MEETING REPORT
WaSH and Wellbeing: A Different Dialogue
Changing Evidence and Evidence for Change in Rural Communities
BACKGROUND

In November 2013, experts in policy, research and practice convened in Hamilton, Canada, to discuss water, sanitation and hygiene (WaSH) and its impact on wellbeing (Appendices I, II and III). A transformative approach - the sandbox - was applied to discussions in an attempt to deliberately change the status quo of WaSH. The links between lack of access to WaSH and the health and wellbeing of people, women and female children in particular, have been articulated in both peer-reviewed and grey literature, used for policy development and in practice as a "key element of the development equation" (Schuster-Wallace et al., 2008:8). This is set within the context of global environmental change processes that together threaten the current status quo of water resources, natural disasters, infrastructure integrity and conflict. Moreover, from an international development perspective, the Millennium Development Goals established in 2000 to eradicate poverty, sunset in 2015 with ongoing discussions by UN member states on what their replacements should be.

There are many technologies that have been proven at the local level, research that is being undertaken, training and outreach initiatives around the world and innovative policies being implemented at national and local levels. Yet people still live their daily lives without convenient drinking water of sufficient quantity or quality or without a toilet. Many of those exposed in this manner to preventable diseases, diminished productivity and lower economic gain (i.e. compromised wellbeing) are rural, remote or marginalized populations, be it in North America or around the world. Against this backdrop of moral and practical imperative to address the problem of inadequate WaSH in these communities in order to improve health and wellbeing, participants spent time sharing experiences, ideas, visions and practical steps for transforming our approach to WaSH and Wellbeing (Figure 1).

Figure 1: Key Principles for the WaSH and Wellbeing Dialogue
MEETING SUMMARY

The meeting opened with a visioning process - A Generation of Change: Envisioning Wellbeing – that served to a) break with traditional approaches to dialogue by defining an end point up front (the vision); b) ensure that everyone ended up on the same page with respect to WaSH and Wellbeing, despite coming from very different perspectives; and, c) to provide a vision against which current progress and future needs could be defined and assessed.

The vision that emerged (Figure 2) encapsulated principles of:

- Preferencing simple, affordable, fixable, teachable, adoptable, measurable, and scalable technologies;
- Encouraging timely data collection to monitor and evaluate progress that asks the right questions of the right people and harnesses ICT and private sector collaboration;
- Developing supporting tools (assessment, planning, evaluation) tested in and modified for different geographical and socio-cultural contexts;
- Requiring active local participation which leads to empowerment and sustainable action (respect, acceptance and humility; knowledge translation; mentorship) i.e. co-creation of research questions and knowledge, co-management, co-ownership;
- Increasing multisectoral and intersectoral collaboration;
- Moving away from the medical model of WASH;
- Applying sustainable business model(s) for WaSH;
- Sharing of learning experiences (successes and failures) and replication within specific contexts;
- Invoking different language to re-invigorate sanitation and open defecation issues and to cut through the numbing effect of the sheer magnitude of numbers; and,
- Increasing visibility and priority of sanitation.

“Vision for the future...I can trust my water.”
Figure 2: Visioning WaSH and Wellbeing
The second session - *Taming the “Wicked Problem”* – examined barriers and facilitators for impacting upon achievement of the vision (Figure 3). A key point to reinforce is that these are two sides of the same coin; describing something as a barrier or facilitator depends on the perspective from which the question is being asked/answered and whether there is a net resource surplus or deficit.

Having said this, there are essential elements to WaSH and Wellbeing that either serve to facilitate or undermine sustainable, equitable supply and/or scale up and out of proven solutions as a public health imperative (Figure 4). For further discussion details on each of these essential elements see Appendix IV.

Following the discussion on taming the “wicked problem”, participants examined innovative solutions for *Creating Change in Wash*. The concept of innovation can sometimes be misrepresented as having to be new and sophisticated. While some innovations are new, innovation can lie in the modification of and/or incentivising of existing solutions as well as transfer of solutions between sectors.

Several innovations were highlighted/proposed:
- Link WaSH creatively to other development issues to increase support and delivery (e.g. energy, food security)
- Leverage sick days to prompt/justify investments in community wellbeing
- Private sector engagement, social enterprise and shared values
- Selectively learning from how the private sector tackles problems
- A new public-private partnership? e.g. public-private-civil partnership
- Mechanisms to trade on social returns on investment
- Split pricing models; bottom of the pyramid investments
- Innovative investments to stay ahead of competition e.g. shared values approach
- Harnessing social media technologies
- Frugalised technologies\(^1\)
- Focus global action on national government capacity, rather than communities in order to facilitate national ownership, response and action that trickles down to citizens, as global capacity is insufficient to reach every community

"There is no innovation if ethical and equitable change has not occurred."

Empowering is not actionable and precise. It is about understanding and trust and respect and acceptance (risky) and humility.

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\(^1\) Adapting existing technologies for resource poor settings
Figure 3: Barriers and Facilitators to Achieving the Vision
Figure 4: Essential Elements to WaSH and Wellbeing

**ESSENTIAL ELEMENTS TO WASH AND WELLBEING**

- **RESOURCES:** financial resources are essential, but time & expertise are under-estimated & under-invested
- **CO-ORDINATION:** WaSH cuts across sectors & stakeholders; leadership can come from governments, communities, private sector or civil society
- **COLLABORATION:** if everyone participates, they are empowered to act with respect and self-worth
- **OBJECTIVES AND INCENTIVES:** a clear end point & a reason to get there
- **DATA & MANAGEMENT:** without understanding what we know & what we don’t know, we cannot presume to have the best solution
- **INNOVATION:** finding a way to improve life; where you are with what you have
- **COLLABORATION:** if everyone participates, they are empowered to act with respect and self-worth
- **LANGUAGE:** stakeholders have to be able to relate to what is being presented
- **COMMUNICATION:** within & between different sectors and stakeholders
- **IDEOLOGIES & MINDSETS:** if perceptions are realities, can we alter perceptions in order to change realities?
- **POWER:** corrupts and undermines even the best intentions
- **EDUCATION & LEARNING:** we cannot understand or change what we do not know
- **RESPONsIBILITY:** underpinning sustainable change
- **CAPACITY:** any solution has to be backstopped by people who have the know-how to provide all elements of the supporting framework
- **TRUST:** of people, motives & information
- **IDEA & MANAGEMENT:** without understanding what we know & what we don’t know, we cannot presume to have the best solution
- **IDEOLOGIES & MINDSETS:** if perceptions are realities, can we alter perceptions in order to change realities?
The last session - *Revisiting the Future for Wash and Wellbeing* – brought the dialogue full circle back to the original vision and posed the question: So What? (Figure 5). Several **points for consideration** arose from discussions.

- Wellbeing is MY interpretation of MY circumstances, usually against a benchmark that I define.
- Numbers should not be the primary message; we should be talking in terms of health, empowerment, jobs and opportunities.
- WaSH is fundamental for wellbeing.
- Everyone needs toilets, taps and soap; we use them every day.
- WaSH is an inter-sectoral issue and provides cross-sector solutions (e.g. energy, tourism, health).
- In order to define, identify, and solve problems, we need knowledge transfer, facilitated research and policy, partnership development, and context awareness.
- We need to create a demand for WaSH in national governments, especially given that it is not a value-added sector; provide quantitative values to qualitative benefits.
- The importance of long-term relationships; creating a system where communities take on research and action.
- Structures for community mobilization tend to exist; communication and messaging are keys to harnessing this for WaSH, as are the youth.
- Use research to bring all disciplines together – holistic rather than sectoral evidence.
- Never build a hospital, clinic or school without adequate WaSH structures in place.
- Always question Who? What? and How?
- Solution lies within cultural context; understand people, perceptions and attitudes.
- People need knowledge as well as tools to implement change.
- WaSH is an essential element of productive livelihoods.
- WaSH facilitates income redistribution and the development of local economies through improved wellbeing and earning potential.
- Cleanliness and sexiness – appeal to peoples’ sense of romance and feeling good about themselves – aspirational marketing.
- Sanitation without shame.
- WaSH is everybody’s business; but it is a need and a right as much as a business.
- Be prepared to have critical, pointed, and uncomfortable conversations in order to break with the status quo and innovate change.
- Integrate health capital alongside social and economic capital?
- The bottom line in society today is economic; change societal bottom line (sustainable development; green economy) and/or look for win-win opportunities with the health outcomes we would like to create.

**Key Themes for Making the Vision a Reality:**
- Capacity Building and Empowerment
- WaSH in Business Ecosystem
- Frugalized technology
- Scaling Principles
- Communication and Behaviour Change
- Linkages with other Sectors and Disciplines
Furthermore, several **areas for action** emerged out of the discussions:

- Identify repeating patterns or syndromes and create general principles for action within each;
- Map stakeholders for WaSH;
- Develop choice-support tools – showing consequences of actions;
- Understand drivers of wellbeing in different communities / countries;
- Re-present the distribution of social and economic costs and benefits of investment in WaSH sector;
- Create curiosity and conversations around WaSH – (e.g., How do you go to the toilet in space?);
- Embed water supply and sanitation in socio-ecological systems;
- Map clean water sources;
- Create shared actives and mentoring opportunities between members of the wash and wellbeing network that can be translated into supporting applied research;
- Articulate why engaging in WaSH is a government imperative;
- – identify shared responsibility and shared opportunities for (co-)learning (i.e., Local vs. Global);
- Break down barriers between stakeholders, especially with private sector;
- Establish global WaSH Dog (grass roots watch dog function for WaSH);
- Develop united voice to create strategies and share solutions;
- Bridge different types of evidence (qualitative and quantitative) in a meaningful way in order to create action;
- Create meaningful tools for practitioners (how?);
- Determine in each instance what is at stake for the policy maker, researcher or practitioner; and,
- Understand the gap between economic prosperity and happiness; between conditions of development and wash coverage / progress.
Figure 5: Revisiting the Future for WaSH and Wellbeing
**KEY FINDINGS**

- People have the basic skills and knowledge to take care of their problems; and
- Frameworks and processes are in place to drive independent action.

But...

1. Scaling up and out proven solutions is failing;
2. We are not empowering local people to come with their own ideas and solutions (co-creation of research question, co-creation of knowledge, co-management, co-ownership);
3. We are not contextualizing WASH solutions;
4. We are not evaluating or monitoring our impacts; and
5. We are not sharing our failures or successes broadly enough.

Thus, we need to

1. Situate WaSH within the business ecosystem;
2. Develop new mechanisms for replicating success;
3. Change the development paradigm; and,
4. Innovate, communicate and facilitate change.

**NEXT STEPS**

1. **Press release**
   - Accessible language
   - What is WaSH?
   - WaSH is everyone’s business and everyone can benefit (personal, political, professional, economic, societal)
   - Strategies: engagement, empowerment, investment, capacity building, bridging gap between policy, research and practice
   - Call to action or challenge statement

2. **Follow up** symposium at EcoHealth 2014 (Montreal, August 2014)

3. **White paper**: changing the international development paradigm
   - Articulate the imperative (and mechanisms) for government engagement

4. **Research initiatives**
   - Need for cost linkages across-for instance WASH and nutrition, WASH and energy
   - WASH as a business
Need for effective communication
Scaling up

5. **Partnership initiatives**
   - CAWST to facilitate a learning exchange with UWASNET
   - Stakeholder mapping - WaSH in Canada

6. **Collect stories**: successes and failures that can be deconstructed by culture, geography and socio-economic context

7. Develop an **holistic functional theory** for change which includes national frameworks, value chains and shared value across sectors

**THE SANDBOX APPROACH**

- Brought together WaSH and health sectors
- Brought together research, policy and practice
- Developed a new platform for cross sector dialogue and action
- Could have been strengthened with a pre-symposium blog space
- Could have been strengthened with interaction between groups

**Changing Conversations.**
**Changing Mindsets.**
**Changing Lives.**
RESOURCES AND REFERENCES


APPENDIX I: Working Symposium Objectives, Outcomes, and Outputs

The main **objectives** were:

1. To build networks within and between appropriate sectors;
2. To exchange lessons among researchers, policy makers, and practitioners as well as between regions;
3. To broaden the range and efficacy of evidence used for decision making in WaSH;
4. To contribute a gap analysis to the evidence for sustaining and up-scaling appropriate WaSH interventions; and,
5. To test a transformative framework of engagement for achieving a vision for WaSH and wellbeing in rural, remote and marginalized communities.

The expected **outcomes** are:

1. The identification of key linkages and gaps in knowledge, policy, and practice in the WaSH field;
2. A synthesis of the challenges and opportunities in the WaSH sector;
3. The development of an action plan to begin to fill the knowledge gaps; and,
4. The initiation of a WaSH Sandbox engaging policy, practice, and research professionals.

The expected **outputs** will be:

1. **Monograph** --“Framework for Co-operative Play in the WaSH Sandbox” -- key information gaps, a research agenda for high priority concerns, and call on policy makers to incorporate information related to WaSH and health into their political agenda;
2. On-line **background paper** exploring each of the components and how they link within the context of WaSH in RRM communities (pre-symposium);
3. An **action plan** for resolving critical gaps and priorities;
4. Core teams and one page **draft research proposals** for future funding opportunities;
5. On-line **symposium report** highlighting the key messages and discussion points; and,
6. An **academic paper** on adapting the sandbox model for the WaSH sector.
APPENDIX II: Agenda

WaSH and Wellbeing: A Different Dialogue
Changing Evidence and Evidence for Change in Rural Communities
Working Symposium Programme

Monday 25th November, 2013
Location: McMaster Innovation Park, Hamilton, Ontario

8:00 am  Breakfast, meet and greet, and welcoming remarks from:
• Zafar Adeel, Director, UNU-INWEH (provide welcome and introduce speakers)
• Patrick Deane, Vice Chancellor, McMaster University
• Bob Gillham, Distinguished Professor Emeritus, University of Waterloo
• Vic Neufeld, CCGHR (provide welcome and introduce Martin)
Introduction to the Workshop (Corinne Schuster-Wallace, UNU-INWEH)

9:00 am  SESSION 1: A GENERATION OF CHANGE: ENVISIONING WELLBEING
Facilitator: Martin Taylor, Department of Geography, University of Victoria

A. Envisioning the Future of Well-Being
   I. Catalyzing a vision for well-being at the Water-Health Nexus
      • Shauna Curry, CEO, CAWST
      • Slade McCalip, Hiawatha First Nation
      • Corinne Schuster-Wallace, UNU-INWEH

   II. Plenary: Envisioning the future for WASH
      • How do you envision the role of the Water-Health nexus in well-being?
      • What should our goals and objectives be for creating that vision?

10:20 am  Break (visioning exercise on display; informal discussion)

III. From Envisioning the future to Melding the Vision
   • How do we begin to more tangibly articulate the vision?

10:45 am  B. Small Group Discussion: Melding of Vision Well-Being and WaSH
Facilitator: Shannon Majowicz, University of Waterloo
11:30 am  
**C. Small Group Report Back**
Facilitators: Shannon Majowicz and Martin Taylor

12:00 pm  
Lunch (creating the wall continues)

1:00 pm  
**SESSION 2: TAMING THE “WICKED PROBLEM”**
Facilitator: Richard Thomas, UNU-INWEH

A.  **From Dreams to Reality – The Rocky Road**
- Susan Watt, McMaster University
- Ruby Miller, Health Department, Six Nations of the Grand River (*Kate Cave to interview*)
- Martha Momanyi, Winrock International (*Kate Cave to interview*)
- Corinne Schuster-Wallace, UNU-INWEH

B.  **Small Group Discussion: Innovative Approaches to Overcoming Barriers and Exploiting Opportunities**

3:00 pm  
Break

3:30 pm  
**Plenary Discussion: Bridging Problems and Solutions**
Facilitator: Richard Thomas, UNU-INWEH
Scaling up and scaling out

4:30 pm  
**SESSION SYNTHESIS**
Facilitator: Vic Neufeld, CCGHR

**Reflections on visioning and taming the wicked problem**
- Vic Neufeld, CCGHR
- Tracey Spack, CIHR
- Karen Morrison, Guelph University
- Zee Leung, IDRC

*Videographer from 5:00 – 7:00 pm to conduct short interviews with participants*

**Evening Public Event/Reception - The Right to WaSH; the Right to Health**

5:30 pm  
Reception

7:00 pm  
Welcome  Zafar Adeel, UNU-INWEH

**Virtual Keynote:**  
Catarina de Albuquerque, UN Special Rapporteur on the right to safe drinking water and sanitation

**Discussants:**  
Nancy Doubleday, McMaster University
Ross Pink, Global Water Rights
Paul General, Six Nations of the Grand River

8:30 pm  
Closing Remarks  Zafar Adeel, UNU-INWEH
Tuesday 26th November, 2013  
Location: Hamilton, Ontario

8:00 am  Breakfast and Recap: Susan Elliott, University of Waterloo – ‘Vision and Barriers’

9:00 am  SESSION 3: CREATING CHANGE IN WASH  
Facilitator: Zafar Adeel, UNU-INWEH

A. INNOVATING CHANGE
• Doug Barber, McMaster University
• Tim Muttoo, H204All
• Harjeet Bajaj, Canada International Trade Services Inc.
• Hung Nguyen Viet, Center for Public Health and Ecosystem Research, Hanoi School of Public Health

B. COMMUNICATING CHANGE
• Kate Cave, UNU-INWEH
• Graham Knight, McMaster University

PLENARY DISCUSSION

10:15 am  Break

10:45 am  Facilitator: Sarah Dickson, McMaster University
C. MEASURING CHANGE
• Lynda Redwood Campbell, McMaster University
• Susan Elliott, University of Waterloo
• Corinne Schuster-Wallace, UNU-INWEH
• Megan Campbell, Engineers Without Borders

D. CHANGING GENDER ROLES
• Karen Houle, Guelph University
• Olagoke Akintola, Senior Lecturer University of KwaZulu-Natal visiting McMaster

12:00 pm  Lunch

1:00 pm  SESSION 4: MAKING THE VISION A REALITY  
Facilitator: Corinne Schuster-Wallace, UNU-INWEH

A. Giving Life to Our Vision (small groups)
• What do we need to do to bring our vision to life?
• What are the priorities?
• What is the process for change?

1:45 pm  B. Small Group Report Back

2:30 pm  Break
2:45 pm  **PLENARY DISCUSSION: CREATING AN ACTION PLAN**
3:45 pm  **REVISITING THE FUTURE FOR WASH AND WELLBEING**
  •  Diana Karanja, Kenya Medical Research Institute
  •  Shauna Curry, CEO, CAWST
  •  Slade McCalip, Hiawatha First Nation

4:00 pm  **CLOSING REMARKS**
  •  Zafar Adeel, UNU-INWEH

5:00 pm  Meeting and Dinner – UNU-INWEH Boardroom
  •  Planning committee, advisory committee, and keynote speakers
APPENDIX III: Participants

Dr. Olagoke Akintola (McMaster University)
Mr. Harjeet Bajaj (Canada International Trade Services Ltd.)
Dr. Douglas Barber (McMaster University)
Ms. Odile Bartlett (H2O 4 All)
Dr. Lalita Bharadwaj (University of Manitoba)
Ms. Megan Campbell (Engineers Without Borders)
Dr. Jean Chamberlain (McMaster University / Save the Mothers)
Ms. Shauna Curry (Centre for Affordable Water and Sanitation Technology)
Ms. Catarina de Alberquerque (Special Rapporteur on Human Right to Drinking Water and Sanitation)
Dr. Patrick Deane (McMaster University)
Dr. Nancy Doubleday (McMaster University)
Ms. Camille Dow Baker (Centre for Affordable Water and Sanitation Technology)
Mr. Paul General (Six Nations of the Grand River)
Dr. Bob Gillham (Water Institute, University of Waterloo)
Dr. Lars Hallstrom (University of Alberta)
Dr. Karen Houle (University of Guelph)
Dr. Nguyen Viet Hung (Hanoi School of Public Health)
Dr. Diana Karanja (Kenya Medical Research Institute)
Dr. Graham Knight (McMaster University)
Mr. Zee Leung (International Development Research Centre)
Ms. Stephanie Lu (Water Institute, University of Waterloo)
Mr. Slade McCalip (Hiawatha First Nation)
Mr. Simon Mead (WaterCan/WaterAid Canada)
Dr. Christopher Metcalfe (UN U-INWEH/ Trent University)
Ms. Ruby Miller (Six Nations of the Grand River)
Ms. Martha Momanyi Omambia (WinRock International, Kenya)
Dr. Karen Morrison (University of Guelph)
Mr. Tim Muttoo (H2O 4 All)
Dr. Tim O’Shea (McMaster University)
Ms. Lotika Paintal (WaSH Canada)
Dr. Ross Michael Pink (Kwantlen Polytechnic University/GLOBAL Water Rights)
Dr. Lynda Redwood-Campbell (McMaster University / Canadian Red Cross)
Mr. Steve Smith (Anderson Water Systems)
Ms. Tracy Spack (CIHR)
Dr. Larry Swatuk (University of Waterloo)
Dr. Richard Thomas (UNU-INWEH)
Dr. Johanna Wandel (University of Waterloo)
Ms. Doreen Kabasindi Wandera (Uganda Water and Sanitation NGO Network)
Planning Committee
Ms. Kate Cave (UNU-INWEH)
Ms. Helena Collins (Canadian Coalition for Global Health Research)
Dr. Sarah Dickson (McMaster University)
Dr. Shannon Majowicz (University of Waterloo)
Dr. Vic Neufeld (Canadian Coalition for Global Health Research)
Dr. Bruce Newbold (McMaster University)
Dr. Corinne Schuster-Wallace (UNU-INWEH)
Dr. Susan Watt (McMaster University / UNU-INWEH)

Advisory Committee
Dr. Zafar Adeel (UNU-INWEH)
Dr. Susan Elliot (University of Waterloo)
Dr. Martin Taylor (University of Victoria)

Rapporteurs
Ms. Isabel Alvarez (McGill University)
Mr. Joseph Bahemuka (McMaster University)
Mr. Elijah Bisung (University of Waterloo)
Mr. Ahmed El Ganzouri (McMaster University/UNU-INWEH)
Ms. Lindsay Galway (Simon Fraser University)
Ms. Ning Liu (McGill University)
Ms. Madeline MacKechnie (Queen’s University)
Ms. Haley McCormick (McMaster University/UNU-INWEH)
Mr. Chris Stanley (McMaster University/UNU-INWEH)
Ms. Sarah Topps (Simon Fraser University)

Social Media
Ms. Barbara Karpinski (McMaster University)
Ms. Alexandra Lortye (McMaster University)
Ms. Natasha Murji (UNU-INWEH)
Ms. Carly Popenko (UNU-INWEH)
Mr. Alex Saltmarsh (McMaster University)

Graphic Artist
Ms. Pam Hubbard
## APPENDIX IV: Discussion Points on Essential Elements for WaSH and Wellbeing

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<th>Essential Elements</th>
<th>Discussion Points</th>
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| **Capacity**       | • People have, or can be given, basic skills and knowledge to solve their (WaSH) problems  
                      • Build indigenous knowledge about use of water and managing resources  
                      • Traditional knowledge is critical to sustainable solutions, but can be slow to adapt to external drivers  
                      • Build institutional capacity to support change  
                      • Political will has to be established in order to create and sustain change  
                      • Core capacities are fundamental across many sectors (management; oversight and regulation; impact assessment; financial management etc.)  
                      • Need exists to train trainers in order to provide local capacity development  
                      • Brain drain challenge  
                      • Provide capacity for people to create their own knowledge and their own visions |
| **Collaboration**  | • Co-creation, co-management and co-ownership of successes and failures  
                      • Current paradigm does not reward people for working together  
                      • Inspire action in other communities  
                      • Create a sense of ownership  
                      • Breed a sense of responsibility and commitment to a goal  
                      • Shared values (and costs) |
| **Communication**  | • Communication is as much about listening as it is about sharing your knowledge  
                      • Bombardment with numbers can detract from the message  
                      • Social maths and infographics can be worth a million numbers  
                      • Communication is a process of saturation – need for consistent messages  
                      • Communication alone is insufficient – has to be embedded in local institutions  
                      • The message counts – whether it is framed as pro- (positive) or anti-(negative)  
                      • The messenger is as important as the message  
                      • Utilise all modes of communication (drama, music, written, spoken, visual etc.) |
| **Co-ordination**  | • Good strategic ideas can get lost in operationalization  
                      • Build local institutional capacity to support and sustain change  
                      • Private sector should always be at the table |
- Triangulation of policy, practice and research
- Clear articulation of roles and responsibilities, even if the roles and responsibilities themselves are complicated

| Data and Measurement | - Ask the right questions of the right people  
- Give equal weight to qualitative and quantitative evidence – there is more to a situation than the numbers can explain  
- Ensure existence of capacity and mandate for monitoring  
- Triangulate data to ensure that the interpretation is correct  
- Make data broadly available in a timely manner to assess progress  
- Important metrics include stewardship, leadership, resources allocation, health system data, service delivery and community integration  
- Require compound metrics for genuine progress e.g. combined economic development and social capital  
- What are the leverage points?  
- Measuring impact and change  
- Measurements are indicators and not reality – work towards the underlying condition  
- Outcome indicators have to be linked to process / progress indicators – how do we get from no to yes  
- Outcomes can take generations to realize and understand  
- Case studies contain powerful qualitative evidence |

| Education and Learning | - Many university-level students lack knowledge of local and global WaSH issues  
- People in high income countries need to be made more aware of the issues  
- Transfer basic skills and knowledge of WaSH and wellbeing between communities and through train-the-trainer and community training  
- Children can be a point of change for households and communities  
- Consistent education, embedded in curricula  
- Transferable lessons; adaptive dissemination of information  
- Stories and lessons of success and failure  
- Importance of re-education  
- Different models of education and outreach for different contexts and stakeholders  
- Dynamic learning to keep up with and deal with the dynamic and complex systems in which WaSH is situated  
- How do we scale capacity out?  
- Build local, sustainable, long term capacity  
- Harness knowledge, rather than becoming a slave to it |

| Ideologies and Mindsets | - How do we define success? |
- How can cultural frameworks be changed?
  - Take on a local mindset – in order to change the system, you have to be part of the system
  - Cannot dictate – have to co-learn and adapt, building upon experiences and evidence
  - Romantic notion of social rights without concrete actions to achieve
  - Providing solutions that are appropriate to the context, rather than cookie cutter approaches
  - Need ideological drive to succeed
  - Risk perception – more understanding of the risk, the greater likelihood of changing behaviours and practices
  - Social norms take time to change
  - Understand what motivates

### Innovation
- Exploit opportunities and overcome barriers
- Strength-based approach, rather than deficit

### Language
- Differs between health sector and WASH sector
- The tool by which different sectors and levels of decision-making make themselves understood to others
- Terminology and lack of understanding of that terminology freezes multi-disciplinary chains
- Critical to package messages correctly for different stakeholders
- Important to be explicit in defining ambiguous terms, like “access” and “safe”
- Create shared language
- Use common reference frameworks and stories
- New words can cut through entrenched paradigms – gendersex” (recognizing interlinked social and physical implications of being male or female; “quantastories” and “anecdata” (recognizing the need to measure and present qualitative AND quantitative evidence)

### Objectives and Incentives
- Improve current practices – add value to these practices versus starting again
- Engage higher level in wash solutions
- Reward research collaboration
- Reward community engagement and driven questions and solutions
- Reward risk taking and outside box thinking

### Power
- What are the dynamics between men and women?
- Who makes the decisions?
- How do they vary?
- What is the impact on WaSH?
- How do we contextualize water fetching in society and what does this mean for policy development?
• How do we cultivate understanding, respect, acceptance and humility so that we experience a common sense of unity and achievement?
• Find a different way of communicating known, evidence-based incentives

### Resources
- Not always allocated in equitable manner
- Distribution and control
- Efficiency
- Appropriate investment
- Without expertise, money cannot be applied to the problem efficiently or effectively

### Responsibility
- Who should be acting in this space and what should they be doing?
- Where is the international legal framework for the human right to drinking water and sanitation?
- Fragmentation of responsibility in WaSH – rural development; health; environment; education; water; sanitation…. the ministries who may have a role are endless
- Implementation and enforcement
- Can the post-2015 framework drive change in the absence of a legal commitment?
- The world must live up to existing commitments
- UN or other body needs to measure international community’s progress
- Current model is a silo-ed response to governance; water is a connector and is connected to many sectors – intercommunity, physical and spiritual values
- People are ultimately responsible for their health and wellbeing
- Who is responsible for social services when local populations increase in response to new business development?

### Trust
- People affected often question the commitment of responsible government departments, believing that they are not valued and that priority is not given to their problems
- Corruption in the water sector is costing lives
- Equitable, universal partnerships
- Fear of private sector engagement
- Lack of trust in government entities
- Respectful engagement
- Bad news always spreads further and faster than good news
- A key component of converting from old behaviours to new ones