:</b> develop models, mechanisms, and partnerships between humanitarian organizations and academia/trainers around the world to improve the delivery of humanitarian WASH learning opportunities	<b>Tool for advocacy:</b> share humanitarian WASH advocacy learning <b>Advocacy theme:</b> build the capacity of the sector – enhance collaboration with local actors
3.2	<b>Specialized expertise for the WASH sector:</b> Engage the private sector and bring expertise in humanitarian action	<b>Tool for advocacy:</b> get expertise on advocacy <b>Advocacy theme:</b> build the capacity of the sector – enhance HR capacity
3.3	<b>Integration and coordination of public health emergencies:</b> By 2025, all the public health emergency responses will systematically and strategically include WASH as an entire sector, and the Health, Nutrition, and WASH sectors	<b>Tool for advocacy:</b> connect with advocacy allies <b>Advocacy theme:</b> systematic integration of WASH in Health/Nutrition interventions



	will be consistently integrated at global, regional, and country levels	
3.4	<b>Multi-sectoral integration and coordination of WASH:</b> Develop new and/or strengthen existing inter-sector and inter-cluster collaborations, coordination, and partnerships, which could be translated into a new operational model.	<b>Tool for advocacy:</b> connect with advocacy allies <b>Advocacy theme:</b> systematic cross-sectoral integration
3.5	<b>Humanitarian Development Peace Nexus Framework (Triple Nexus):</b> Develop a joint operating framework (JOF) that will assist WASH policymakers and practitioners to operationalize the WASH triple Nexus in their own context, building on successful country experiences and collaborations.	<b>Tool for advocacy:</b> connect with advocacy allies <b>Advocacy theme:</b> build resilient services
3.6	<b>Field Support Team:</b> The Field Support Team (FST) is the principle means for the Global WASH Cluster to provide operational surge support to National Humanitarian WASH Coordination Platforms (NHWCP)	<b>Tool for advocacy:</b> FST support to local advocacy <b>Advocacy theme:</b> build the capacity of the sector – surge capacity
4.1	<b>Road Map Secretariat</b>	<b>Advocacy theme:</b> build the capacity of the sector – coordination
4.2	<b>Operational cost of sector strengthening:</b> the initiative will explore the potential of a global humanitarian WASH fund or other potential financing facilities.	<b>Advocacy theme:</b> build the capacity of the sector – funding



<b>4.3</b>	<b>Advocacy for sector strengthening</b>	<b>Advocacy tool:</b> collaborative advocacy <b>Advocacy theme:</b> build advocacy capacity
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