



water for people

# THE ROAD TO SDG 6: IMPACT X 20

Water For People | Strategy Summary 2017-2021



# THE CHALLENGE



**4.5** BILLION PEOPLE

around the world don't have access to adequate sanitation.



**266** MILLION HOURS

are lost every day by women and girls finding a place to go.



OVER

**800,000** PEOPLE DIED

last year from water-related diseases.



**2.1** BILLION PEOPLE

around the world don't have access to safe water.



**200** MILLION HOURS

are lost every day by women and girls to sourcing water.

See where we get all of our facts: [waterforpeople.org/facts](https://waterforpeople.org/facts)

## THE WATER FOR PEOPLE RESPONSE

It is an exciting time for Water For People as we train our efforts on the most difficult task of all in the fight to end water and sanitation poverty: bringing our model of sustainable, quality services to scale.

Even as we continue to prove the Everyone Forever model at the local level, Water For People will work to advise national governments and help develop programs for sustainable services across whole countries. These efforts – from the ground up and the top down, respectively – feed into the scaling of systems-based, long-term change in water and sanitation services at a global level, aligned with Sustainable Development Goal 6: *ensure availability and sustainable management of water and sanitation for all* (SDG6).

## OVER THE NEXT FIVE YEARS

Water For People will leverage our 25+ years of experience and demonstrate global leadership to help the water, sanitation, and hygiene (WASH) sector achieve Sustainable Development Goal Number 6 (SDG 6). This includes an even greater impact in the countries where we work as we implement and deliver the road to SDG 6.

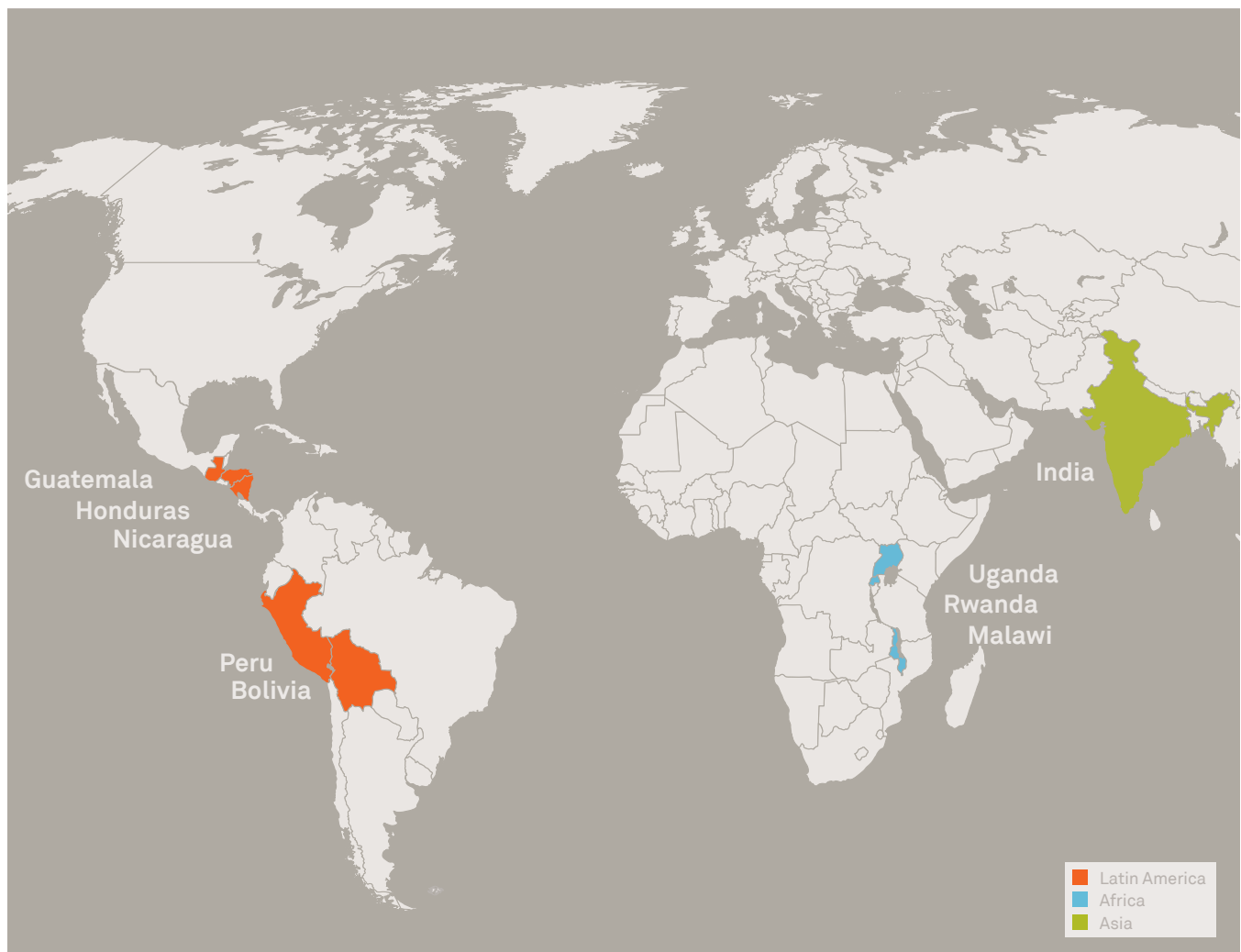
## HOW WILL WE INCREASE OUR IMPACT

For Water For People, impact is delivering sustained access to quality drinking water and sanitation services by strengthening the network of institutions and markets that support their functioning.

Through the new strategy, we will increase our impact within nine countries by ensuring access to lasting, quality water services. This strategy will demonstrate Everyone Forever in a broader range of contexts, from district level to national level. Together with our collaborative efforts to advise and influence other actors and national governments, this work will multiply our impact *20 times*, from 4 million to more than *80 million people*.<sup>5</sup>

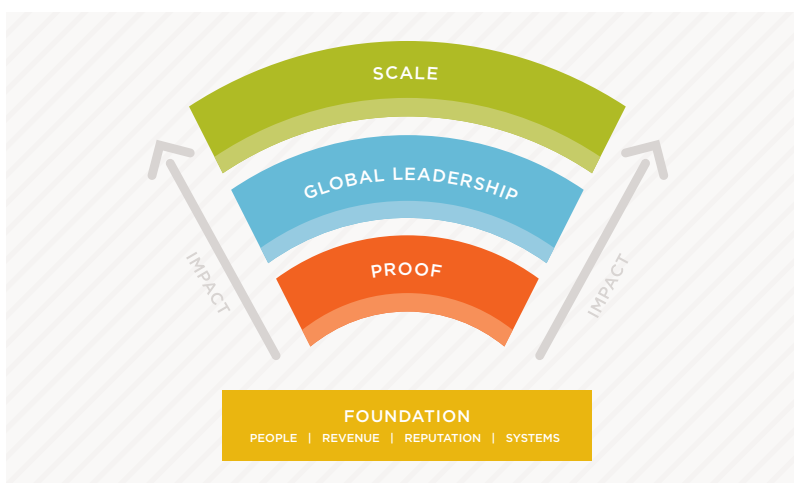
We know that every dollar invested in improved water and sanitation services yields an average return of \$5.00 in economic productivity.

## WATER FOR PEOPLE AREAS OF OPERATION



## STRATEGY 2017-2021: IMPACT X 20

The overarching goal from 2017 to 2021 will be to increase our impact in alignment with SDG 6 through three distinct strategies: *proof*, *global leadership*, and *scale*, summarized in the graphic below. Our ability to successfully implement this strategy depends on the strength of our organization, which continues to grow within four foundational domains: people, revenue, reputation, and systems.



- 1 Proof – 4.0 Million People Impacted:** By 2021, we will be working in 40 districts and will ensure 4 million people are directly impacted with access to lasting, quality water services. Every community in 18 of the our districts will have reached the important Everyone milestone.
- 2 Global Leadership – Collaboration for the SDGs:** We are building our capacity to proactively describe and share our experiences externally. This will allow others to benefit from our work and allow them to accelerate their programs that are also focused on reaching SDG6.
- 3 Scale I – Replication of Everyone Forever to impact another 3.5 million people:** Through our dedicated collaboration with national governments and other organizations, we aim to ensure an additional 3.5 million people have access to lasting, quality water services by 2021.

**Scale II – National Advisory for 80 million people:** We are working directly with national governments in four countries to strengthen the systems that ensure water, sanitation, and hygiene service delivery at national and district levels to achieve SDG 6. The combined population of these four countries (Uganda, Rwanda, Bolivia, and Peru) will exceed 80 million by 2021.

**Scale III – Sanitation for 2 million people:** Our sanitation work uses business approaches and market forces to reach scale. This includes testing various ideas in different phases: idea testing, market testing, and finally scaling. We will improve access to sanitation services for over two million people by 2021.



For more details, see p. 25: Appendix C

**Scale IV – Strategic Advisory Services:** Water For People is establishing a new department to leverage our knowledge and experience. We will offer advisory services to a broad range of clients, to enhance their capacity to provide sustainable WASH services.





### SUSTAINABLE DEVELOPMENT GOAL 6 (SDG 6)

In 2015, the United Nations Millennium Development Goals (MDGs) were superseded by the Sustainable Development Goals (SDGs), a more ambitious set of targets that all 193 United Nations member states have committed to achieving by 2030. SDG 6 – “ensure availability and sustainable management of water and sanitation for all” – essentially brings the world into alignment with Everyone Forever, laying the groundwork for Water For People to transition from “disruptor” to global leader through this new strategy for multiplying our impact.

At the global level, our voice is strongest as part of the [Agenda For Change](#) collaboration, which currently includes Water For People, WaterAid, IRC (water, sanitation and hygiene [WASH] sector), Aguaconsult, the Osprey Foundation, CARE, Water For Good, SPLASH and Welthungerhilfe. We are hopeful this collaboration will rapidly accelerate the pace of change in the WASH sector and prove a powerful force for achieving [SDG 6](#)!

### CONCLUSION

We know that sustained access to lasting, quality drinking water and sanitation services improves health and education, and drives economic productivity. This is especially true for women and girls. Getting girls to school and women to work and away from fetching water is critical to their empowerment, to sustainable development and to the global economy. There is an estimated 5:1 benefit:cost ratio for every \$1 invested in improved water supply and sanitation, and on average, women invest 90% of their income back into their family’s health, education, and well-being (by comparison, men reinvest only 35%, on average). But much work lies ahead if the world is to achieve SDG 6. Increased investment in water and sanitation from the 193 signatory countries must be paired with more official development assistance. We cannot afford to waver from the path of sustainable and high-quality water and sanitation services for all. *This strategy will get us there faster.*

“As we head towards the 2030 SDGs and the Uganda Vision 2040, we know we have challenges to ensuring the provision of sustainable WASH services, which can provide reasonable levels of service for everyone in Uganda. I look forward to continue working with Water For People, to find ways in which services can be provided and sustained in specific districts, but more importantly, throughout Uganda.”

**Engineer Aaron Kabirizi**

*Director, Directorate of Water Development,  
Ministry of Water and Environment, Uganda*



“From its earliest days, Water For People has blazed a new and innovative trail in the water and sanitation sector and in NGO\* effectiveness and accountability. It’s been a remarkable journey, and this refreshed strategy represents yet another step forward as we tackle the audacious and noble goal of ending water and sanitation poverty for everyone, forever. In my travels to Water For People programs around the world, I’ve seen the impact of Water For People’s hard work and thought leadership come to life in the eyes of people making life better for themselves and their children through better health, more economic opportunity and sometimes, simple dignity. Our shared humanity compels us all to keep going and increase our impact in any way we can.”

**Elisa M. Speranza**

*Former Board Chair*



“Water For People is a highly effective NGO\* that’s poised to expand its impact over the next 5 years. By working closely with communities, governments, and the private sector, Water For People catalyzes the delivery of long-lasting water and sanitation services at large scale. That systems-building approach makes Water For People a change agent and leader in the growing effort to serve Everyone, Forever.”

**Louis C. Boorstin**

*Managing Director, Osprey Foundation*



\*NGO = non-governmental organization