Sustainable Development Goals: Rotary’s Greatest Challenge

Presentation to: Motor City Zone Institute

September 11th, 2015

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Water & Sanitation Rotarian Action Group
Millennium Development Goals (MDGs), established in 2000, to build a safer, more prosperous and equitable world by 2015

Goal 1: End poverty by 2015

Goal 2

Goal 3

Goal 4

Goal 5

Goal 6

Goal 7

Goal 8

GOAL 7: Reduce by 50% the proportion without access to:
- Safe drinking water
- Safe sanitation
In 2000, 1.2 billion people lacked access to water, 2.4 billion to sanitation:
Much has been done by hundreds of organizations to achieve the MDGs:

- Drill boreholes
- Build pipelines
- Dig wells
- Rainwater Harvesting
- Latrines, toilets
- Solar disinfection
- Dams, ponds
- Provide filters

![Graph showing water and sanitation access in 2000, with 2.4 billion for sanitation and 1.2 billion for water.](image-url)
And much has been achieved in getting access to safe water. But much more is needed to increase access to sanitation.

- **Drill boreholes**
- **Build pipelines**
- **Dig wells**
- **Rainwater Harvesting**
- **Latrines, toilets**
- **Solar disinfection**
- **Dams, ponds**
- **Provide filters**
Despite investment of billions of dollars and millions of hours, few projects have achieved lasting impact:

<table>
<thead>
<tr>
<th>Inappropriate Technology</th>
<th>Top down, too sophisticated</th>
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<tbody>
<tr>
<td></td>
<td>No trained technicians</td>
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<tr>
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<td>No spares, inadequate supply chain</td>
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<table>
<thead>
<tr>
<th>Inadequate Funding</th>
<th>Little understanding of costs</th>
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<td></td>
<td>Inadequate tariffs</td>
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<td>No revenue generation</td>
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<tr>
<th>Little professional management</th>
<th>No monitoring of performance</th>
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<td></td>
<td>No building capacity, changing behavior</td>
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<td></td>
<td>No “ownership” by community</td>
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<thead>
<tr>
<th>Little linkage to institutional environment</th>
<th>Local and government policies</th>
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<td>Counterproductive legislation</td>
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<td>No commitment from local authorities</td>
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Building on the MDGs, the international community is now focusing on Sustainable Development Goals (SDGs)

2030 SDGs

SDG 1: End Poverty
SDG 2: End Hunger
SDG 3: Healthy lives, well being
SDG 4: Quality education
SDG 5: Gender equality
SDG 6: Sustainable water & sanitation for all
SDG 7: Sustained economic growth
SDG 8: Gender equality
SDG 9: Quality education
SDG 10: Healthy lives, well being
SDG 11: End Hunger
SDG 12: End Poverty
Goal #6: Sustainable Management of Water & Sanitation for all by 2030:

- Universal, equitable access
- Access to sanitation and hygiene, especially for women and girls
- Reduce untreated wastewater by 50 per cent
- Increase water-use efficiency
- Integrate water resource management
- Sustain water-related ecosystems
- Strengthen capacity of local communities
Rotary is responding to this emerging challenge

**Areas of Focus**
- Complementing Rotarian Action Groups (RAGs)

**Promoting Peace**
- Fighting Disease
- Clean Water & Sanitation & Hygiene
- Maternal & Child Health
- Education & Literacy
- Economic & Community Development

**“Wasrag” Water & Sanitation Rotarian Action Group**
- 1700 Rotarians
- 380 Districts

**Expertise**
- Feasibility/PPP studies
- Chase outside funding
- Matching clubs
- Technology guidelines
- Special programs – WASH in Schools
New strategies are needed in this changing environment if Rotary is to remain relevant:

- **Bigger Projects**: Collaborating with other clubs and non-Rotary sources can leverage big $$$ and resources.

- **Better Programs**: Focus on software, advocate for change, create economic value.

- **Bolder Initiatives**: Think beyond WASH, innovate, drive a holistic vision for the community.
Leading edge clubs are already thinking “Bigger”:

- Focusing on “Outcomes” – impact on the community -- not outputs.
- Thinking “program” not “project”
- Leveraging Rotary resources: other clubs, RCC, TRF, Rotaractors, ICC
- Teaming with other agencies, NGOs/CBOs, US AID, ONE DROP, WaterAid, governments
- Forming partnerships with the private sector
- Engaging the local authority
We must do “Better” to protect and enhance Rotary’s image:

- Conduct rigorous Needs Assessments
- Reflect local culture and values, foster local “ownership” of program
- Empower communities, ensuring involvement of women
- Focus on “software”: behaviour change, capacity building, community activation
- Engage ALL stakeholders in planning and decision-making
- Perform life-cycle analysis of all appropriate options
- Incorporate metrics, not “add-on” later
- Engage professional management
And, our programs must be “BOLDER”:

- Think financial, technical, institutional sustainability throughout
- View WASH as a means to a better livelihood, not an end in itself
- Innovate-change the way we think, the way we behave.
- Integrate other areas of focus: health, education, peace, maternal health, community and economic development.
- Implement a communications strategy at the outset: to donors, clubs, NGOs etc.
- Advocate changes in government policies and legislation - change the rules
- Support social entrepreneurship, create value in the community.
Wasrag can help you:

- Find a project and get started
- Provide a compendium of best practices
- Identify potential matching clubs and private sector partners
- Facilitate partnerships, attract donors
- Provide expertise in designing sustainable processes.
- Facilitate workshops to get commitment from stakeholders
- Design Monitoring and Evaluation processes
Rotary is leading the eradication of Polio:

- Created a global image as of Rotary as a humanitarian organization
- Co-opted other organizations: CDC, WHO, UNICEF

- SDGs are an opportunity to maintain that leadership

Are we Ready for this Challenge?
Wasrag is more than your resource for WASH, It’s helping Rotarians to transform communities:

Go to: [www.wasrag.org](http://www.wasrag.org)
Click on “Sign Up”