

# Sustainable Development Goals: Rotary's Greatest Challenge

**Presentation to:  
Motor City Zone Institute**

**September 11<sup>th</sup>, 2015**

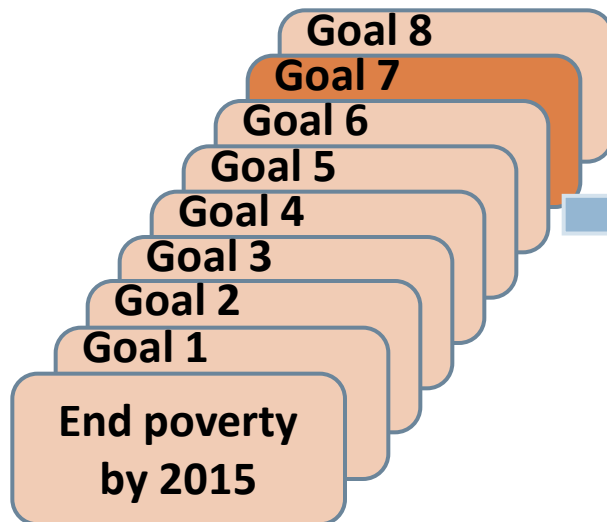
**F. Ronald Denham, Chair Emeritus  
Water & Sanitation Rotarian Action Group**





**Millennium Development Goals (MDGs), established in 2000, to build a safer, more prosperous and equitable world by 2015**

**2000**



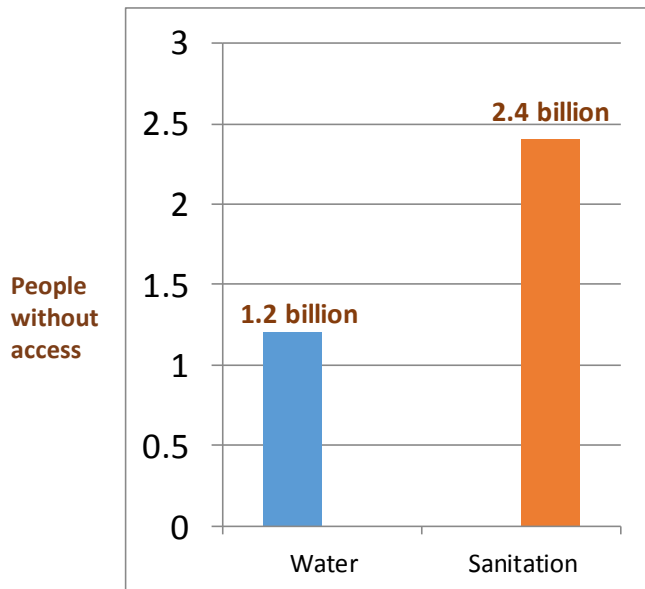
**2015**

**GOAL 7:**  
Reduce by 50% the proportion without access to:

- Safe drinking water
- Safe sanitation

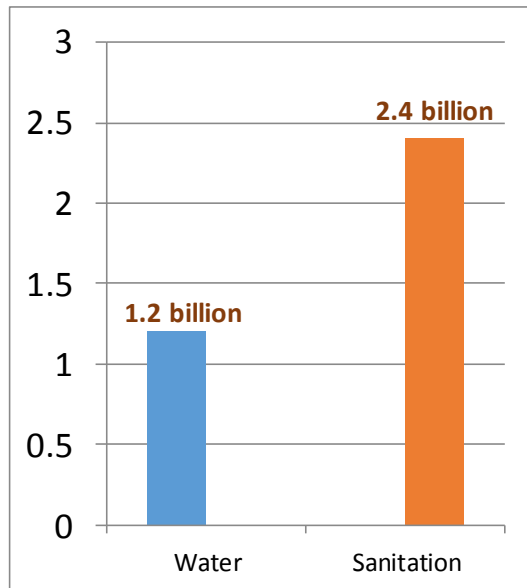
In 2000, 1.2 billion people lacked access to water, 2.4 billion to sanitation:

**2000**



Much has been done by hundreds of organizations to achieve the MDGs:

2000



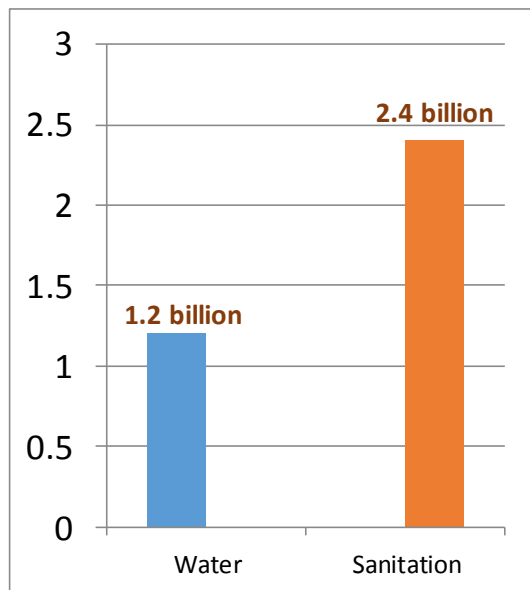
People without access

**Implementation initiatives**

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

And much has been achieved in getting access to safe water. But much more is needed to increase access to sanitation

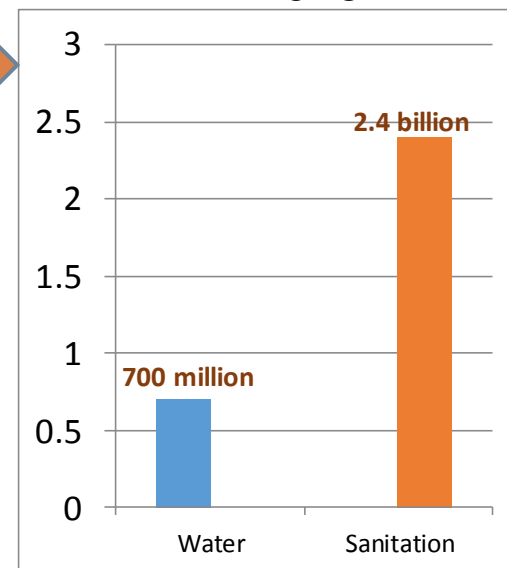
**2000**



**Implementation initiatives**

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**2015**



People without access

**Despite investment of billions of dollars and millions of hours, few projects have achieved lasting impact:**

**Inappropriate Technology**

- Top down, too sophisticated
- No trained technicians
- No spares, inadequate supply chain

**Inadequate Funding**

- Little understanding of costs
- Inadequate tariffs
- No revenue generation

**Little professional management**

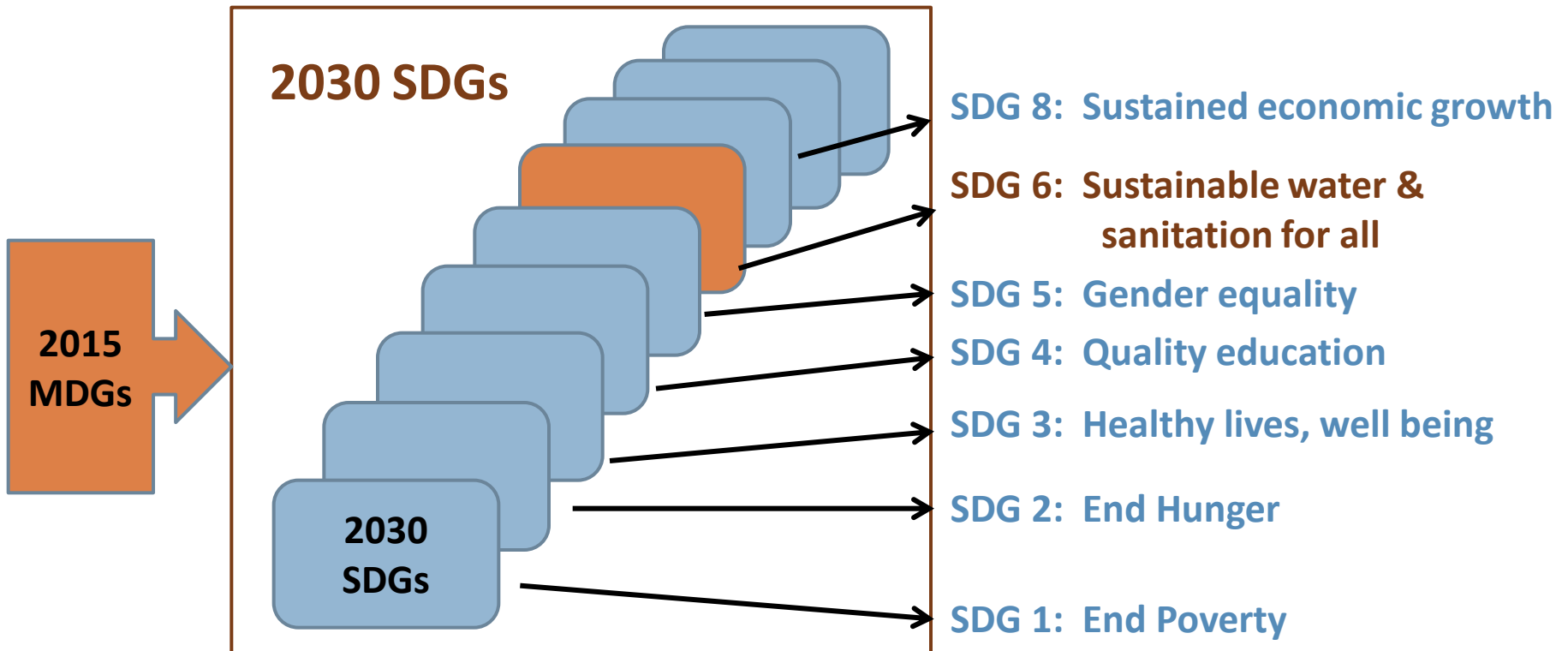
- No monitoring of performance
- No building capacity, changing behavior
- No “ownership” by community

**Little linkage to institutional environment**

- Local and government policies
- Counterproductive legislation
- No commitment from local authorities



Building on the MDGs, the international community is now focusing on Sustainable Development Goals (SDGs)



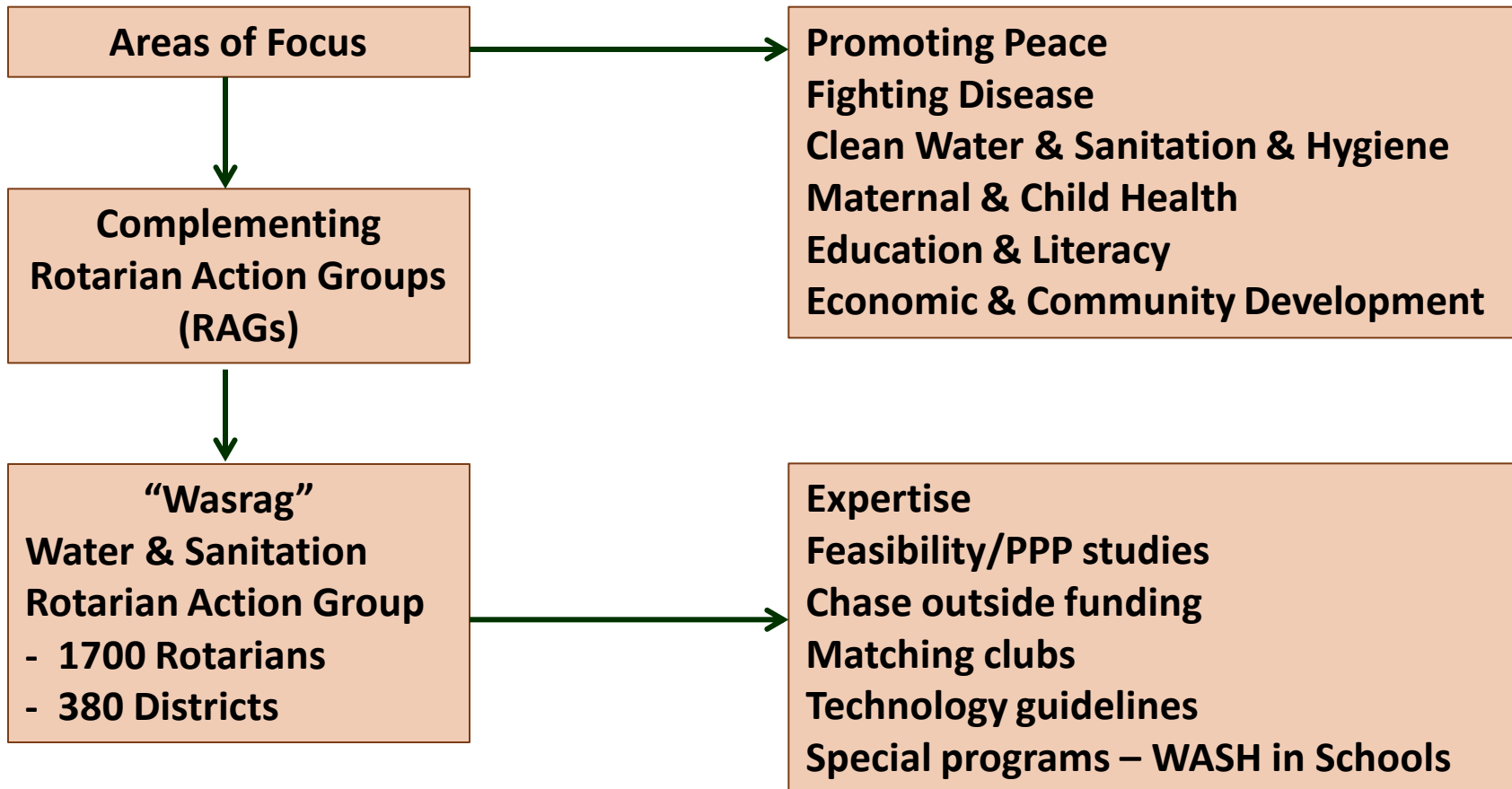
## **Goal #6: Sustainable Management of Water & Sanitation for all by 2030:**

- 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





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## **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

**Rotary**



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## 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



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## 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?





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**Wasrag is more than your resource for WASH,  
It's helping Rotarians to transform communities:**

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Click on "Sign Up"**

