



# The World Walks for Water and Sanitation 2014

Campaign toolkit for organising and walking to  
demand universal access to water and sanitation  
15 – 23 March, 2014



Mobilise



Lobby



Change





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Akash Moni Gonjo, 45, pours herself a glass of clean water from the new tubewell, Lakatoorah tea garden, Sylhet, Bangladesh 2011.  
WaterAid/GMB Akash/Panos





# World Walks for Water and Sanitation – 4 years of mobilising for change

Every year since 2011, people from across the world have come together in their thousands to demand universal access to water and sanitation. Campaigners, school children, and communities from Europe, the Americas, Africa and Asia have taken to the streets to demand their human right to water and sanitation is fulfilled so that they can have the clean running water and safe, hygienic sanitation they need to live the lives they choose. Let's make this year's World Walk for Water and Sanitation the biggest yet - join the global call for an end to water poverty!



## 2011

The first World Walks for Water was held in 2011 – 350,000 people from more than 75 countries across the world mobilised to demand change in water and sanitation policies.



## 2012

In 2012, the World Walks for Water and Sanitation became the World Walks for Water and Sanitation – more than 380,000 people organised and walked for change.



## 2013

2013 was the biggest World Water Day mobilisation ever – an amazing 480,000 people walked in person and online to call for leaders to keep their promises on water and sanitation.



## 2014

In 2014, thousands of people will once again walk and meet with decision makers to keep up the pressure on them to honour their commitments.



# What is World Walks for Water and Sanitation?



World Water Day is celebrated every year on March 22. And for the last three years, hundreds of thousands of people have mobilised to Walk for Water and Sanitation.

In 2014, people around the world will again come together to join forces and demand the universal access to water and sanitation that is essential to life and livelihoods. They will walk in solidarity with the millions still forced to walk for water and defecate in the open; they will meet with and ask governments to keep the promises they have made on ending the water and sanitation crisis; they will demand that their human right to water and sanitation is fulfilled.

This year's mobilisation comes in the middle of a process to decide what will replace the Millennium Development Goals (MDGs). It is crucial that water and sanitation is given the priority it deserves in the new development framework— and if enough of us mobilise around the world and meet decision makers our collective voice will be heard. Together we can walk for water and sanitation, for life and dignity. Together we can push our governments to bring the change we need. Join the World Walks for Water and Sanitation 2014.

**Every \$1** invested in water and sanitation **returns \$4** in increased productivity



Without access to water:  
**783 million**

Without access to sanitation:  
**2.5 billion**

**2000**  
children die every  
day from water and  
sanitation-related diseases

Women in the South  
spend **200 million hours**  
a day collecting water,  
walking an average of  
more than **6km a day**  
while carrying a weight of  
about **20KG** on their heads





# The Keep Your Promises campaign



Keep Your Promises is our ongoing campaign calling on decision makers, at all levels, to keep the commitments they have made on ending the water and sanitation crisis. World Walks for Water and Sanitation is the one day, during the campaign, when campaigners, across the world, come together and join in the same action to ensure that our voices are heard and carried to the highest decision making levels. By showing decision makers that there is an overwhelming demand for universal access to water and sanitation we are far more likely to stimulate change.



After a year of dedicated campaigning across the world, an amazing **1.1 million people have added their support to the campaign** by signing a petition calling for everyone, everywhere to have access to water and sanitation. You can encourage people to join your walk by letting them know they are part of a 1 million-strong movement which is growing every day. It's also a good idea to share this message with your decision makers – when decision makers are aware of the strength of demand they are more likely to respond.

Throughout 2014, the Keep Your Promises campaign will be promoting other advocacy actions which you can take part in to sustain the pressure on your decision makers – if you are interested in finding out more email [info@endwaterpoverty.org](mailto:info@endwaterpoverty.org)



**1.1 million**  
signed the KYP petition

WaterAid/ Behailu Shiferaw



# Why should you walk for water and sanitation?

## The water and sanitation crisis costs human lives every day

Two-thirds of our bodies are made up of water. About 70% of the surface of our “blue planet” is covered by water. Water and sanitation variously underpin our health, our environment, our economies, gender equality and education. **Until we have universal and equitable access to water and sanitation, we will not end poverty.**

In July 2010, the UN General Assembly adopted a resolution recognizing the human right to water and sanitation as “essential for the full enjoyment of the right to life”. But there is still a long way to go until these rights are fully respected, protected and realised -

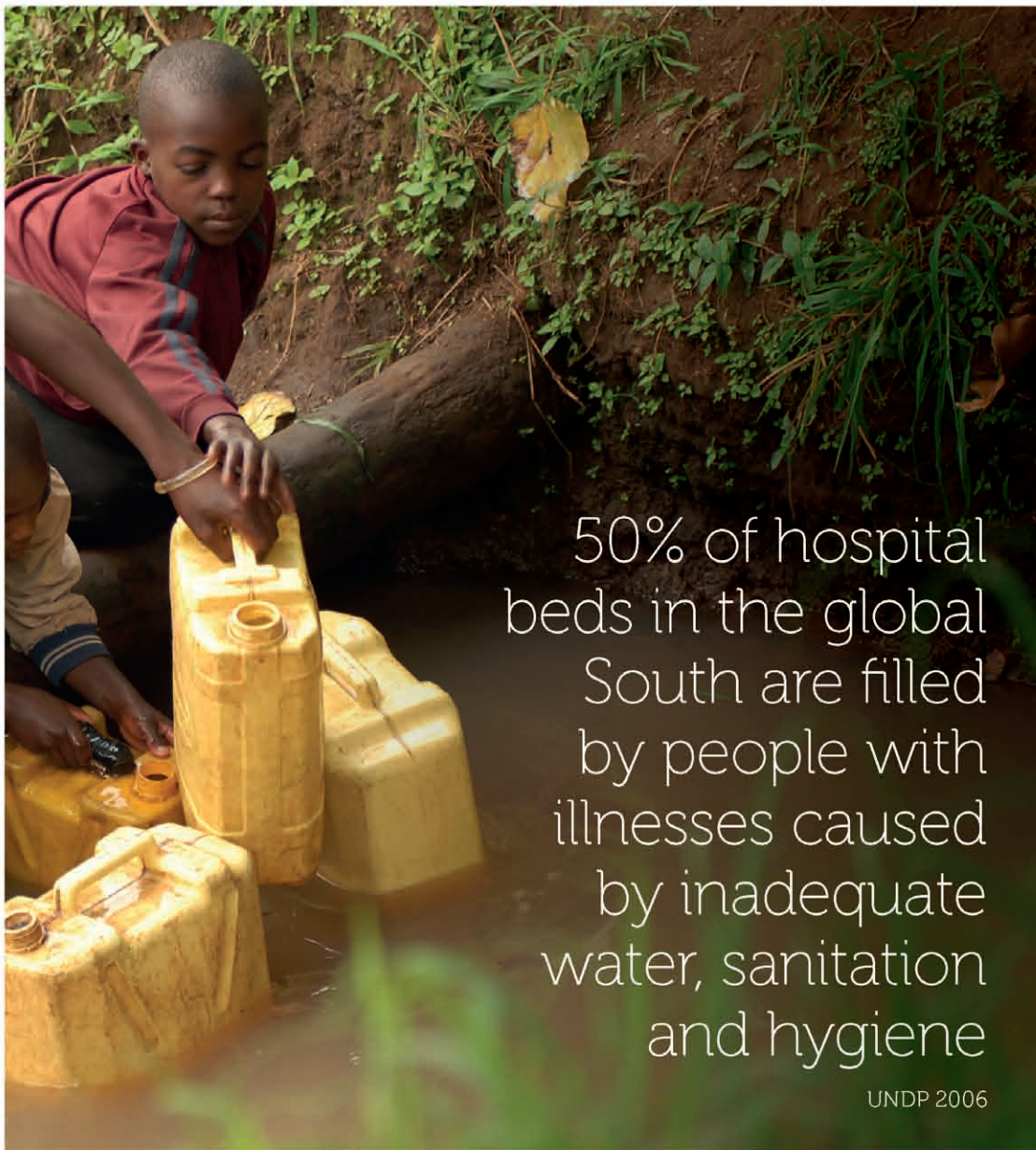
- Today, nearly one in ten people (almost 800 million) continue to lack safe water
- With one in three (more than 2 billion people) still lacking basic sanitation.

Huge inequalities in access remain between regions of the world, between urban and rural areas, and the rich and poor. Some 2.4 billion people do not have access to a toilet and have to find places to **defecate in the open**, risking their safety and destroying their dignity.

1g of human  
faeces can contain  
**10 million  
viruses**







50% of hospital beds in the global South are filled by people with illnesses caused by inadequate water, sanitation and hygiene

UNDP 2006

## Decision makers have made their promises – we must make them keep them

The water and sanitation crisis is one that can be resolved with urgent action from our decision makers. We have repeatedly heard promises of extra funding, focus and attention being turned to water and sanitation. But the crisis still persists.

This is why **it's essential that we mobilise for walks and ensure these walks result in advocacy meetings with decision makers.** This is at the heart of World Walks for Water and Sanitation's ability to create change.

If you mobilise a walk, make sure you contact a relevant local or national decision maker, whether it's your local mayor, MP or a politician from a ministry – especially those from water and sanitation or finance ministries.

**By meeting with decision makers face –to face – we can powerfully convey our messages and find out what they will do in response.** And if you have arranged a large mobilisation it will be very difficult for your decision makers to refuse a meeting. So World Walks for Water and Sanitation really is a great opportunity for you to ensure that the message that we will not tolerate the water and sanitation crisis any longer is heard at every level.

This is how the Walks for Water and Sanitation can really bring about change. By adding together our voices – not just those of NGOs, but churches, trade unions, schools and businesses – our collective voice becomes hard to ignore.





# Planning your walk – a checklist

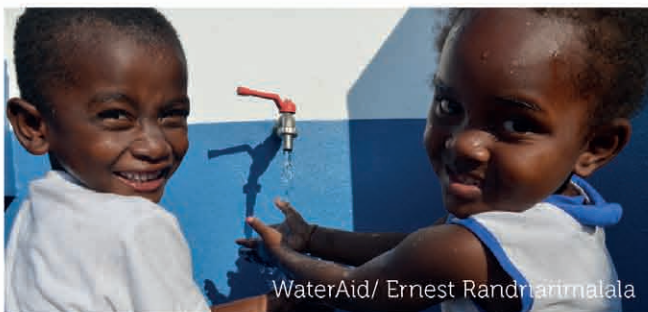
There are plenty of important things to remember when you plan your walk – and they can all help in getting as many people to attend as possible, getting coverage of the event in the media, and, our ultimate aim, meeting with decision makers to get them to take decisive steps towards achieving universal and sustainable access to water and sanitation.

**1 Plan your walk as soon as you can.** What it is you want your walk to focus on – is your key demand for more money for water and sanitation? Is it a specific issue affecting your community or country? Or is it a call for the human right to water and sanitation to be fulfilled? Once you know this, you can **create the key messages that summarise the aims of your campaign** and use them in tools like banners and posters. **Get in touch with other local groups** including faith groups, schools and businesses. They are all affected by water and sanitation and may want to join in. They will also have ideas to share and other ways to help support and promote the walk. Once you have your plan, share it far and wide!

**2 Invite decision makers to meet with you** – they could walk with you, or you could meet them at the end of the walk. Either way, **it's a crucial opportunity for you to put across your demands and ask them to say what they will do in response.** Remember, if you have arranged a big walk the decision makers will be especially eager to get involved – they will want to be seen as on the side of a big group of people who are peacefully mobilising for a good cause. Be sure decision makers know how addressing water and sanitation will benefit the country as a whole, for example, if you are campaigning for more money to be spent, make sure decision makers are aware that funding water and sanitation will bring economic benefits for all.

**3 Keep in touch with us and tell us all about your walk!** World Walks for Water and Sanitation has its own website, Facebook and Twitter profiles. We will have a range of materials to help support you, from templates for press releases to flyers and posters, and logos for using on t-shirts and banners. It's also important to let us know how your walk went. And remember, **if you need any advice or support, get in touch!**

- Visit [www.worldwalksforwater.org](http://www.worldwalksforwater.org), sign up and let us know where your walk will be, what you will be demanding and how many will take part. We will then be able to help let others know where your walk is so they can join in and also make sure we know how many people across the world have mobilised



WaterAid/ Ernest Randharimalala

Lack of safe water and sanitation costs sub-Saharan Africa around **5% of its annual GDP**







- Follow us on **Twitter**: [@WalksforWater](https://twitter.com/WalksforWater). Like us on **Facebook**: [www.facebook.com/walksforwater](https://www.facebook.com/walksforwater) Through both of these social media accounts you'll be able to keep up-to-date with the latest information on the campaign
- Email us at [info@worldwalksforwater.org](mailto:info@worldwalksforwater.org) and tell us as many details as possible about your walk. You can also get in touch with any questions you have or any advice or assistance you might need.

## 4 Try and **get as many people as possible who face water and sanitation problems every day involved in your walk**

– these are the people who the campaign matters to most and who know what needs to be done to make the changes that will improve their lives.

## 5 Make sure you **let the authorities know about your walk** as you may need permission for certain routes. You don't want to do all the hard work of arranging your walk only for it to not be allowed!

## 6 **Invite the media** to your walk. If the walks get covered by journalists it gives even more weight to your demands – everyone will know about what walkers demanded from decision makers, and the pressure will be on them to respond. It's important to get in touch with journalists early so they can put it in their diaries, and there will be a series of press release templates available on our website to help you with this. Journalists need interesting stories – they like interesting picture opportunities and to speak to real people who are affected by the problems you are campaigning about. You can ask them what would encourage them to cover your walk.



Diarrhoea kills more children in the Global South than AIDS, TB and malaria combined





# Tips for your walk



## Make it political

**1** ...it's critical to remember what the point of your walk is = political demands to bring political change. As citizens it is your right to demand change from your decision makers. There is an established human right to water and sanitation, and it is the responsibility of governments to ensure your right is respected, protected and fulfilled. Be courageous in your demands, but also make them achievable and backed up by evidence. And **most importantly of all, try to arrange a meeting with a decision maker on the day of your walk.** If a decision maker sees that people are willing to mobilise to gain the access to water and sanitation that is theirs by right, and that improving water and sanitation access will bring many benefits to many people and sectors, it will be difficult for them to refuse your demands.

## Make it fun

**2** ...fun to be a part of and fun to see. This will make the walk more appealing for people who might want to join – especially school children - as well as for the media to take pictures of. There's a range of things you could do, whether using **fancy dress (tap, or toilet?!), playing music, carrying buckets, jerry cans or umbrellas, or inviting local celebrities.**



## Make it big

**3** ...the bigger the better. **The bigger our collective voice, the more difficult it is to ignore.** Don't only try to make it big, but also try to make it diverse – men, women, children, business owners, faith groups, trade unions, civil society organisations. The water and sanitation crisis affects everyone and its end will benefit everyone. Email as many people as you can, use social media, make sure you register your walk so we can show it on the World Walks for Water and Sanitation website map, and go around your community giving out flyers. Once people understand that joining in a walk could help make their lives better, it won't take much urging for them to take part.



# After the walk ... don't stop now!

When the walk is finished, you'll probably be exhausted from all the effort – and happy with the mobilisation you've played a key role in putting together. But immediately after the walk is a key time to build on all the work you've done...

**If you've managed to get a decision maker on the walk, make sure you get in touch with them soon after** to follow-up on any demands you made, or any new commitments they made. You could write to them and meet with them again – you could perhaps prepare a document reminding them of what they said and repeating all the key demands of your walkers and why these are important. Try to get as many people and organisations to sign it as possible and then share it with the decision maker and your local or national news media.

But don't let it end with one letter! **Make sure you keep up the pressure and keep reminding decision makers who made commitments of what they said they would do** – and if they aren't doing it, ask them why and make sure people

know, including the media. This will also be important if you run your campaign under the Keep Your Promises banner as it will help us keep track of who isn't putting their promises into practice.

Please also remember to **share all the details about what happened on your walk** – in words and pictures. This will enable us to gather all the details from across the world together so we can highlight the effort everyone has gone to and the achievements they have made.

A final step will be to look at the walk and **think about what went well and what didn't**. Some questions you could consider asking include: if you didn't have many people come out, why do you think this was? Were the decision makers responsive to your demands? Did the media attend?





THE  
**WORLD WALKS**  
 FOR WATER &  
**SANITATION**  
 2014

