



Two billion people do not have access to water, sanitation and hygiene services. The WASH Alliance envisions a world where all people have access to sustainable water and sanitation services that they can afford, and where all people can live under hygienic living conditions to improve their health, dignity and economic living standard.

Having access to WASH services has a great positive impact on people's health, amongst others by reducing diarrhoea and illness. It impacts dignity if people can have the privacy of a toilet, especially for women and girls this reduces the risks of sexual abuse. It contributes to gender equality in many ways, for example if girls and women spend less time on fetching water. Also school sanitation contributes to less drop-out of especially girls. And finally it also contributes to sustainable economic and green growth in diverse ways. Jobs are created in provision of WASH services, and there is more time to work if illness is reduced. Faecal sludge management not only contributes to a cleaner environment, but can be used to make biogas and quality manure, and contributes to jobs in the sector.

Accelerating WASH

The WASH Alliance aims to provide full coverage with sustainable WASH services for all in the areas where we work. To realise sustainable access to WASH services for all, we need to drastically change the way we approach this challenge. We contribute to a shift from a hardware-construction approach towards a sustainable service delivery & sector development approach. This approach will not only sustain after our programs stop, it will also accelerate and be able to meet the needs of a growing population.

In the countries in which we are active, we therefore work on changing mindsets and creating systems for sustainable and affordable WASH services that create structural change and can accelerate. This is the only way to adapt to fast population growth and urbanisation.

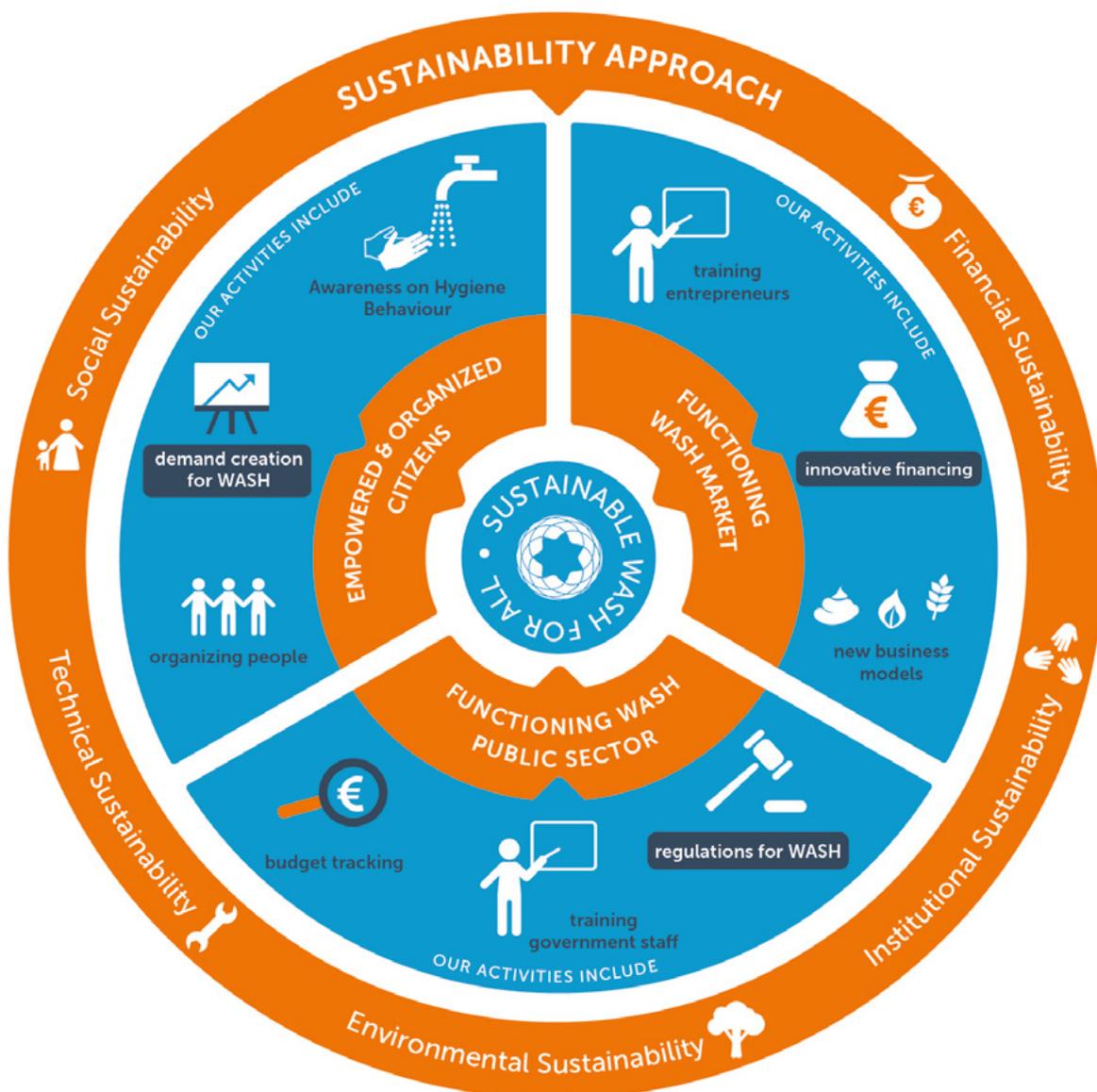
We facilitate the development of a system in which all stakeholders, such as private sector, public sector, organized citizens and NGOs, work together and know their roles and responsibilities. Finding the right financial blend for our work between donor funds, government funds, impact investors, financial institutions and by households is another guiding principle. With this, we can reach scale in WASH service provision.

Theory of Change

To reach our ambition, we use a unique Theory of Change that is built upon three integrated pillars:

1. Developing a functioning and enabling WASH market, in which the private sector is providing quality products and services at an affordable price.
2. Developing an enabling public sector for WASH, in which the government takes up its responsibility as duty bearer and creates supportive policies and regulations for sustainable WASH services.
3. Empower, inform and organize citizens for sustainable WASH: informed citizens will demand sustainable WASH services and practice healthy hygienic behaviour; organised citizens will enforce high quality WASH services from the market; and empowered citizens hold the government accountable for taking up their role as duty bearer.

We, all members of the WASH Alliance, many of which are NGOs, have a crucial role to play in the development of the three pillars, to facilitate cooperation between the three pillars and stimulate that the three pillars are built in a sustainable way.



Pillar 1: A functioning WASH market

Only if households are approached as consumers instead of beneficiaries, a WASH market is able to function. If this is the case, entrepreneurs will be prepared to meet their demand by offering quality and affordable WASH services. A very important underlying principle for the WASH Alliance is that household facilities will be paid for by the household itself - either through monthly tariffs or by buying the toilet or water facility with a loan or savings.

So, if entrepreneurs see a viable business in WASH services, they will be prepared to invest in offering quality and affordable WASH services. This however requires adequate training, awareness raising and capacity building. For example:

- Pit emptiers need to see a business in collecting sludge and processing this into biogas or fertilizer.
- Companies need to realise that there is a market for good menstrual hygiene products and know how to manage clean public toilet facilities.
- Masons should be trained how to build good quality toilets or wells
- Business & technology development needs to take place to develop faecal sludge management from pilot phase to real business.

At the same time, if financial institutions see the business case for investing in WASH, they will be much more prone to provide loans to (small-scale) companies to expand their business in WASH and provide loans to consumers to construct toilets or water facilities.

A precondition for this market to function is that the government provides good policies and regulations. For example there should be regulations for safe pit emptying and government sites should be made available for safe disposal of sludge.

Developing a functioning WASH market is the only way to make sure that growing populations have access to good services.

To develop a functioning WASH market, we focus on:

- Showing companies and banks that there is a business case for WASH, for example by organising an exchange visit to companies and Micro Finance Institutions that are already successfully involved in WASH.
 - Reducing their risks of market entry, for example by providing guarantee funds for banks and micro-finance institutions
 - Provision of loans to entrepreneurs and consumers by financial institutions
 - Assisting companies in creating demand for WASH services, or by linking them to potential customers that are interested in WASH services (demand created by NGOs or governments).
 - Training entrepreneurs in making a good business plan and developing a business model to help them get access to loans in order to expand or improve their business.
 - Providing training to entrepreneurs to develop quality sustainable products, for example by teaching them how to make double pit latrines that are environmentally sound.
 - Supporting research to develop business models or new technologies, for example in re-using sludge
 - Supporting the development of the whole sanitation service and value chain.
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Pillar 2: A functioning and enabling public sector for WASH

If governments are aware of the importance of access to WASH services for sustainable economic development, and if they know and acknowledge their role in this WASH service system, they are more willing to develop sound policies and clear regulations and to implement existing good policies. They will be prepared to make enough budget available for WASH, know how to use this budget effectively and efficiently and know how to monitor if WASH facilities and services function well.

Very importantly, governments that are aware of their roles and responsibilities will cooperate well with the private sector, its citizens and the civil society. Consequently, a functioning WASH public sector will be of great support for the realisation of a functioning WASH market and invites empowered and organised citizens to enter into an equal dialogue.

To develop a functioning public sector for WASH, we focus on:

- Lobby and advocacy to increase the public budget for WASH and encourage governments to be accountable and transparent about planning and expenditure on WASH. We do this for example through budget-tracking training of government staff, national budget analysis and media advocacy.
 - Supporting governments in getting access to WASH data via online mobile applications such as FLOW. This can be used, for example, to measure the functionality of wells throughout the country and to analyse these data for better management.
 - Assisting governments in budgeting for WASH and to effectively blend finance with the private sector and donors for more impact and scale.
 - Supporting governments to develop and revise policy regulations and enforce regulation, for example for environmental safety and resource rehabilitation.
 - Supporting governments in decentralization, or more specifically in installing proper finance, train local government staff and develop systems.
 - Assisting government to establish a functional management information system (MIS) for better monitoring of the sector
 - Building the capacities of governments to ensure water security, such as water resource management and development, environmental protection and fair distribution of water.
 - Supporting governments in their coordinating role among the different stakeholders involved, for example in working with multistakeholder platforms
 - Capacity building of the government in human rights based approaches to programming.
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Pillar 3: Empowered & organized citizens for sustainable WASH

If individual citizens are empowered and educated on sustainable WASH, they become aware of how healthy hygienic behaviour improves their health, life and environment. As a result they will be more willing to pay for, use and maintain WASH services. But empowerment of citizens can mean so much more. Empowering citizens is also about organizing citizens and making sure their voice is heard. When citizens are organized, for example in a WASH committee or a Consumer Organisation, they can demand and negotiate for WASH services with the government as well as with the private sector. We make sure that the interests of all people, irrespective of gender, age, handicap, religion or ethnicity are being represented.

To empower and organise citizens, we focus on:

- Creating demand for WASH services. Especially demand for sanitation is not obvious as for generations people have been defecating outside. Raising awareness on the health and environmental benefits of sanitation and hygienic behaviour, such as hand washing or how to store water safely, is a valuable tool to encourage demand for WASH. Activities in this field are media campaigns (including advertisements) or community campaigns (including Community Led Total Sanitation programmes or promoting champions and role models) and sanitation marketing.
- Organising people in groups and providing insights in their WASH rights and responsibilities, for advocacy and for management of WASH services. For example a WASH association at community level can negotiate with their local government for extension of piped water to their community. Another good example is that organised citizens can decide to build a water system themselves, collect fees for building the system and maintenance, and train an entrepreneur to conduct the maintenance.
- Institutional WASH service provision. Provision of WASH services and hygiene promotion in institutions serve to create awareness and demand on WASH in the broader community, as well as creating other benefits such as less school drop-out if school WASH services exist. Under this pillar NGOs also work on providing communities with access to institutional and community WASH services directly, for example the provision of school WASH services and community WASH facilities such as sand dams in remote areas.

NGOs have a crucial role to play in developing the three pillars mentioned above and in making sure that the pillars are built according to FIETS sustainability principles. This includes a wide range of activities from including environmental aspects in WASH to training of entrepreneurs and WASH community groups to new technologies on Rain Water Harvesting and building sand-dams in water scarce areas. They are also vital to coordinate the cooperation between all the diverse stakeholders and function as independent brokers between the stakeholders.

While we envisage that in the future NGOs focus on a facilitating, supporting and coordinating role in the process of WASH service delivery by the three pillars together (public sector, the private sector and organised citizens), NGOs are currently also WASH service providers. Many governments are not yet in a position to provide institutional WASH, nor are households or communities always capable of paying fully for this service. Especially in remote areas, WASH facilities can sometimes not (yet) be financed completely by the community members, nor is the government capable of fulfilling this human right. In this case NGOs will also be service providers, while always trying to optimize the sustainability of the service, for example by realising maximum financial contributions from the government and the community.

Sustainability

All members of the WASH Alliance, many of which are NGOs, have a crucial role in the development of the three pillars, facilitate cooperation between the three pillars and stimulate that the three pillars are built in a sustainable way. Our unique FIETS Sustainability Approach ensures that WASH services will be sustained and will even scale up after our support has stopped.

The FIETS sustainability approach has five elements of sustainability: financial, institutional, environmental, technological and social sustainability. Special focus within our sustainability approach is the recognition of the interdependencies between water, energy, food security and climate change. In our work we highlight an integrated approach whereby we can manage the risks of water, energy and food scarcity, while realising inclusive green growth.

To fulfil this role as facilitators of change and promoters of sustainability, the WASH Alliance partners support other partners, the private sector and the public sector by:

- Training on all aspects of sustainability, so that we can plan for sustainable services, and together develop best practices and quality standards.
- Sustainability assessments, for example a landscape/catchment assessment to place WASH interventions in the wider context of the landscape
- Training on the use of new technologies for monitoring and reporting, such as the use of mobile phones and transparent paperless PME systems.
- Training on the roles and responsibilities of the public sector, the private sector and civil society and on how to build multi-stakeholder platforms. NGOs should be facilitators of change. Therefore we train them on their new roles of facilitating sustainable WASH service delivery in a system approach.
- Organising platforms in which civil society, private sector and public sector cooperate and where there is place for 'unusual suspects' as well. For example environmental NGOs making sure that WASH services are embedded in the natural environment and protect the environment should be at the negotiation table as well. At the same time knowledge institutes that do research on a specialized aspect of sustainability, should be able to share their insights.
- Continuous learning and innovation together. The world and technology around us are changing rapidly and we keep innovating together to apply these new technologies, new business models and tools for improving impact and scale and to bring down costs
- Advocacy on sustainable WASH service delivery and acceleration of WASH service delivery for impact.

FIETS Sustainability Approach



Financial sustainability

The guiding principle of financial sustainability is that continuity in the delivery WASH services is assured, because the activities are sustainably financed and do not depend on external (foreign) subsidies. Households pay for their own facilities and services. The private sector is promoted to deliver affordable WASH services, besides the government.



Institutional sustainability

Institutional sustainability can be reached when WASH systems, institutions and policies at the local level are functional and meet the demand of users of WASH services. We apply a multistakeholder approach to make sure that all WASH stakeholders at the local and national level know their own roles and responsibilities and work together. In this multistakeholder approach NGOs play a new role as facilitator of systems change and promoter of sustainable approaches.



Environmental sustainability

The principle of environmental sustainability is achieved when natural resources in the landscape on which WASH services are dependent continue to deliver their services and are not unduly impacted by the WASH interventions themselves. Therefore we agree to work with nature, placing WASH interventions in a landscape/catchment context (geographically bounded area (like river basins etc.)). We integrate 3R methods (retention, recharge and re-use) to stimulate the area's water buffer. We make sure that quality and quantity of natural resources improve rather than deteriorate. In addition, we ensure that there is sufficient water for multiple uses such as food production and livestock rearing. Through our environmental sustainability approach we link WASH to the water-food-energy nexus: for example by processing sludge into manure we contribute to food security, processing sludge to biogas for energy and applying 3R methods for increased (drought) resilience.



Technological sustainability

Technological sustainability of WASH services is reached when the technology or hardware needed for the services continue to function: they can be maintained, repaired and replaced by local people. Sustainable technology is affordable and does not deplete the (natural) resources on which it depends for its functioning. Sustainable technology is also disaster resilient. Special technologies are developed to include groups with special needs, such as the disabled. We also promote the use of new technologies for (mobile and online) monitoring and reporting, to increase transparency and for better management of services.



Social sustainability

The guiding principle of social sustainability is to ensure that the appropriate social conditions and prerequisites are realised to make sure that the current and future society is able to create healthy and liveable communities. Socially sustainable interventions are demand-driven, inclusive of the poor and marginalised, gender sensitive, culturally sensitive and needs-based. We advocate a gender approach, to make sure that women have equal access and are empowered to take part in management and decision-making on WASH. We select marginalised poor areas to work in, to have most impact.