



The **WASH** Foundation

# Global Strategic Plan

## 2022-2032



### Our Vision

We see a world where people are healthy and thriving because of improved access to adequate safe water, sanitation, and hygiene resources and services.

### Our Mission

We will improve the quality of life of vulnerable populations through increased access to safe water, sanitation, and hygiene. We will accomplish this by working in partnerships to strengthen policies, systems, infrastructure, financing, and health-seeking behaviors while empowering women and underserved communities.

### Principles

#### PRINCIPLE 1:

Fresh water is a finite and vulnerable resource essential to sustain life, development, and the environment.

#### PRINCIPLE 2:

Water development and management should be based on a participatory approach involving users, planners, and policymakers at all levels.

#### PRINCIPLE 3:

Women play a central part in the provision, management, and safeguarding of water.

#### PRINCIPLE 4:

Water is a public good with a social and economic value in all its competing uses.

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## Our Purpose

Our focus will remain on improving access to safe drinking water, sanitation, and hygiene throughout schools, health centers, and communities, especially at the household level, while centering women, children, and other vulnerable populations in our efforts. The WASH Foundation will also prioritize the efficient utilization and conservation of water to enhance water security in the communities we serve.

## Our Theory of Change

We posit that the global water and WASH crisis is not due to a lack of water alone but also results from poor policies and management that reflect a low level of government capacity, combined with inadequate financial investments, poor infrastructure, competition between various interest groups, a lack of citizen action, and the exclusion of women in decision making. Therefore, strengthening capacities at various levels is key.

We believe that if change happens at these five levels, people will have access to safe water, sanitation, and hygiene. We must find ways to address these challenges if we wish to achieve the results, we have identified that can sustain the quality of life for communities through improved access to water and WASH.



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## BY CATALYZING SYSTEMS STRENGTHENING

If there are improved policies and governance of WASH at all levels and there is increased financing and appropriate technologies for WASH from Public and Private Sector sources, with heightened Corporate Social Responsibility, and improved and well-maintained WASH Infrastructure,

## AND BY EMPOWERING CIVIL SOCIETY, COMMUNITIES, AND WOMEN

and if there is greater engagement by Private Sector, Civil Society and citizen action and responsibility towards WASH, combined with women's inclusion, decision making, empowerment, and leadership in all matters related to WASH, while communities also ask for their entitlements, then we can achieve...

## WE CAN ACHIEVE OUR RESULTS

### RESULT 1:

Increased access to equitable, safe and clean water at the household level and in underserved communities

### RESULT 2:

Improved access and utilization of sanitary facilities and services by households and communities and a reduction in open defecation

### RESULT 3:

Improved essential hygiene practices, including menstrual health, at the household, and community level with access to soap, clean water, and sanitary pads

### RESULT 4:

Respond to WASH in emergency settings, while meeting the highest global guidelines, such as the SPHERE Standards

# Our Results Framework

## GOAL

Improved quality of life of vulnerable populations through increased access to safe water, sanitation, and hygiene.

### RESULT 1: WATER

Improved governance, financing, and infrastructure leads to access to equitable, safe, and clean water at the household level and in underserved communities.

#### IR 1.1:

Increase piped water in homes, schools, and health facilities in geographic areas that have the capacity to bring in piped water.

#### IR 1.2:

Implement new boreholes, rehabilitate old/broken boreholes and community water distribution sites.

#### IR 1.3:

Build local governance and community capacity, especially women's groups, to maintain water distribution sites.

#### IR 1.4:

Educate community leaders and families to store water properly and test for quality.

#### IR 1.5:

Increase deworming, rotavirus and measles immunization, Vitamin A supplementation, exclusive breastfeeding, and timely complementary feeding to reduce child morbidities and mortality.

#### IR 1.6:

Better water stewardship: Reduce the water footprint and discharge of hazardous chemicals in water intensive industries that are on watersheds and manage the watershed jointly as a shared resource.

#### IR 1.7:

Better water stewardship: Reduce the water footprint of water intensive agriculture, especially water intensive crops.

### RESULT 2: SANITATION

Improved governance, financing and infrastructure leads to access and utilization of sanitary facilities and services by households and communities.

#### IR 2.1:

Build or rehabilitate facilities to reduce open defecation.

#### IR 2.2:

Increase access to safe and culturally appropriate toilets.

#### IR 2.3:

Using a CLTS approach, educate on reducing open defecation, proper disposal of feminine hygiene products, and fecal waste.

#### IR 2.4:

Increase capacities and improve practices to accommodate sewage/fecal sludge/wastewater management.

#### IR 2.5:

Efficient and effective governance of sanitation systems at all levels.

### RESULT 3: HYGIENE

Improved governance, financing and infrastructure leads to essential hygiene practices including menstrual health in schools, health centers, households, and at the community level.

#### IR 3.1:

Provide education and resources on hygiene practices and infection prevention and control (e.g., menstrual hygiene management, hand washing in schools, health facilities, communities, and households).

#### IR 3.2:

Educate and reduce cultural barriers around menstruation.

#### IR 3.3:

Improve access to feminine hygiene products.

#### IR 3.4:

Provide access to hand washing stations and hygiene supplies.

#### IR 3.5:

Strengthen hygiene practices by trained birth attendants.

### RESULT 4: WASH in Emergencies

Communities are prepared for disasters, and local agencies can respond to WASH needs in emergency settings in line with the Sphere Standards (i.e., internationally recognized common principles and universal minimum standards in humanitarian response).

#### IR 4.1:

Disaster Response and Preparedness Planning with a focus on WASH in communities.

#### IR 4.2:

Provide access to safe water, sanitation, and hygiene during emergencies in line with SPHERE Standards.

#### IR 4.3:

Track waterborne disease outbreaks in coordination with governments, UN agencies, and local NGOs to distribute therapeutic foods and supplements.

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## Governance

There are several approaches we will need to undertake to contribute to improving the governance and policy environment wherever we choose to work. While this is contextual and depends on the geography in which we undertake our work, we will begin with local governance, given that we intend to focus on greater localization and to be closer to the primary beneficiaries.

We will seek a better appreciation for the complexity of planning, budgeting, and coordination that is involved, along with a better understanding of the delivery challenges. Our approach will require that we work from a better evidence base that provides objective, accurate, and timely information on costs, timescales, benefits, and risks. Our ability to align stakeholders' different views and incentives will also be crucial to both project delivery, constant learning, collaborating, and adapting while engaging in policy formulation that can be advocated for at the provincial and national levels.





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## Financing for WASH

Microfinance is one tool that can act as a catalyst for the private component of blended finance, and when it can also be effectively paired with government subsidies, it can accelerate water and sanitation access. While we will engage with microfinance for WASH, we recognize that governments should encourage their financial sectors to prioritize socially oriented microloan products through regulations to enable larger proportions of low-income populations to access WASH.

Water Financing Facilities also have real potential to be part of the solution for decreasing the financing gap in the water and sanitation sector in several countries by leveraging tariffs, taxes, transfers (development aid), and releasing private finance to the sector. Accordingly, we will choose only those markets, typically emerging economies, where there is a potential to establish and scale private investments in WASH.

We also see an opportunity to apply innovative financing approaches to develop climate-resilient WASH systems. These financing approaches include new forms of bonds (including green, catastrophe, and resilience bonds), microinsurance, results-based financing, favorable taxing strategies, and green climate funds and facilities.

## Infrastructure

The WASH Foundation will catalyze a proper WASH asset management policy and strategy, especially at the local levels and with local government and communities. Such asset management policies will identify the objectives and principles that will guide asset management in communities and at the local and district/province level. It will stress the benefits of asset management to the communities, local government, and the private sector by helping them have local policies that address the following elements within the local context.

### Community-Focused

We shall promote community benefits - that is, the supplementary social and economic benefits arising from an infrastructure project that is intended to improve the well-being of a community (e.g., local job creation and training opportunities, improvement of public spaces within the community, promoting accessibility for persons with disabilities, etc.).

### Risk-Based

It will strive to meet or exceed all regulations, benchmarks, and requirements related to the management of assets. It will adopt a risk management approach in planning to minimize the impact of climate change, public health crises, and other systemic shocks.

### Service-Focused

It will designate focal points for asset management research centers and prepare and convene regular stakeholder meetings to discuss how asset management practices can be further improved to benefit communities. It will report regularly on the assets and asset performance. The governing body will provide the highest quality of service to citizens under the given circumstances, with the available resources and in line with relevant national laws and norms.

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## Forward-Looking

It will focus on long-term solutions rather than short-term affordability or convenience. It will continue to improve the asset management practices and systems to ensure quality services to the communities with a strong focus on maintenance of assets by the community and local government.

## Value-Based

It will provide value to all stakeholders by adopting good financial asset management practices in the annual budget and medium and long-term fiscal expenditure plans.

## Transparent

The policy will encourage open and effective management and reporting of public assets as part of civic duty. It will aim to reduce all forms of misuse, abuse, or corruption related to the management of public property.

## Partnerships

We will encourage enhanced partnerships and collaborative frameworks by:

- Partnering with existing, well-established, and renowned WASH organizations that are already implementing comprehensive WASH programming on a large scale and are better positioned for significant funding.
- Convening diverse stakeholders around common results.
- Joining coalitions and alliances.
- Stimulating policy, implementation, and technical dialog through our communications strategy.
- Leveraging resources, capacities, networks, and social movements for WASH and influencing partners to prioritize people's rights to water and sanitation.



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## Focus On Women and Girls

Women and girls will benefit at higher rates and in unique ways from access to safe, reliable, and sustainable water security, sanitation, and hygiene:

- ▶ Such access frees up more of their time for education and employment, reduces their vulnerability to gender-based violence, and provides more privacy and dignity.

- ▶ Lifting this time burden through on-site water access will improve their well-being and mitigate vulnerability to gender-based violence and free up girls' time for uninterrupted schooling, women's time for agriculture, work, and entrepreneurship, and women's and girls' time for engaging in social activities that support their mental and emotional well-being.

- ▶ Female-friendly latrines that include facilities for menstrual hygiene management in schools can improve the learning environment for students and the work environment for teachers, who are predominantly female in many countries.

- ▶ Women's roles and expertise are equally important in natural resource management issues like watershed protection and management. Particularly in indigenous communities, women often hold important traditional knowledge about managing, allocating, and using water and land resources.



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## Geographic Focus

In line with current WASH data, the following regions and countries have been identified as strategic priority by multiple donors, with funding anticipated for continued water and sanitation programs.

### AFRICA

Burundi, Cameroon, Chad, the Democratic Republic of Congo, Ethiopia, Ghana, Kenya, Liberia, Malawi, Mali, Mozambique, Sierra Leone, South Sudan, Somalia, Tanzania, Uganda, Zambia

### ASIA

Afghanistan, Bangladesh, Cambodia, India, Indonesia, Kazakhstan, Lao PDR, Nepal, Pakistan, Papua New Guinea, the Philippines, Sri Lanka, Tajikistan, Yemen

### LATIN AMERICA

Colombia, Ecuador, Guatemala, Nicaragua, Peru, Venezuela

### MIDDLE EAST

Iraq, Lebanon, Palestine, Syria

### CARIBBEAN

The Dominican Republic, Haiti

### NORTH AMERICA

Canada, Mexico, United States

EUROPE  
Ukraine

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