***Agenda Item (title):* Report on 2018 World Toilet Day on Nature Based Solutions**
30th UN-Water Meeting – 31 January and 1 February 2019 – Rome, Italy

Background Brief prepared by: Task Force on World Toilet Day 2018

Main Issues of this Agenda Item:

- Report on World Toilet Day outcomes

Introduction / Background / Rationale (less than 200 words please)**:**

World Toilet Day 2018 focused on the theme of nature-based solutions under the slogan 'When nature calls'. Aligned with World Water Day on the same theme, the campaign aimed at informing people about the sanitation and hygiene needs and creating awareness of nature's role in managing sanitation challenges. It also aimed at informing policy advisors about the benefits of taking national and global action on promoting nature-based solutions for sanitation and hygiene. The campaign was coordinated by WSSCC on behalf of UN-Water and the Task Force consisted of ILO, UNDP, UNICEF, UNU and WHO with the external partner Toilet Board Coalition.

Progress Update (less than 200 words please)**:**

Increase in online conversations, reach and tendency toward social media engagement

The maximum potential reach (887 million people) increased with 15% this year and the online activity and authors also increased with 12% and 22% respectively. The UN family continues playing a central role in driving messages and conversations. For the second time in a row, India was the most active country online followed by the US, UK, Spain and Nigeria. There is a clear tendency from the public at large to move from organizing face-to-face events to having conversations on social media. This trend is also noted in other campaigns such as the Global Handwashing Day. This could indicate a future need to organize/encourage the organization of less but targeted events that allow reaching a policy-oriented audience.

Policy leadership by Singapore and India and effective partner collaborations

UN-Water, with UNICEF in the lead, assisted India and Singapore this year for the organization of a well-attended event for the Permanent Missions in New York and an exhibition on sanitation campaigns in the UN. In Geneva, Singapore engaged in the World Toilet Day rally at Place des Nations and in the event organized together with the Toilet Board Coalition and the SDG Lab. During the latter, the SDG 6 Synthesis Report framed the event and put a focus on a financing discussion between private sector (e.g. Nestlé and Firmenich), governments, and workers. Pakistan highlighted a need for an increased Member State interest and is considering organizing a G77+China event on the sanitation topic in 2019.

Proposed Action by UN-Water, if any:

N/A

Proposed Draft Decision, if any (less than 100 words please)**:**

N/A

Annexes : 5.1.1_Annex_WTD_2018_Social_Media_Report