



DESTINATION 2030

— LONG-TERM VISION AND 10-YEAR STRATEGY —
EXECUTIVE **SUMMARY**



EXECUTIVE SUMMARY

THE CHALLENGE

We have less than 10 years to ensure that everyone in the world has access to lasting and safe water, sanitation, and hygiene services, and thus meet Sustainable Development Goal 6 (SDG 6). Over two billion people remain unserved and the standard and sustainability of existing services is inadequate.¹ We are even losing momentum with the COVID-19 pandemic, and are facing major threats like climate change, armed conflict, and racial inequality.

We are making progress, but not fast enough. Our mission is to reach the over two billion people who do not have quality lasting water, sanitation, and hygiene services and we need political leadership to work with us so we can achieve this and move more families out of poverty, improve women's safety and societal status, reduce child mortality, get more kids – especially girls – in school, and increase job opportunities and income generation.

The solution lies in government-led systems with strong private sector support. Governments have the scale, financial muscle, and legitimacy to deliver water and sanitation services to everyone, forever. We envision a world where governments, businesses, and civil society have the skills, funding, and people to provide these services. Water For People and IRC are working to strengthen these systems.

A STRONG ALLIANCE



Water For People and IRC have worked with each other and with government, private sector, and civil society partners for the past decade. We have long shared a mission to create strong and resilient local and national water, sanitation, and hygiene systems. We have now created a formal alliance that brings our complementary strengths, experience and resources together. Between us we have more than 80 years of experience as a global resource center, implementer, sector influencer, and chosen partner of local and national governments around the world. Our joint agreement strategy will be reviewed and updated annually and when organizations join the alliance. We are also designing a process to support our existing branch offices become independent organizations and alliance members if they so choose.

The value proposition of our alliance is that we can have a far greater impact by 2030. An alliance of strong global organizations can adopt innovative methods, leverage country-level expertise and move more quickly to ensure everyone has safe and sustainable water, sanitation, and hygiene services forever (SDG 6). We will constantly challenge ourselves and adapt to changing circumstances. We welcome partners, particularly in countries or regions where we do not yet have a presence, to join our alliance.

¹ United Nations Children's Fund and World Health Organization 2019, 2020 and 2021 reports.

LONG-TERM VISION AND STRATEGY

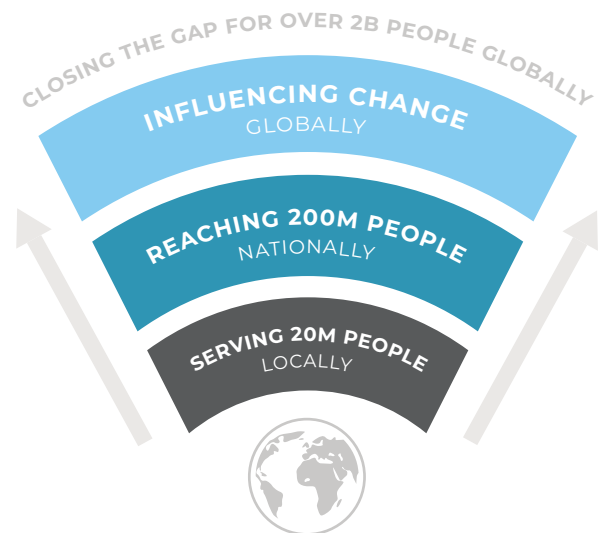
Destination 2030 is our shared vision and strategy for how we will work for the delivery of safe water and sanitation services to everyone at community and country level, and in the global development arena. Our strategy was developed by diverse global teams, local to the countries where we work, and they will implement it, drawing on our expertise and legitimacy to act as drivers and agents of change in local systems.

Destination 2030 is underpinned by an expansive mindset and 10X thinking whereby we will move beyond incremental progress and drive exponential advances in service delivery globally.

Our work in at least 20 countries will generate evidence and models for others to adopt. Simultaneously, we will seek additional partners, particularly in countries or regions where we are not yet present, to join our alliance.

Our mission is to significantly improve the quality of life for more people globally over the next decade. We successfully used 2010 to 2020 to develop our impact models and theories of change and test and refine them.

We will now use 2020 to 2030 to radically increase our impact while tripling our annual investment in water and sanitation systems. We have defined three interconnected **impact pathways**.



1. LOCAL IMPACT

We will seek to achieve universal services by strengthening local water, sanitation and hygiene systems and investing in over **150 partner areas to improve services for 20 million people by 2030**.

2. NATIONAL IMPACT

We will scale efforts at national level to strengthen water and sanitation systems and improve services for more than **200 million people in at least 20 countries by 2030**.

3. GLOBAL IMPACT

We will challenge the status quo, influence leaders, and support people and partners to change the behaviors, relationships, and power dynamics that perpetuate inequity. We will influence and help bring about transformational change in how services are provided for over **2 billion people who still lack safe water and sanitation across the globe**.

HOW WILL WE DO IT?

We have identified six desired outcomes to achieve both the Human Right to Water and Sanitation and our Impact Targets.

1. **High level political will** for universal and sustainable access to water and sanitation services drives accelerated progress toward SDG 6.
2. **Key actors have the capacity** to improve planning, service provision, and regulation.
3. **Secure finance for the sector achieves SDG 6** and increases the value of public and private investments in resilient water, sanitation, and hygiene.
4. **Citizens demand higher levels of service**, more can pay their rates, and there are subsidies for those who cannot pay.
5. **Collective action drives transformative change** through stronger and more effective partnerships within and beyond the water, sanitation, and hygiene sector.
6. **Organizational change supports Destination 2030.**

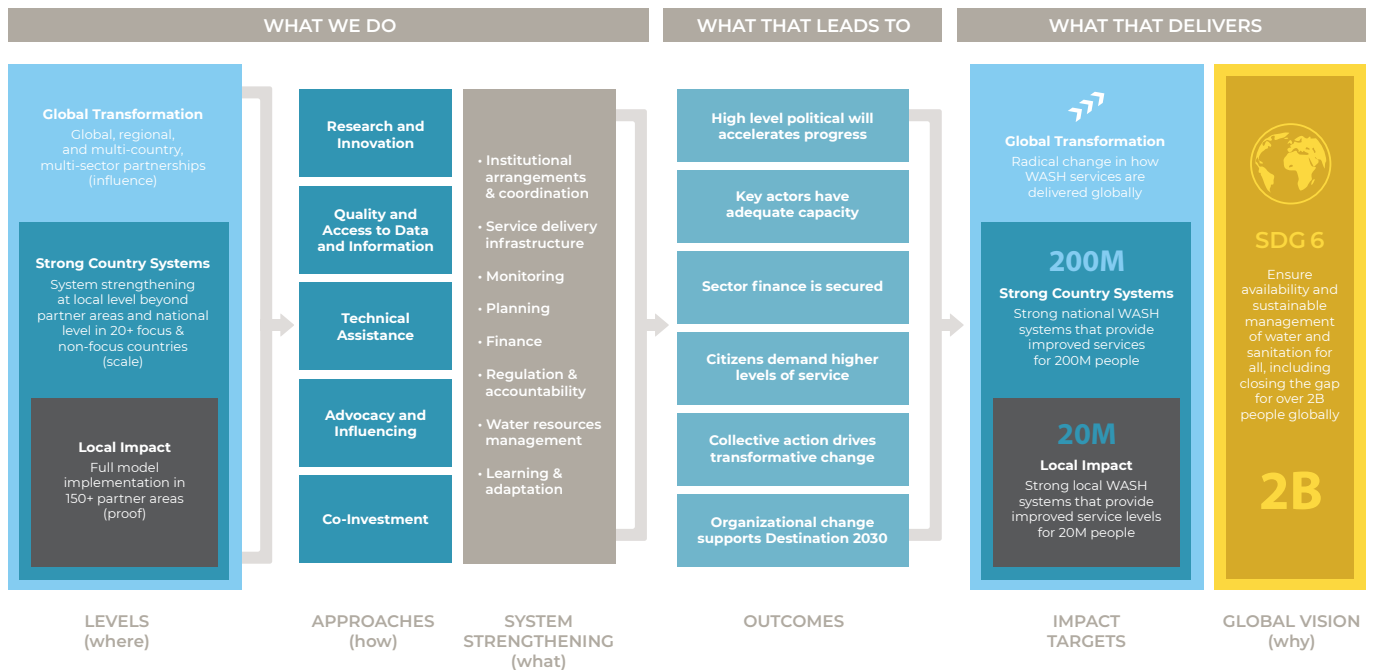
AMBITION AND ACCOUNTABILITY

We are accountable for achieving the Impact Targets set out in Destination 2030. We will therefore collect and publish data with governments at local and national levels, and with international agencies and partners on systems strengthening and service delivery. Our Impact Targets by region are summarized in the subsequent table.

By 2025, other partners will have joined the alliance and we will be working in at least 20 countries by 2030. We have defined growth plans to jointly invest US\$ 100 million/year by 2030 to achieve Destination 2030. Our growth will come from both our current donors and new donors from foundations, corporations, individuals, and bilateral and multilateral government authorities/agencies. We will put more effort into institutional funding opportunities and flexible funding to fill gaps not covered by targeted grants or contracts.

Destination 2030 is ambitious and exciting, yet attainable. We will stretch, grow, and lead the water and sanitation sector with our bold goals and progressive thinking. We are looking forward to accelerating and expanding our pursuit of sustainable water, sanitation, and hygiene services for all.

THEORY OF CHANGE



A theory of change is a method that explains how a given intervention, or set of interventions (What We Do), lead to a specific development change (What That Leads To), and result in identified outcomes (What That Delivers). In the Water For People and IRC context, our Destination 2030 theory of change helps guide the development of sound and evidence-based program strategies along our three impact pathways: **local**, **national**, and **global**.

Our approaches using research, innovation, data, technical know-how, advocacy, influence, and co-investment of rate payers and government all help strengthen the WASH systems in which we work and seek to improve. The intermediate outcomes lead to greater impact through people reached with improved services at the local, national, and global levels – our 2030 long term outcomes. This is all done with an unwavering focus on SDG 6 that is closing the gap for the 2+ billion people in the world that still live without sustainable water and sanitation services.

DESTINATION 2030 IMPACT TARGETS BY REGION

Region	Alliance National Impact Targets ^a	Alliance Local Impact Targets			
		Districts, Municipalities, Blocks ^b		Cities and Towns ^c	
	Population	#	Population	#	Population
Africa	80M	26	8.0M	14	2.0M
Asia	20M	12	1.8M	5	1.8M
Latin America	3M	36	0.6M	46	0.9M
TOTAL in current focus countries	103M	74	10.4M	65	4.7M
<i>Targets in new areas and countries^d</i>	97M	18	3.6M	7	1.3M
		92	14M	72	6M
Global Impact Goals	200M	20M			

Notes:

- a** National Impact Targets consider contribution through scaling approaches and models in non-partner areas at the local level (using current populations).
- b** Partner area populations are based on area-wide goals for water and sanitation services and current populations.
- c** Numbers for cities and towns exclude locations that overlap with the partner area populations. When including overlapping locations (in India, Ethiopia, Bolivia, and Rwanda) the targets are over 80 city and towns and 6 million people.
- d** An average of 200,000 people per district or per urban area was assumed within new areas, which is based on average populations in Africa and Asia although expansion may occur in other regions as well. Specific locations will be selected based on criteria developed in the planning process.



DESTINATION 2030

LEARN MORE AT: [Destination2030](https://www.destination2030.org)
[#Destination2030](https://twitter.com/Destination2030)

