

Proceedings

Sustainable Sanitation Capacity Development Workshop on **Gender Equity and Communications**

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www.ecosanres.org



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(separate files on www.ecosanres.org/gender_communications_workshop_2010.htm)

1. Workshop Programme
2. List of Participants
3. Gender-related Reference Material and Sources
4. Current and Potential Funding Sources in the Regions
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Presentations and Resources

(separate files on www.ecosanres.org/gender_communications_workshop_2010.htm)

SUMMARY

Introduction

The Third Capacity Building Workshop for the eight ESR2 Knowledge Nodes and other resource centres focused on gender mainstreaming and communications for fund raising. This was held September 13-14, 2010 at the StayAt Hotel in Stockholm, Sweden. The activity had 32 participants. Day 1 and a small part of Day 2 were devoted to gender mainstreaming in sustainable sanitation, while the balance of Day 2 focused on communications for fundraising.

The purpose of the workshop was to present concepts, tools, and methods, while offering a forum for participants and their organizations to share experiences from promoting gender equity and communications for fundraising in the area of sustainable sanitation.

Gender Mainstreaming in Sustainable Sanitation

Approaches for Gender Balancing of Development

To start the workshop, the evolution towards the Gender and Development (GAD), concept was presented. To arrive at GAD the international community moved from the concept of Women and Development (WAD), which refers to women and development policies and processes, which in turn stems from the concept of Women in Development (WID). Thus, a wider perspective is now taken when we refer to gender balancing development which goes beyond the pinpointing of women's situation in the development process. GAD emphasises the social construction of roles and relations between men and women and includes other variables like age, socio-economic status and ethnicity.

Master Suppression Techniques

Another important concept discussed in the workshop was the Master Suppression Techniques identified by Professor Berit Ås, Norway. The Techniques were presented to raise awareness of methods used (consciously or unconsciously) by people higher up in hierarchies to keep others, particularly women, in inferior positions. A lively discussion followed the presentation and the fact that counter-techniques have been developed was flagged.

Sanitation Ladders

A review of different sanitation ladders was a core component of the workshop activities. Four different sanitation ladders (i.e. variations to the concept of progression in sanitation) were introduced, namely the so-called:

- Cost and Technology Sanitation Ladder
- Joint Monitoring Program Sanitation Ladder
- Functional Sanitation Ladder
- Participatory Sanitation Ladder

These ladders each have a different focus for rating the sanitation services, for example, from low to high cost, or with increasing functionality related to human health and the environment.

In the first step of a key workshop activity, the group examined each ladder with a critical eye to gender concerns. Divided into four smaller groups, workshop participants identified practical and strategic gender issues inspired by "their ladder". The practical ideas touched on how sanitation makes life easier and strategic ideas touched on the opportunity to transform gender roles in a given society through the sanitation planning and implementation processes.

Draft Scorecard from SuSanA Working Group 7b.

The subsequent issue on the agenda was aimed at enhancing the SuSanA draft “Scorecard for Concerns Related to Gender in Sustainable Sanitation” which is under development by SuSanA Working Group 7b. For the purpose of the workshop, it was slightly amended and reorganized so that the issues were listed under new headings and cross-correlated with the sustainable sanitation system definition developed by EcoSanRes, which includes:

- protecting and promoting human health
- not to contribute to environmental degradation or depletion of the resource base
- technically appropriate
- institutionally appropriate
- economically viable
- socially acceptable

Each group brainstormed around the practical and strategic ideas of the checklist as they relate to the observations made during the joint exercise concerning the four sanitation ladders. Thus, the number of issues brought up under each heading was increased to bring about wider concerns and more in depth observations. Though each group discussed different components of sustainable sanitation, the observation was made that gender concerns are cross-cutting. A clear conclusion was that the realm of sanitation as a whole is intimately coloured by gender.

Engendering Sanitation

It is a basic fact that toilet design must be sensitive to gender and other social needs. However, activities like decision-making, construction, operation and maintenance, as well as assisting other family members with toilet usage or the reuse of excreta products also fall along gender lines. This is also the essence of putting a gender perspective on sustainable sanitation interventions.

Workshop participants saw sanitation implementation as a strategic opportunity to influence gender equity and obtain better sanitation solutions. Projects should endeavour to employ inclusive participation methods, and provide gender sensitive information to result in the best design and implementation framework. There should be inter-gender dialogue and planning for all sanitation-related activities from operation and maintenance, to reuse of products, to behaviours when using the toilet, in order to equalize benefits and burdens of work.

In conclusion, participants observed that sanitation projects are promising opportunities to empower women. In sanitation projects, women can be encouraged to take leadership roles and play a greater part in decision-making. However, many needed changes in norms and attitudes may be more effectively addressed through activities beyond sanitation sector interventions, including income-generation activities and training to enhance independence and self-esteem.

Participants’ Experiences

Workshop participants, drawn from the EcoSanRes nodes and the Stockholm team, WASTE, IRC and their resource centres, had the opportunity to give presentations on their experiences working with gender.

A notable achievement from ECOTACT in Kenya was the construction of toilet malls with gender appropriate design features and merchant space where at least 50% of merchants must be women.

SNV in Bolivia helped formulate “The Guide to the Incorporation of a Focus on Gender Equity in Water and Sanitation Projects,” which was adopted as the official standard by the Water and Sanitation Sector in Bolivia.

CREPA in Burkina Faso did a study of women’s roles in the area of productive sanitation and documented daily activity calendars showing how women and men spend their time in the dry and rainy seasons.

ENPHO in Nepal conducts a gender assessment on each project. They have also built a special platform in some of their toilets where women can wash menstrual hygiene products.

Communications for Sustainable Sanitation Fundraising

Using Social Networking Sites

The Communication for Fundraising workshop began with an overview of digital tools currently available on the internet. The lesson included how to take advantage of applications like Facebook, but also how to create and maintain an effective institutional website.

The workshop also benefited from hearing a freelance journalist on the ways to connect with journalists and media to get an organization’s projects covered and exposed.

Participants presented some of their own successful strategies for communication. A popular method is the engagement of champions or well-known local figures to promote sustainable sanitation. SMS/text messaging is also an option for communication in some regions. Some participants stressed the need for better communication within the organization to be aware of activities of co-workers. Finally, the participants noted that digital media is not enough for effective communication. It is still important to organize face-to-face meetings with cooperating organizations and donors.

The subsequent discussions on potential donors, projects and fund raising also gave the participants an overview of where particular potential donors currently are located and their priorities for grants.

WORKSHOP PROCEEDINGS

Background

The EcoSanRes Programme and Stockholm Environment Institute hosted the two day workshop *Capacity Development for Gender Equity and Communications for Fundraising* at the StayAt Hotel in Stockholm, Sweden on September 13 and 14 2010. See Annex 1 for workshop programme. The event was organized by Marianne Kjellén and Cecilia Ruben, in pre-workshop consultation with the expected participants and particularly with the workshop facilitator Rory Villaluna, Streams of Knowledge.

Focus on Gender Equity

The first day's activities on the theme of gender included group work, presentations, and discussions to identify tools for working with gender.

Day One Introductions, Warm-Up, and Levelling of Expectations

Madeleine Fogde, Program Director of the EcoSanRes Programme at Stockholm Environmental Institute welcomed participants, including leaders and representatives of the knowledge nodes, members of allied international organizations and the EcoSanRes team members.

Madeleine explained that this was the third workshop organized by EcoSanRes for the knowledge nodes. Madeleine emphasized the importance of gender equity as a top priority for Sida and for development. Gender is emphasized in the Millennium Development Goals. Gender equity is a key factor in access to water and sanitation services. It was also reported that simultaneously with the workshop, members of the EcoSanRes team were in Geneva working with the United Nations High Commissioner for Human Rights on sanitation and water as a human right with links to gender-equity.

Madeleine introduced the workshop facilitator, Rory Villaluna, Executive Secretary of Streams of Knowledge and the Global Coalition of Water and Sanitation Resource Centre in Manila, Philippines, and praised Rory's capacity in orchestrating workshops.

Rory noted that EcoSanRes/SEI built the contents of the program based on survey results from the nodes about their needs and expectations. Rory asked that each participant introduce themselves, their idea of why gender should be discussed in sanitation, and formulate one particular expectation for the workshop.

Participants expressed different levels of experience with gender and sanitation. There was consensus that gender is a fundamental consideration in all stages of the sanitation planning and implementation processes. Participants noted the challenges of addressing gender issues in different cultural contexts. Many participants said they would like to learn what the other nodes and organizations are doing on the theme. Rory concluded that there is limited documentation on analysis of gender and sustainable sanitation. The concept of gender and sustainable sanitation needs further definition and development to determine what factors should be in place to sustain the gender focus throughout a project/program.

Rory gave a short lesson on how the concept of women and gender evolved through time. Initially, there was the concept of Women in Development (WID) which made women visible in the development process. Then the concept of Women and Development (WAD) came to the forefront, seeking to engage women in the development process. Currently, we operate

with the concept of Gender and Development (GAD), which seeks to engage not only women, but also men as actors in creating an enabling environment so that particularly poor women are part of the development process. GAD means that the discussion is not just about women anymore, but includes diverse gender interactions that cross-cut with factors beyond sex, including age, ethnicity and socio-economic status.

Revisiting Four Sanitation Ladders through a Gender Lens

Marianne Kjellén continued with a PowerPoint presentation of four sanitation ladders.

Marianne noted that gender perspectives differ between societies and cultures, and they relate to age, social status, and ethnicity. Both gender and sanitation roles change over time. Marianne asked that workshop participants think about gender perspectives as she presented each ladder.

The first ladder is the cost and technology sanitation ladder from the *UN Millennium Project Task Force on Water and Sanitation*. The ladder ranks different technologies like pit latrines, septic tanks, and sewer connections on a scale based on cost per person. Cheaper options are suggested to be more appropriate for rural areas and the more expensive choices for urban areas. Marianne mentioned that this ladder emphasizes engineering and technology, a male dominated field.

The second ladder comes from the *WHO & UNICEF Joint Monitoring Programme (JMP)* and is the JMP Sanitation Ladder. The four steps range from open defecation, to unimproved facilities, to shared facilities, to improved facilities, each accompanied by qualifying characteristics. Marianne noted different concerns for women at each step, for example the great vulnerability of women in situations of open defecation; women are left to care for infections associated with unimproved facilities; and long waiting time for women to use shared facilities.

The next ladder was developed by the EcoSanRes team, the Functional Sanitation Ladder. The ladder indicates increasing functionality of the technology through each stage from faecal containment, access, greywater management, pathogen elimination, nutrient reuse, nutrient containment, and finally integrated resource management. Marianne pointed out the inclusion of gender concerns, particularly in the “access” step of this ladder.

Finally, Marianne introduced the “Participatory” Sanitation Ladder from the *COSI Foundation for Technical Cooperation* in Sri Lanka. This ladder expresses the range of sanitation technology options in locally appealing drawings. The drawings begin with open defecation and then represent low-cost to higher-cost technologies. Marianne notes that this ladder touches on issues of organization at the community level affecting what level of technology can be achieved.

Sanitation Ladder Group Exercise

Marianne then introduced the first group exercise. The participants were split into four groups and each assigned a sanitation ladder. The groups were to identify and note the gender issues related to or inspired by their respective ladders. The issues could be practical, i.e. make life easier, or strategic, i.e. offer the opportunity to transform gender roles and relations.

Each group diligently discussed and deliberated over practical and strategic gender issues and then displayed their conclusions and findings to the entire group.

The following are some of the ideas that were commonly referred to, namely:

- **Pre-implementation:** Gender often plays a role in the decision to implement a facility at home. Women may need the toilet more because they are at home more frequently, while men may go to work; women may be more aware of the need for the family to have a toilet. However, men may control the resources, i.e. money and power to decide about construction, operation and maintenance, and potential reuse. One idea to overcome the challenges of private household decision-making is to turn sanitation implementation into a public issue and process so as to expose the actual needs.
- **Design:** Design should allow accessibility for all users, including women, also during menstruation, pregnant women, girl and boy children, disabled persons, and elderly people. Designers, engineers and builders are often men and may not be cognizant of needs of various users. Women have their special sanitation needs, but they are also responsible for helping young children, elderly, or functionally disabled people in their use of the toilet. Therefore, in order to properly address design considerations for all users, women must be consulted.
- **Implementation Process:** Information and access to information regarding sanitation solutions must be gender balanced. This will require enabling and inclusive participation of women. There must be a plan to balance gender benefits and burdens of workloads for construction, operation and maintenance and potential reuse.
- **Operation and maintenance:** Men and women may have different attitudes and behaviours regarding cleanliness in the toilets. It was noted that care of sanitation facilities is usually a woman's chore. The participants underlined the importance of defining responsibilities for operation and maintenance so as not to place undue burden upon women.
- **Empowerment:** Each step of the sanitation planning and implementation processes can be an opportunity for women and men to take on new roles and certainly an opportunity for women to take on leading roles. One consideration is a plan to encourage and support men to empower women.
- **Challenge:** With a limited budget, it could be tricky to apportion the money necessary to facilitate gender equity. Facilitators must be aware of potential for counter-productive effects of promoting gender equity, for example, a man beating his wife as a reaction to her new role.

Testing the sustainable sanitation interventions “checklist” with reference to gender

The next group activity involved the review and revision of a gender checklist, entitled *Checklist for Concerns Related to Gender and Sustainable Sanitation*, which is based on the SuSanA (Sustainable Sanitation Alliance) working group 7.b. scorecard. Annexed as number annexure 5.

The idea of a checklist is to maintain a gender focus in the planning and implementation of sustainable sanitation projects. The checklist is divided into six sections, each referring to different sustainability criteria included in the EcoSanRes definition of sustainable sanitation, including:

- protect and promote human health
- do not contribute to environmental degradation and depletion of the resource base
- technically appropriate

- institutionally appropriate
- economically viable
- socially acceptable

Then, participants were divided into six groups, each focussing on one set of the questions. Ideas and issues were picked from the previous exercise that had identified and noted gender issues in relation to the sanitation ladders onto post-it notes. Consequently, groups drew on their own ideas and those of the previous exercise to edit the checklist. The amended and newly created document (see Annex 6), which has an extended list of issues can then be used in different contexts in accordance with local requirements. It now carries the name Revised CHECKLIST.

Reports on Revised CHECKLIST

Subsequently, each group reported its modifications, which was done in PowerPoint by some. The suggested amendments have been included in the Revised CHECKLIST document, so that it reflects a richer perspective on gender issues and gender-relevant criteria.

In response to the economically viable suggestions, the workshop participants had numerous comments and questions. There was a concern about increased costs for the inclusive planning process and a suggestion that more of the available budget could be transferred to the planning process and soft-ware aspects.

The workshop participants were concerned with how households or communities would pay for the sanitation installations, in particular how is this done if initiatives generates income? It was suggested that with sanitation as a human right, the government should be responsible for ensuring access to sanitation services.

A short discussion ensued on the sustainability of government subsidized projects versus projects funded by beneficiaries themselves, like in the CLTS (Community Led Total Sanitation) approach. It was noted that in rural areas, the costs are often borne by the beneficiaries, while in urban areas, costs are often picked up by the government. The issue was also raised of how the work by people in implementing and managing sustainable sanitation systems can be considered in national incomes.

Rory brought the discussion to a close by explaining that a checklist has clear limitations, only asking yes or no questions. However, the idea is for the questions to trigger further planning or even be linked to guidelines or suggestions on how to develop a methodology for satisfying the aims of engendering sustainable sanitation. Economic viability is in part a concern that depends on the funding, i.e. if the government is subsidising or if the community is paying. There are many forms of subsidies including up-front micro-financing

There was an interest in addressing the issue of how to support women to be more effective in mixed community meetings. Betty said that in her experience, sometimes it is necessary to begin with gender separate meetings and then bring the groups together; the mixed meetings are then likely to be more successful.

Somebody queried if it is really as difficult to overcome cultural barriers as we imagine. Betty again offered an example of trying to change hygiene behaviours in rural Bolivia. They worked with women in hand and face-washing. When they followed up in the village, they found the men had beaten their wives for washing their faces. In their culture, the dirt on the

face signifies an important connection to the earth. Betty found that they must work with both men and women for acceptance of hygiene behaviours.

In conclusion, it was generally agreed that all of these issues are cross-cutting, from the technical systems, to organization and to implementation, and that applying a gender perspective is essential.

“Master Suppression Techniques” and Plenary Discussion

Cecilia introduced her presentation underlining that the inclusion of gender issues in sustainable sanitation will increase functionality and success of the systems. We must give a voice to both women and girl children so that they participate in decision making. The challenge is how to give them a voice within a given cultural context of gender roles. Throughout the world, women and men live in different realities, perceived from childhood.

First presented in the 1970's, Professor Berit Ås, Norway, identified the Master Suppression Techniques that are used most often to maintain the gender roles. The techniques do not refer only, however, to gender roles, but any situation where there are stronger and weaker actors, for example along the lines of ethnicity or class. By learning to recognize these techniques, women, and anyone downtrodden can start to break free from the suppression and learn to enhance equity.

The Six Master Suppression Techniques

1. Make invisible: when women are ignored or overlooked, reminding them they are inferior.
2. Ridicule: when women are criticized, rejected, or labelled based on their gender.
3. Withhold information: when men take up matters with other men on certain issues and for example women's domestic efforts are disregarded.
4. Damned if you do and damned if you don't: for example, feminists are blamed for high divorce rate, while other women are criticized for not being politically active.
5. Heaping blame and putting to shame: this is a sort of double punishment where women are ridiculed for thinking or behaving a certain way, perhaps because certain information has been withheld from them.
6. Force or threat of force: women in situations of dependence may be scared or forced into silence.

The group continued by discussing more specific counter-strategies. Effort must be made to include everyone in a group, i.e. if someone is quiet, ask them to speak up. Furthermore, when people say something, we should make an effort to remember what they say. Judy pointed out that some women are quieter to begin with so it is not just about the number of women that are present at a meeting that counts. Women should be encouraged to speak, be listened to, and action should be taken based on their views, when relevant. Quality of participation should be the focus, not just quantity, e.g. percentage of women on the board.

The group talked about logistics of meetings. Meetings must not be held in an all male sauna or at the bar after work. Harold pointed out that in rural Ghana when meetings are held, women are present at a rate of about 30-40%. However, they have to leave the meetings to prepare food and when they return, the important decisions have been made. Another problem is that women are continuously put in the same position in committees/boards, e.g. as treasurer, and rarely as chair.

The group agreed on the importance of working on the literacy barrier. Anicet mentioned that when meetings are held in Burkina Faso, the women sit at the back of the room facing away from the stage. The high illiteracy rate of the women makes it even more difficult to reach out to them and help them to participate. The CREPA node found that efforts to train women in things like masonry is very successful in empowering them to participate. Madeleine agreed that financing literacy along with WASH programs shows success for improving female participation.

Discussion on Actual Experiences of Gender Equity

Rory introduced the idea of the Asian Buffet, where you take the food you want, and leave what you don't want, as akin to the upcoming activity. Once back at the office, it was suggested that each organization takes the Revised CHECKLIST: Gender and Sustainable Sanitation and marks the ideas that they like and share with staff at all levels.

The group continued with a discussion on some issues of gender equity that they encounter in their work. Participants touched on low representation of women in planning or decision-making groups and the *perception that in some places there is a lack of qualified women for sustainable sanitation work*. Participants repeated the idea that even when women are represented, their participation may be low. Also, women are less frequently in leadership roles and are perceived to have less upward mobility because they have to balance family responsibilities with work.

The group discussed how to break down barriers for women's participation. They noted that the way gender cross-cuts with ethnicity and class makes a difference in the perceived gender role. Rory pointed out that a rural and uneducated Chinese woman's gender role is likely very different from Lingling's, who has earned her PhD and been successful in her career. Several members agreed that healthy female role models like former Chilean President Michelle Bachelet empower women. The group also concurred on the idea that with education, roles of both men and women start to change. Harold mentioned that in Ghana, upper class men share in household work, while uneducated men do not even know how to change a diaper.

Closing of the Day and Quick Survey of Organizational Resources

At the end of the day participants gathered to reflect on the deliberations of the previous sessions.

Participants discussed the issue of quality versus quantity in participation, i.e. the merits of including a specific number of women/men in different forums versus finding effective persons or ways to support effective participation of available persons. The issue of supporting persons to become effective in new arenas was also highlighted, and representatives from Costa Rica shared experiences of building confidence among marginalized women. This included training in basic areas such as literacy and business skills, but also in more strategic areas such as negotiation skills and emotional control.

During this wrapping-up, participants were also asked to fill in a questionnaire on the gender-related resources of the organizations of the participants. The results of this quick survey are available in the document:

Gender Equity Considered on Second Workshop Day

One of the documents available at the workshop was the “Report from gender-based speaker time counting and survey of participants’ perceptions at SuSanA plenary meeting.” During the 4 September 2010 SuSanA meeting, EcoSanRes members tracked the amount of time that males and females spoke. They also surveyed the audience to gauge perception of male and female participation. The survey results and comparisons are available here:

Examples of Good Gender Practices

Some nodes and organizations gave seven to ten minutes presentations of their experience and good practices with gender issues.

Joep Verhagen, IRC, Netherlands

Before coming to IRC, Joep spent ten years working in India with gender issues, partnering with various women’s organizations. In the last seven to eight years, gender slipped from the IRC agenda, since the inception of the Gender and Water Alliance (GWA), which has taken gender to the forefront. GWA works on monitoring gender sensitivity, gender mapping and gender audit.

The premise of the GWA is that good WASH programs take gender into account, and supporting information can be found in English, French, Portuguese, and Spanish on their website www.irc.nl.

Joep had found that it was difficult to get women to come to meetings, because they had no time. Yet, when women were given the opportunity to talk or make decisions, they came up with useful technical solutions. One issue that came to the forefront was menstrual hygiene management. However, there could not infrequently be negative consequences when women were encouraged to speak up, because their husbands could beat them.

Joep said that women’s empowerment starts outside the WASH sector. Perhaps the greatest first step is to influence women how they perceive their own position in society. Finding a way for women to earn some income also makes a difference in their own lives, and for their family.

Joep was asked about the change in balance of power when women make an income and if men feel threatened. Joep responded that he worked in an arid agricultural region, where any income improvement was so critical that men quickly would recover from feeling threatened. Another question was what happens to domestic duties when women spend time on earning money. Joep responded that unfortunately domestic work would often go to daughters, but sometimes men would take over some responsibilities.

Finally, Joep commented that it is everyone’s responsibility to mainstream gender issues. It is common for organizations to assume that another organization or a gender specialist is working on gender equity and then the question is easily forgotten.

Judy Nyokabi, ECOTACT, Kenya

In Kenya, ECOTACT investigated the situation of sanitation on the basis of gender and found that men have greater access to water and sanitation. In poor areas, open defecation and flying toilets are common and particularly dangerous for women. In slum area schools they found that the ratio of latrines for boys was higher than the number for girls.

ECOTACT works in schools and slums by building toilet malls. The malls include in addition to eco-toilets, merchant space and water supply. The idea is to promote human dignity by looking holistically at the objectives of behaviour change, cleanliness and gender appropriate design. The female side of the mall has large mirrors, baby-changing tables, and sanitary bins. Sanitary supplies and snacks are available at the merchant space on the female side. ECOTACT employs a female cleaner for the women's toilets in the interest of safety and comfort of the women. ECOTACT found that more women are using the toilets than men.

In the merchants' space, ECOTACT's guidelines require that at least 50% must go to women entrepreneurs. Currently, 60% of the space is run by females. ECOTACT also created a committee for community level management of the ecotoilet malls, and the committee includes women.

Dan Lapid, CAPS, Philippines

Dan opens by explaining that gender equality is quite high in the Philippines. He said that hearing the Master Suppression Techniques yesterday he reflected that many of the techniques are used on men in the Philippines. Rather than gender work, Dan highlighted some of the other achievements of CAPS.

In 2009 CAPS developed the Philippine Sustainable Sanitation Framework, which influenced the 2010 Philippine Sustainable Sanitation Roadmap. The Roadmap in turn impacted the Department of Health's National Sanitation Plan 2010. In 2009, CAPS hosted a symposium on Sustainable Sanitation in connection with the East Asia Ministerial Conference on Sanitation, with delegates from 13 countries. They all signed the Manila Declaration to promote and adhere to sustainable sanitation principles and approaches. CAPS is also conducting research on urine reuse, school sanitation, and emergency sanitation.

Betty Soto Terrazas, SNV, Bolivia

Betty began by saying that her organization works with many technical issues and that gender equity is like a distant star in the sky, which they are trying to reach for. While most authorities are sensitized to the importance of gender, they struggle to implement gender sensitivity at national and local levels. The knowledge node in Bolivia works with the local and national authorities responsible for sanitation policy. As the only female member of the working group, she endeavoured to establish the importance of working with gender in water and sanitation projects.

After many long discussions, the group came up with a plan for putting a gender focus into operation during water and sanitation projects. However, there was no funding to formulate an official document. Instead, Betty organized a group of people willing to write the document *pro bono*. The writers gathered local information, including the experience of organizations working with gender and their methods and methodologies. They looked at existing materials for gender and sanitation projects and they elaborated indicators for monitoring and evaluation.

After many meetings to revise the document, the final product became available as "The Guide to Incorporate a Focus on Gender Equity in Water and Sanitation Projects." The guide includes criteria for each stage of the project, including pre implementation and investment, during implementation and post implementation.

The document was officially adopted as the standard for the Water and Sanitation Sector in Bolivia.

**James Gao and Lingling Zhang,
CWA, China**

James wanted to share a mixture of accomplishments from the node, pictures from the node, and the situation of gender and sanitation in China. He began by saying that women make up 22% of Congress in China and noted that they are not elected. Domestic violence against women is a problem in China. However, James thinks that women are gaining a stronger position in Chinese society.

James noted both that excreta reuse has a long history in China and that in some rural places people share their toilet space with their household pigs.

For CWA, it is important to focus projects on health and water-borne diseases and to meet the MDGs. The node conducted many communications projects and women were especially instrumental in these projects. CWA is managed by four female executives. They also try to include at least one-third women for international delegations. However, there is a need to increase the number of women on the Board.

Meanwhile, CWA held seminars on sustainable sanitation and participated in sanitation conferences. They trained NGOs, and held expert panel meetings aimed at sharing with media concerns about sustainable sanitation. They are working on curricula and textbooks for undergraduate university students.

Anicet Kyansem, CREPA, Burkina Faso and Niger

Anicet began by explaining that Burkina Faso has a population that is 52% female but only 20% of the national government is female. In rural areas, women are a pillar of social and family life, but they are represented by only 3% in the local political bodies. Boys are preferred over girls in decisions of who to send to school. Girls often have to stay at home or help with the family business.

When CREPA began their work, they had not considered gender. EcoSanRes suggested it should be a component of their work. CREPA began with a baseline study of women's roles. They found that women rarely have spare time to go to meetings. The women that make meetings a priority are usually better educated. From the study, CREPA constructed an annual calendar showing how women spend their time during the dry and wet seasons. They developed special tools for educating women.

Anicet explained that CREPA employed a communication manager to work with women. From the communications perspective, the women gained a voice and expressed how they could become involved in the sustainable sanitation work. CREPA discussed details of implementation with the women like farming techniques, and how to design soak pits. They included women in the building process, carrying bricks to the masons. In the municipality of Munyu, women receive income from ecological toilet projects. In another case, women persuaded the municipality to include sanitation in the budget.

Anicet concluded by identifying three efforts that improve both gender equality and success in the sanitation sector, namely: providing education to women and girls; creating opportunities to earn an income; and teaching women and girls to understand their human rights.

Brenda Achiro, NETWAS, Uganda

Brenda said that in Uganda, most of the water-related Ministers are women. The EcoSanRes node in Uganda is part of the National Sanitation Working Group. When the node was launched, they held the ceremony in a school, and the female Minister of Water was present.

In one of their ecosan projects, NETWAS trained masons and farmers, six were female farmers and 20 were male. NETWAS conducted baseline studies to inform the sector of current conditions. They took the information they gathered to the government, and local organizations. Currently, the node is studying safe excreta handling practices.

An important demonstration project for NETWAS was a Fossa Alterna emptying event. They invited local government, schools, media, and NGOs. Participants were generally very surprised, even shocked, to see that what came from the pit looked just like soil. Attendees were given bottles of the sanitized soil to take home with them.

Bhushan Tuladhar, ENPHO, Nepal

Bhushan reports that 40% of the ENPHO staff is female and 50% of their board is female. On each project the node conducts, they do a gender assessment. ENPHO involves women in planning and educational efforts. In one project, they published the sanitation experiences of local women. While the node thought the women would want to remain anonymous, the women instead chose to have their names and a photo published.

ENPHO teaches women to do water-quality testing, as well as point-of-use water treatment. They are aware of gender needs in the design of the ecological toilets as they include a special platform, where women can wash their sanitary cloths. The platform is elevated and has a water tap while the water drains to the anal cleansing pit. In addition, ENPHO focuses efforts on promoting biogas toilets, where the gas is used for cooking. Gas cooking eliminates smoky indoor air that previously caused many health problems for women.

General Discussion

Following the presentations, Rory opened the floor for questions and the discussion. The workshop participants congratulated Dan and CAPS for their Manila Declaration at the East Asia Ministerial Conference on Sanitation and Hygiene. Dan clarified some of the work that went into achieving the Declaration. Dan said that his organization did a lot of promotional work with ministries before the conference. The draft was reviewed in the conference plenary, so it is something that each ministry and organization can take ownership of. They also cooperated with the Philippines' government who sent out the draft to all ministries before the conference.

The group discussed the difficulties and benefits of working with other sanitation organizations to achieve large agreements like the Manila Declaration or even smaller forms of cooperation. Sometimes, there is a lack of information sharing or even hoarding of information amongst organizations. Sometimes organizations have conflicting views on the best sustainable sanitation models.

Cecilia pointed out that perhaps there is a vacuum of information and the sector must strive to share information better. Dan and Rory emphasized that even if organizations specialize in different models or methods, one should not lose sight of the bigger picture. We all work for

sustainable sanitation, and we need to include as many stakeholders, male and female, in the process as possible.

Communications for Awareness-raising and Public Advocacy Fund-raising

Presentation of the Nodes' Expressed Needs

To change gears in the workshop from gender to communications and fundraising, Cecilia summarized the needs expressed by the nodes in a survey conducted prior to the workshop. In the area of awareness raising and public advocacy, the nodes are considering how to seek complementing campaigns and possibilities for financing. The nodes also want to address how to strike a balance between producing open-source information materials and knowledge documentation versus curricula and training modules. Some of the latter activities may generate income for the nodes in the form of consultancies. The nodes are also interested in learning about the technological competence required for the latest applications like website construction, Facebook, twitter, etc.

In the area of fundraising, the nodes had six important topics they wanted to address, namely:

1. Developing a communications strategy as a tool for fund-raising
2. Identifying target audiences for fund-raising
3. Keywords or buzz words for effective fund-raising interventions
4. Aligning one's organisation with other organizations' funding raising
5. Mapping and canvassing potential sources of funding
6. Interactive support to conceptualise effective platforms for collaboration.

An Overview of Digital Tools

Ian continued with a session on how to use internet and popular digital applications effectively. He said that virtual tools are an important resource to utilize as internet continues to increase in speed and availability. Now Internet is also available via mobile phones in some places. Social media applications that will be explained in further detail, are gaining popularity for business use. These digital tools provide greater transparency and higher visibility for organizations and businesses. They also allow organizations to identify and reach new target groups.

Facebook, Twitter, YouTube, and Flickr are some of the largest applications available on the internet. On Facebook it is possible to create both a private and a "work" profile and keep friends and professional acquaintances separate.

Twitter is not as widespread as Facebook, but it fills a certain niche for sharing important information instantaneously and directly via sms/text messages.

YouTube provides a forum for sharing videos. An organization can even create their own channel and users can subscribe to the channel, and make comments.

Flickr is one of several photo sharing websites and may not be the definitive site. While Flickr connects to Yahoo email accounts, Picasso, for example, connects to gmail accounts.

When it comes to creating web space, Yahoo Groups is a simple option. The EcoSanRes Yahoo Group has 723 members. A Yahoo Group is easier to manage and moderate than a website and allows for commenting via emails.

Ian showed the audience the SuSanA website and emphasized the importance of having a website for an organization, however simple. These days, an internet search is the most common first step for people to learn if an organization exists and what they do.

The essential information to include on the website is who you are, what you do, where you are and how to contact you. The next most important thing for a website is to keep the content up to date. Ian's top hint is to keep the front page clean.

When considering what kind of a host to get for the website, there are three options: internal hosting, external free hosting and external paid hosting. Internal hosting requires a permanent internet connection and necessary hardware equipment, but also IT support for maintenance. The organization has complete control over content and access. External free hosting is low cost and requires no in-house IT support. However, external free hosting has many restrictions, may provide a long or confusing web address and may stop being free after some time. External paid hosting offers a high level of control and few restrictions. The host may be located outside of your home country and provide high-speed access. Buying a web address could be as cheap as five to twenty US dollars.

Presentations of Selected Examples of Technical Tools from Participants

Rory opened the floor for short presentations from participants and discussion. The discussion touched many topics. James Gao began by presenting the success of his personal blog which receives 300,000 visitors per month. His secret is posting new and diverse media like pictures, video clips, and fascinating stories regularly. This keeps people coming back. Occasionally, his posts are censored by authorities and this also keeps people interested and returning to the site. Although the CWA site does not receive as many visits, he refers frequently to the site on his personal blog, which works as advertising.

Rory suggested that when organizations are reporting on communications activities, they leave out the time and money spent on internet communications. It was also noted that in order for digital media to make sense, the target audiences must have a habit of using them in order to have success in the outreach activities.

Participants discussed the benefits of "champion building", i.e. when an organization partners with an influential person, preferably a woman, so that this person with high status speaks on behalf of the organization and its aim to promote sanitation in the public arena. This can be a fruitful approach for finding supporters. In fact, in some cases the champions offer their own financial support in addition to being a "poster name". Judy described that in Kenya they worked with a comedian to write songs and work in schools teaching about sanitation. At a water event in 2006, they met Miss Kenya 2006 and she was convinced of the value of the work that ECOTACT was doing and has worked with the organization since then. The strategy is to choose the champion carefully and to support their success in order to help the organization.

The group touched on the importance of optimizing communication to stakeholders via the internet. The important people to reach with internet communications are: potential champions, media, staff of international organizations, potential and present donors and potential and present partners ranging from other organizations to government. The group identified some problems with communication in the sector. One problem is keeping strategic information from leaking to other organizations alternatively the hoarding of information and

knowledge, so that not enough information is shared within a particular organization. Digital knowledge management can help resolve these problems.

It was emphasized that digital media may not be enough. The sanitation sector should also create opportunities to share in person. Brenda described “reflecting sessions” or “lessons learnt meeting” that they hold at NETWAS in Uganda. Many organizations and allied persons are invited to the meetings to share successes and challenges they have met in recent work. The sessions are organized as non-threatening and the agenda can be set by participants. Nelson offered the idea of giving incentives to share information. For example, organize a magazine and then hold competitions for people to write about environmental initiatives they are working on. They receive compensation for their article.

Brenda discussed using sms/text messages as a communication tool in Uganda. Currently, farmers can send a text message to buyers when they have a product to sell, or customers can sms the utility companies when they have a problem with their service. NETWAS is looking at ways to utilize sms in their own work. Viju warned against information overload for recipients and to be careful in not creating spam situations.

Engaging Media: Suggestions Presented by Helena Wannberg, free-lance journalist

Following lunch Helena presented information on the sanitation sector’s relationship with the media. “How can we engage the media?” was the question Helena Wannberg asked in the beginning of her presentation. Journalists tell stories, she stressed. They must first identify the story. This is what people in the sanitation sector have to remember, so that they “feed” the journalists with the correct and useful information that can be the basis of a story.

She cited the famous book “The Big Necessity” by journalist and author Rose George as an illustration of good story telling, carefully capturing important information from the sanitation field in different parts of the world. Helena reiterated that media stories must reflect reality, with stories from real people. Furthermore, media stories must be written in a language that people of all walks of life understand. “Don’t get caught up in the language of your field of expertise, when trying to tell stories. Tell stories in a way that people from other fields can understand.”

Questions and Answers

Helena was asked what media she would recommend to contact and the response was that it depends on the intended target audience. A good thing to do is to start with your local media outlets and befriend a journalist there. Another idea is to link to recent articles or events. Helena stressed that you cannot expect journalists to present precisely the angle that you prefer. It is clearly the choice of the journalist.

James raised the idea of shooting a documentary film and presenting it in a big film festival. He also reported that there are Chinese, who are willing to go abroad to explore such possibilities. The Excreta Index, a film documentary on sustainable sanitation, was mentioned as an already existing product of this kind. Helena suggested that television has a very short memory. It is OK to repeat, even if it is from different angles. Also, she added, ten short articles are better than one long article.

A question was asked about the existence of journalist groups working on sustainable sanitation. It was suggested that contact be made with environmental journalists’ associations.

Funding Source Discussion

The group decided to amend the schedule and to discuss current funding sources. Elisabeth reported on the Vaxholm Fundraising Workshop. She said that the workshop consolidated information on knowledge sharing and two concrete project proposals were prepared. The proposals are for the EU call for Anglophone Africa (SEI) and Francophone Africa (IRC). She added that there were questions of doing a joint India and China proposal. Upon further discussion, Cecilia mentioned that SEI is submitting a separate India-focussed tender to Sida in October.

Current and Potential Funding Sources in the Regions

An additional feature was added to the workshop programme, namely an inventory of the participating organizations' current and potential funding sources. The table that was the result of this exercise is attached as Annex 4.

CONCLUDING SESSION

Observations on EM

The use of effective microorganisms (EM) was questioned, e.g. there were worries about the use of EM from Japan in Kenya and Ethiopia. The response to this was that the use of EM becomes important as an alternative to produce chemical fertilizers, which are expensive and pollute the environment.

The Way Forward

Rory Villaluna asked participants to brainstorm on things to be done in the future at the national, regional and international levels following the workshop.

Closing Remark: Marianne Kjellén reiterated the inadequate gender sensitivity in policy and planning processes. She asked participants to bring up activities that they think would strengthen gender issues in the future. She also promised participants that a report of the workshop will be sent to them for comments.

Discussion and Recommendations Regarding the Way Forward

Climate change: Viju reported that climate change has not been taken into consideration in the race towards the MDGs. He proposed that participants should join the already existing IRC WASH Climate Change group. Viju also stressed the need to target and better understand the private sector.

It was proposed that SEI should channel the message of sustainable sanitation to CSD. Also, proposed was the preparation of a group manifesto to lobby governments. SEI can provide a letter head for this purpose.

Action research: It was stressed that more action research is needed to improve existing systems. A good example is the considerable need for research on sustainable sanitation for the disadvantaged groups, i.e. inclusiveness of the disabled and sick people.

Films: The use of local journalists to produce sanitation films and documentaries was suggested to be cheaper and better than the use of European, i.e. Dutch journalists. The YouTube film on micro enterprises and sanitation in Kenya (in English) was suggested as a good example. Verele has provided the link to this film on YouTube and it is found in the annexed listing of References. See Annex 3.

Picture deleted

Activities for Future Action

- ESR team prepares workshop proceedings and circulates them to the participants
- Sustainable sanitation “thought piece”: ESR nodes should prepare a sustainable sanitation thought piece. This will be led by Marianne. Other participants interested in working on this include: Madeleine, Cecilia, Nelson, Judy, Rory, Viju.
- Film: feedback needed from Jack Sim of World Toilet Organisation, who has produced a 40 minutes long film.
- Photo contests like the one that has taken place in India organized by SCOPE
- The IRC WASH climate change network
- Target private sector: solicit support from World Business Council on Sustainable Development (WBCSD)

- Sanitation Safety Plans: SEI is part of the team that is preparing Sanitation Safety Plans, which are along the lines of the Water Safety Plans prepared under the guidance of WHO. (See Water Safety Plans at http://www.who.int/water_sanitation_health/dwq/wsp170805.pdf)
- Group manifesto: a document or statement that could be attached to the thought piece and addressed to major water and sanitation donor agencies and funding agencies. Viju and Almaz will work on this.
- Concept note: already existing on rules, roles and responsibilities (the three Rs). Who does what? What money is in the flow? What are the stumbling blocks? Which groups are not served? Marianne will send out the concept note to participants for comments

(Link: research idea for sanitation study on Rules, Roles & Resources doc)

Funding Sources

A discussion on leads to funding sources could favourably be continued. As a start, a table, indicating current and potential funding sources, which should be helpful for future discussions. See Annex 4.

Workshop Closing

The workshop was formally closed by the facilitator Rory Villaluna, who thanked all participants for their important contributions to the discussions and input in the form of describing best practices from around the world.