

# Workplan 2018



## Background

The World Water Day campaign aims to inform and engage people worldwide to support and take action on water-related issues in various contexts.

The theme for 2018 is 'Nature for Water' and will show the potential of nature-based solutions for water and how they can be considered for water management policy and practice. The campaign is timely thanks to public discourse around sustainability and shared concern and conviction about balancing the three dimensions of sustainable development.

In addition to its goals of establishing water and sanitation as current and future priority issues, UN-Water has set the following operative goals for its campaigns:

- Inspire actions around the world to maximize awareness;
- Federate UN-Water Members and Partners' actions and thereby strengthen the voice of the UN system on sanitation; and,
- Increase the depth of knowledge on water-related challenges and links.

## 2018 objectives

- 1. Inform and inspire people to take action and share their personal connection to water and nature.**

*Target Audience: Public at large with a special focus on concerned millennials; the 'worried middle' (i.e those who are neither advocates nor disengaged).*

- 2. Increase policy makers' understanding of the applicability of nature-based solutions and galvanize actions toward their increased uptake.**

*Target Audience: Policy and technical advisors, national and local authorities.*

- 3. Encourage further research on nature-based solutions among academia and the business sector**

*Target audience: Researchers, donor community, business sector*

## Workplan

- 1. Inform and inspire people to take action and share their personal connection to water and nature.**

*Through a personal action-oriented digital campaign, UN-Water will provide information and engagement material available online. The campaign will inform people about the connection between water and nature and how nature-based solutions are applicable both on a structural and on a personal level. A website, fact sheet, audiovisual material, posters, social media cards and messages will be produced. The website will serve as a hub to showcase UN-Water Members and Partners' work and initiatives as information and inspiration. Relevant partners' initiatives and work will be supported through aligned engagement activities.*

### Activities:

- Produce digital material for information and engagement
  - Draft, edit and translate texts (six languages) for information material and posters; Graphically design digital material for information and engagement; research and produce stories to inspire the public; Graphically design promotional material (posters, banners, pins, t-shirts etc);

- Develop World Water Day website to the 2018 theme;  
Design and technically implement the website adaptation;
- Develop social media outreach  
Produce a social media kit; Produce a promotional animation; Reach out to networks on social media to engage audiences; Analyze results
- Provide public activation ideas;
- Identify and enter into relevant partnerships for celebrity engagement;
- Engage regional country offices/regional commissions in organizing activities
- Support the organization of a photo exhibit at the UN HQ in New York
- Organize a World Water Day event at the 8<sup>th</sup> World Water Forum in Brasilia.

**2. Increase policy makers' understanding of the applicability of nature-based solutions and galvanize actions toward their increased uptake.**

*In the World Water campaign, UN-Water actively supports Member States in the organization of national activities- especially by providing technical and policy input. Further, many stakeholders organize policy, technical or information- oriented events and use the World Water Development Report to feed the discussion. The pivot event with the launch of the World Water Development Report will be held at the 8<sup>th</sup> World Water Forum in Brasilia in addition to local and regional events where the report is also presented.*

**Activities**

- Organize a special session at the 8<sup>th</sup> World Water Forum to launch the World Water Development Report
- Inform the 8<sup>th</sup> World Water Forum participants about UN high level processes and especially the signals coming from the SDG 6 Synthesis Report 2018 on Water and Sanitation.
- Create powerpoint presentation on the WWDR to be distributed to organizers of events;
- Support and liaise with organizers of regional launches of WWDR;
- Prepare press release and coordinate media outreach;
- Coordinate interviews;

**3. Encourage further research on nature-based solutions among academia and the business sector**

*One of the main conclusions throughout the World Water Development Report 2018 shows that more research is needed on nature based solutions and their return on investment.*

**Activities**

- Special section in fact sheet on research needed
- Outreach to UN-Water's partners with big academic/research networks to spur the organization of activities/events

- Social media call for research
- Through storytelling on the website, tell positive stories about research leading to change

## BUDGET WORLD WATER DAY 2018



RESULTS/ACTIVITIES	BUDGET (USD)	LEAD UNIT	DETAILS	COMMENTS
<b>Results 1. People informed and inspired to take action and experience a personal connection to water and nature.</b>				
Produce, print and ship information and promotional kits to organizations/entities/institutions to celebrate World Water Day	3,000.00	TBC		
Draft, edit and translate texts for information material (3000 words)	5,400.00	WMO		
Produce and graphically design digital and promotional material and stories for information and engagement	5,000.00	UN-Water TAU		
Develop website for World Water Day 2018	3,000.00	UN-Water TAU		
Initiate public activation	-	Task Force		
Identify and enter into relevant partnerships for celebrity engagement	-	UN-Water TAU		
Engage regional country offices/regional commissions in organizing activities	-	Task Force		
Develop and implement social media outreach	3,000.00	UN-Water TAU		
Organize a World Water Day event at the 8th World Water Forum in Brasilia	10,000.00	TBC		
Support a photo exhibition and event at the UN HQ in New York	3,000.00	UN-Water TAU		
<b>Results 2. Policy makers' understanding of the applicability of nature-based solutions increased and actions galvanized toward their increased uptake.</b>				
Organize a special session at the 8th World Water Forum to launch the World Water Development Report	-	UNESCO w. UN-Water TAU		
Inform the 8th World Water Forum participants about UN high level processes and especially the signals coming from the SDG 6 Synthesis Report 2018 on Water and Sanitation.	-	UNESCO		
Liaise with organizers of regional launches of WWDR	-	UNESCO		
Prepare press release and media outreach	-	UNESCO w. UN-Water TAU		
Coordinate interviews	-	UNESCO w. UN-Water TAU		
Monitor and review	-	UNESCO w. UN-Water TAU		
<b>Results 3. Further research by academia and the business sector encouraged on nature-based solutions</b>				
Special section in fact sheet on research needed	-	UN-Water TAU		Covered in the drafting in information material
Outreach to UN-Water's partners with big academic/research networks to spur the organization of activities/events	-	Task Force		
Social media call for research	-	UN-Water TAU		Covered in social media kit
Through storytelling on the website, tell positive stories about research leading to change	-	UN-Water TAU		Covered in producing stories to inspiring the public
PSC	2,268.00			
<b>TOTAL</b>	<b>34,668.00</b>			

Task Name	Q4			Q1		
	Oct	Nov	Dec	Jan	Feb	Mar
1 Design digital and promotional material and stories						
2 Draft, edit and translate texts for information material						
3 Develop website for World Water Day 2018						
4 Outreach to UN-Water's partners with big academic/research networks to spur the						
5 Identify and enter into relevant partnerships for celebrity engagement						
6 Engage regional country offices/regional commissions						
7 Liaise with organizers of regional launches of WWDR						
8 Organize a special session at the 8th World Water Forum to launch the World Water						
9 Organize a special session to launch the WWDR						
10 Prepare press release and media outreach						
11 Develop and implement social media outreach						
12 Organize a World Water Day event at the 8th World Water Forum in Brasilia						
13 Support the organization of a photo exhibition and event at the UN HQ in New York						
14 Support UN-Water high-level intervention at 8WWF opening ceremony						
15 Coordinate interviews						
16 Monitor and review						

# Workplan 2018



## Background

The yearly World Toilet Day campaigns aim to inform and engage people and their communities worldwide to support and take action on sanitation-related issues. The campaigns offer a different focus every year. As the coordinator of the campaigns, UN-Water's specific objectives for the campaign are to: *i) Inspire actions around the world to maximize awareness; ii) Federate UN-Water Members and Partners' actions and thereby strengthen the voice of the UN family on sanitation; iii) Increase the depth of knowledge on sanitation-related challenges and links.*

## 2018: When Nature Calls

In 2018, the theme is 'When nature calls' and will focus on nature-based sanitation solutions. The theme is aligned with the 2018 theme for World Water Day. Where there is a lack of sanitation, human waste often returns to the environment untreated, affecting human health and degrading ecosystems. If we listen to nature, we can clearly hear the message that we need to rapidly improve the sustainability of our communities. This World Toilet Day, we will discover that by working in harmony with natural processes, we can find nature-based solutions to some of the sanitation challenges we face in the 21st century.

World Toilet Day takes place four months after the High-level Political Forum on Sustainable Development. UN-Water's SDG 6 Synthesis Report 2018 prepared as input to this event showed that the world is not on track to achieve SDG 6. 4.5 billion people lack access to safely managed sanitation and 892 million still practice open defecation. We know what we need to do to reverse this negative trend and nature is part of the solution.

The 2018 When Nature Calls campaign will be a 'multi' campaign, meaning it will involve multiple tiers of 1) campaign implementers, 2) campaign targets, 3) delivery channels and 4) tailored messaging delivered through those channels.

The campaign implementers will be:

- Primary (the UN-Water affiliated organizations represented on the Task Team, as they have a direct and driving interest in the campaign)
- Secondary (other members of UN-Water, most of whom should have relevant content and interest linked to various audiences and messages)
- Tertiary (other organizations not specifically affiliated with UN-Water, particularly professional or advocacy organizations at the global, regional and national lever who have large membership networks, including the International Water Association, the Water Environment Federation, and Global Citizen, for example)

The campaign targets are generally broken down into the 1) Public at large, 2) Policy makers and the 3) Engaged World Toilet Day community. Within these groupings we will sub-divide audiences roughly as follows:

- Politicians
- Business people
- Religious authorities
- NGOs
- Teachers
- Communities

- Households
- Media
- Young people

The delivery channels for messaging to targets will be articulated further according to the PESO model. These are (with related examples):

- Paid channels (less likely to be used, but an example would be if one particular organization and the resources to pay for an advertisement – the WTD Poster, for example – in a relevant publication)
- Earned channels (media coverage gained; see example of UNICS in activity list below; also, active media work by implementing organizations to get message specific coverage.)
- Shared channels (these include for example the official WTD website and linked social media properties where we all share content; a linked channel can also be the various e-distribution lists maintained by IISD, i.e. Water-L, SDG-L, etc. Another shared channel could be an event convened by multiple organizations, such as the New York WTD event itself.)
- Owned channels (our respective website, social properties, one-on-one message delivery opportunities via our Chief Executives, for example)

The tailored messages will be developed so that specific messages can be targeted for each objective to each audience by each implementer, considering also the global, national and regional aspects. These messages will inform collateral materials development and also activities, but they will not be prescriptive – more as a helpful guide.

It is anticipated that the above four aspects – implementers, targets, channels and messages – will be articulated, concretised and agreed by the Task Force during July 2018.

### Objectives for the 2018 campaign:

#### 1. Inform, engage and inspire people to take action on World Toilet Day

*Target Audience: Public at large*

- Create awareness that the world still has great sanitation and hygiene needs
- Create awareness of nature's role in managing sanitation and hygiene (what it can handle, what it cannot handle) and what happens after people go to the toilet
- Create awareness of the diversity of nature-based solutions for sanitation and hygiene
- Create awareness of the potential that exists in waste.
- Create awareness that people are part of nature, and therefore part of the solution (sub-target audience: influencers and celebrities)

Actions to promote include individual messaging and conversations, social media campaigning/sharing<sup>1</sup>, real-life convening, etc, using WTD collaterals and Nature-based solutions as an entry point to broader sanitation and hygiene issues. Examples, by some specific general audiences:

- Millennials and GenXers: See if you can create a campaign (video, GIF, meme) that goes viral about the importance of sanitation, and the role of nature (keep it safe) and people, as part of nature!
- Religious authorities: Help your congregants understand the health benefits of better sanitation and use your moral authority to encourage behavioural change.
- Business people: Join with environmental groups to demand ecologically and environmentally sanitation; ensure safe sanitation and hygiene at your own work

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<sup>1</sup> See these recent examples from Global Citizen for outreach to [Kenyan](#) and [Nigerian](#) officials.

place, including facilities for women to safely manage their menstruation and dispose of materials.

- d. **NGOs:** Look for win-win sanitation interventions that improve the lives of poor people while protecting the environment. Lobby government to operate proper disposal facilities for faecal sludge.
- e. **Teachers:** Ensure that environmental education stresses the importance of sanitation. Work to keep your school environment clean and safe.
- f. **Communities:** Join forces to demand sanitary services from municipal authorities; work together to ensure safe, environmentally friendly sanitation solutions. Help the poorest and least-able to benefit.

## 2. Inform policy advisors about the benefits of taking national and global action on promoting nature-based solutions for sanitation and hygiene

*Target Audience: Policy advisors and decision makers*

- a. Create awareness of technical nature-based solutions
- b. Create awareness of good governance for sanitation and hygiene
- c. Create awareness of nature being a part of SDG 6 but also, critically, of other SDGs, including SDG 14 on life below water (eliminating land-based pollution to water, including of faecal material) and SDG 15, Life on Land.

Actions to promote for policy advisors, politicians and decision makers:

- a. Fund and promote sanitation and hygiene programmes and safe, environmentally friendly solutions and technologies, whether low cost or high tech.
- b. Allocate specific public sector funds for sanitation and hygiene – at least 0.5 percent of GDP. Make the economic case for sanitation to your constituents and colleagues.
- c. Establish one national coordinating body that includes all relevant stakeholders, including people and ministries responsible for health, education, and gender equality as well as infrastructure, planning and finance.
- d. Protect water quality through better sanitation services and greater regulatory and enforcement capacity.
- e. Establish one national plan for accelerating progress to meet national sanitation goals. Increase the profile of sanitation and hygiene in national planning documents. Ensure that one institution has a clear leadership role for sanitation.

## Workplan

### 1. Inform, engage and inspire people to take action on World Toilet Day

*The world is not on track to achieve SDG 6 and the slow progress on sanitation is worrying. Building on the policy momentum from the HLPF, the World Toilet Day campaign will provide information and engagement material available online and from the UN information centers. A website, fact sheet, audiovisual material, posters, social media cards and messages will be produced. The website will serve as a hub to showcase UN-Water Members and Partners' and other stakeholders' work and initiatives as information and inspiration. UN-Water social media platforms will be used to showcase public activities. Further, World Toilet Day has a relatively engaged community of organizations marking the international observance through various activities. The organizations will be invited to share their best practical solutions if possible nature-based. Organizations and individuals can also share other success stories which will serve as a means to grow the community and in the light of the negative trend seen in the SDG 6 Synthesis Report celebrate success.*

## Activities:

### 1.1 Provide material for national/local events

- 1.1.1 Produce information and promotional digital kits available for organizations/institutions to download and take action on World Toilet Day.
- 1.1.2 Draft, edit and translate texts for information material;
- 1.1.3 Engage country offices to mark World Toilet Day.
- 1.1.4 Put up inflatable toilet in New York and produce and put up inflatable toilet in Geneva

### 1.2 Produce digital material for information and engagement;

- 1.2.1 Graphically adapt World Toilet Day website;
- 1.2.2 Technically implement the website adaptation;
- 1.2.3 Research and publish digital information on the theme;
- 1.2.4 Produce a social media kit;
- 1.2.5 Produce a promotional animation/infographic;
- 1.2.6 Graphically design promotional material.
- 1.2.7 Print promotional material

### 1.3 Provide media material

- 1.3.1 Produce an op-ed to share with UNICs through UNDPI.
- 1.3.2 Leverage assets including UN Water member own shared channels, such as the Huffington Post
- 1.3.3 Writing and publishing stories

### 1.4 Social media

- 1.4.1 Reach out to networks on social media to engage audiences;
- 1.4.2 Produce material with concrete actions for people to take.
- 1.4.3 Personal contact (Twitter direct messaging, for example, with celebrities and key influencers)

## 2. Policy makers engaged around the ideas that we know what to do (know, plan, act

*Through the support of policy related event(s), policy advisors and other stakeholders will be informed about the benefits of taking action on sanitation – both on a national and on a global level. Messages from the World Water Development Report on nature based solutions will be used as well as the SDG 6 Synthesis Report 2018 on Water and Sanitation.*

## Activities

- 2.1 Support the organization of an event in New York with the Mission of Singapore;
- 2.2 Produce and translate the fact sheet with messages from the World Water Development Report and SDG 6 Synthesis Report;
- 2.3 Promote other relevant policy related events.

## Budget for activities with direct costs\*

Results/Activities	Budget (USD)	Lead unit	Details/comments
1.1.1 and 1.3.3	5000	TAU	Information and promotional digital kits available for organizations/institutions to download
1.1.2	5000	WMO	Material translated for outreach
1.1.4	2500	WSSCC	Produce inflatable toilet

	for Geneva			
1.2.1-1.2.2	Website designed and technically implemented	3000	TAU	
1.2.5	Produce a promotional animation/infographic;	2000	WSSCC	
1.2.7	Print promotional material	1000	WMO	
1.3.1	Produce an op-ed	500	WSSCC	
1.4	Social media material and outreach developed; Results analyzed	4000	TAU	
2.1	Event organized in New York	5000	UNICEF	
	<b>TOTAL with PSC</b>	<b>29960</b>		

*\* Costs not covered through linked budgets such as engaging country offices that is done through Task Force members' core budgets.*

**Supplemental budget options for additional activities with direct costs (funding permitting).**

Results/Activities	Budget (USD)	Lead unit	Details/comments
Production of generic WTD radio spot for distribution as PSA through UNICs to radio outlets (and by TF members' own networks)	5000		
Production of promotional film	5000		
Print additional promotional material and ship to local organizers	3000		
Organize a local awareness-raising event in Geneva	3000		
Support to other events	2000		
<b>TOTAL with PSC</b>	<b>49220</b>		

#### **Timeline with milestones (in bold)**

- May, June: Develop **workplan, budget, timeline**
- July, August: First draft of visuals and ideas; Present elements at UN-Water Meeting; **Approval of workplan, budget, timeline by SPM**; Present and invite partners during Stockholm World Water Week; **Launch of website**; Send out save the date to country offices;

- September: Finalize **full promotional digital kits** and publish online; Engage country offices and UNICS; Build partnerships; **Produce op-ed**; Produce the inflatable toilet for Geneva;
- October: Plan **event in New York** and promote other events; Produce social media kit; **Produce animation/infographic**; Assist organizations;
- November: Place op-ed; Event held in New York;