EXAMPLE OF GLOBAL VISION AND STRATEGY

This document is composed of sections of “VISION 21: People’s Water Supply and Sanitation” an earlier document of the Water Supply and Sanitation Collaborative Council (WSSCC); April 1998

Background document for

VISION 21

BUILDING A SHARED VISION FOR WATER SUPPLY AND SANITATION-

A FRAMEWORK FOR ACTION

14th January 1999
Contents

page

Introduction 3
The Broader Context 3

The Vision

The Water Supply and Sanitation Future 5
Changes Required 8
Framework for action 9

Summary of Vision discussed
in this document 16
INTRODUCTION

In the following section an description is given of a global vision which may be used as a support in the development of visions at local, district, provincial, national and regional level. It includes a list of inherent implications that such a vision would have, and a section on changes that would be required to make that vision possible. An example of a Framework for Action to implement the global vision is also given.

This section is based on the outcome of a special meeting under the auspices of the Collaborative Council on 24th March 1998, chaired by the Council Chair Dr. Richard Jolly, and attended by 18 participants. The resulting document provided an overview, integrating the main ideas and issues discussed at the 24th March meeting as well those of the three following papers, from which it was largely drawn:

THE BROADER CONTEXT

If we want to have a tangible vision of the water supply and sanitation future, our thinking needs to be holistic. Holistic in the sense that water supply and sanitation are developed in the context of a comprehensive water resources development framework. But also holistic in a wider sense. The co-operation with the World Water Council’s Vision Management Unit is precisely meant to ensure this holism in approach.

Shortage of water, poverty and pollution, disease resulting from poor water supply and sanitation facilities, excessive population growth and migration, oppression of women and inequity, lack of choice or opportunity and underdevelopment, all hang together. This means that if we want to develop a vision of the water supply and sanitation future (which the water supply and sanitation sector can influence) we need to know how we want and expect the future society to look like (which the sector can far less influence).

People’s future concerns

- Developed world citizens will be more concerned about quality of life than mass consumerism. Materially secure, issues of environmental sustainability and social justice will find new political and institutional expressions which emphasise community at local and global levels.
- Developed world farmers will move away from chemical ecocide and farming subsidies to new relationships with the land in which multiple uses and re-discovering harmony with the environment are emphasised.
- Citizens of the developing world’s cities will form the new global majority. For many, the struggle for a secure living environment will continue, with solutions found rooted in community action and innovative technologies.
- The people of the South’s rural areas will seek secure livelihoods through the sustainable management of their resource base which is less vulnerable to the capricious whims of environment or markets and which is based on strong communities and secure rights and entitlements.

(From: first draft of Framework for the World Water Council’s Vision on Water, Life and the Environment)

How will the world be in the 21st century?

“We will see a world that is far more urban than to-day, and in which the mobility of people, goods and information will have much increased, with perhaps even more technologies to our disposal. It will be a warmer world, in which water is scarce. It will also be a world with many more people. And it will be more democratic and in some ways more equitable world”.

(adapted from first draft of Framework for the World Water Council’s Vision on Water, Life and the Environment)
The vision must understand and build on these global trends and capture the needs, aspirations and lifestyles of people around the world.

We need to have an understanding of the future trends in global, regional and national developments, including political developments (political systems, conflicts), economic changes, lifestyles, environmental circumstances, issues of human rights, of equity and human development, of poverty, population pressures, migration patterns, travel and tourism, communication, etc.

All this globally, in regions and countries, both developing and industrialised. And more generally, in the cities, the peri-urban areas and towns, and the rural settlements.

---

**A VISION:**

**CITY OF THE FUTURE**

The city of the future will be a city of neighbourhoods. Within these neighbourhoods, people will choose the patterns of their lives and of community development, will organise themselves to put their choices into effect, and will administer their own services. Peri-urban areas will no longer exist. City administrations will become regulatory bodies, responsible for overall guidance and for ensuring equitable treatment for all their citizens. They will act as providers (wholesalers) only of those services which the neighbourhoods cannot provide as efficiently by themselves.

This urban renaissance will include the provision of water supply, sanitation, solid wastes and storm drainage services at the lowest economically-efficient level, by neighbourhood or by combination of neighbourhoods. The emphasis will be on resource conservation and recycling, synergism between services, commercialisation of services (whether through public or private ownership), and multiple use of facilities for maximum public benefit (such as the use of parks and sports fields for temporary stormwater retention as well as, at other times, for public recreation).

(adapted from: “Vision 2020” by Kalbermatten et al)

**A VISION:**

**RURAL SETTLEMENTS OF THE FUTURE**

The rural settlements of the future will be partners in development, participating fully in making decisions which affect their future well being. Those decisions will not only deal with infrastructure, but more generally the development of economic activities which will bring the benefits of modern life to the inhabitants of rural areas. Water supply and sanitation will be considered not only in isolation, but as part of an approach which considers infrastructure services as the foundation of development. By protecting and promoting health, water supply and sanitation will help rural inhabitants to reach their economic potential.

In water supply and sanitation, rural people will themselves decide which services and systems they wish to install, help construct and will thereafter operate and maintain. Governments will establish a permanent support structure to help rural populations to help themselves, a structure which will be a facilitator, not a provider, except as a provider of information which will help the rural community to establish its own priorities and make its own decisions about infrastructure investments. In time, both rural water supply and sanitation and this support structure will become financially self sufficient from fees for the provision of technical assistance. Information will be provided by a support structure using a holistic approach which includes information and training in water supply, sanitation, health and hygiene.

Communities will control their development, and over time will become self reliant and self sufficient. The result will be an economically active, healthy rural population engaged in sustainable agriculture, range management and forestry, rather than in a search for water, and suffering from the debilitation of diarrheal disease due to a lack of safe water and adequate sanitation, or lack of knowledge about them.

(adapted from: “Vision 2020” by Kalbermatten et al)

---

Our final aim is to help shape a world in which:

- the quality of life is improving, both socially and materially, absolute poverty and malnutrition are eradicated, and access to information and education is universal;
- the quality of the human environment is improving, with pollution under control, critical environmental resources recovering, and the human impact on the global climate reduced;
- the inequity between poor and rich is diminished; situations in present slum and squatter areas have greatly improved;
- human solidarity is strong at family, community, and global levels;
- the global population growth is stabilised;
- men and women are equal partners; women and men everywhere, can take full care of the education, the health and the well-being of their children;
- human development and ecological development are moving towards true sustainability;
- mankind is on its return to a more harmonious world in closer linkage with earth and nature; and:
- everyone has adequate water and sanitation facilities
Our vision can help shape these factors, prevent continuing damage and contribute major improvements.

The broader context of Vision 21 will be provided by the scenario developments undertaken in the context of the World Water Vision. Close co-operation with its Vision Management Unit will also ensure an integrated approach of water resources.

THE VISION

With the societal circumstances in which the water and sanitation sector has to operate over the years better understood, the next questions are:

1. which future in water supply and sanitation do we want to create and which inherent components and implications are part of that future;
2. which major changes will be required to achieve that desired future;
3. which framework for action will bring us where we want to be.

THE WATER SUPPLY AND SANITATION FUTURE

* The water supply and sanitation future we want to create is that of:

A WORLD IN WHICH ALL PEOPLE HAVE ACCESS TO CLEAN WATER AND SAFE SANITATION AND LIVE IN A HEALTHY ENVIRONMENT.

This implies that sustainability has been achieved in water supply and sanitation services for most if not all of us. Access to these services requires minimum effort by individuals and cost recovery is transparent, equitable and reasonable.

There are inherent components and implications to this picture of the future, which must be seen as part and parcel of it. They can be grouped under five categories, largely taken from the New Delhi Global Consultation (1990) and the Noordwijk Ministerial Conference (1994):

1. Political Commitment and Societal Support
2. Institutional Basis
3. Integrated Water, Health and Environment Policy
4. Economic, Financial and Technological Framework
5. International Co-operation

These categories form the framework for the development and agreement of goals, strategies and “a battle plan”. Action with the new focus can then start, building on ongoing activities and adding new ones as needed. This involves the mobilisation of national and global action, enabled by resources, based on the 20/20 principle, from both public and private sources. The next page presents the core of our shared vision. The components mentioned, grouped under the five categories, offer the foundation for a framework for action.

During the vision process these components need further analysis and consultation.
1. Political Commitment and Societal Support (at target date)

- **Political commitment** to safeguard both water supply and sanitation as basic human rights for all, including poor sections of society, and **social commitment** to the responsibilities accompanying such rights
- **Equitable access** to minimum **basic** water supply and sanitation for everyone, as a universal physical and social need, as part of human development, poverty alleviation and health improvement
- Universal understanding of the role water and sanitation play in **health and hygiene**, through basic primary education
- **Sanitation** regarded as indispensable component in human, social and economic development
- Safeguarding of reasonable **balances in attention to urban and rural services**
- A communication framework for **dialogue, involvement and participation** of and with the population
- **Involvement of stakeholders in decision making**, through devolving and decentralised decision making and management by levels close to the users
- **Independence of people** in the use of their voting power, their opportunities, and their decision making in genuinely democratic systems of governance
- **Empowered communities** in which **people** are seen as primary actors at the centre of action, working for their own self-reliance and exercising own responsibilities
- Continuous support of **local initiative and self-help action** for rehabilitation and upgrading of services
- **Gender consideration**, including the sharing of access to information, decision making, implementation and service control, training, and benefits between all men and (empowered) women, recognising their common and separate concerns

2. Institutional Basis (at target date)

- **Government acting as facilitator and stimulator** of private sector, community and individual initiative and fully taking advantage of the **potentials of all stakeholders** (private, NGO’s, ODA etc.)
- **Institutional and legal frameworks** provide the conducive environment necessary to achieve full access to water and sanitation services and enforce water laws and regulations
- **Institutional arrangement** which includes autonomy for public utilities, defined roles of the private sector (particularly in towns and cities), opportunities for mixed public-private roles and responsibilities
- **Monitoring and evaluation** procedures at national and local levels to track further progress, mobilise support and ensure maintenance, rehabilitation and protection, as well as appropriate use of the facilities
- **Maintenance systems and partnerships in place** between government departments and professional institutions to maintain the level of service reached
- Strategies to cope with newly developing **peri-urban and low-income urban settlements**
- **Institutional and managerial systems** geared to maintaining the level of service under severe circumstances, including rapid urbanisation, migration, disaster, etc.
- Availability of adequate **knowledge and research basis**
3. Integrated Water, Health and Environment Policy (at target date)

- Broad understanding among the population of water as a finite resource and full conservation and protection of available water resources
- Priority for available safe drinking water of sufficient quantity, over other uses of water-
- Sanitation facilities appropriate and adequate in the given situation
- Water related diseases disappeared and everything is done to prevent their recurrence.

4. Economic, Financial and Technological Framework (at target date)

- Treatment of water as both an economic and social good
- Economic resources available from public and/or private sources (and external resources as needed) to sustain the continued provision of water supply and sanitation to all segments of society,
- Water and sanitation services on demand
- General awareness that water and sanitation have a cost for the user
- Full cost recovery in principle, with temporary subsidy arrangements for those who can not pay
- Pollution related charging systems, to the benefit of continuity in sanitation systems
- Taxing systems employed to prevent pollution and congestion
- Equitable and efficient financial management for water supply and sanitation systems
- A variety of appropriate cost-effective technological systems, applicable in different cultural, financial and physical conditions, including rapidly growing cities, and including technological options for self-help and community action

5. International Co-operation (at target date)

- Full international co-operation in cases of severe circumstances, including rapid urbanisation, migration, disaster, etc.
- External support geared to self-development, co-ordinated, and independent from policies of external support agencies

(based on Lessons learned/Achievements and Constraints and Guiding principles identified through and distilled from experience from respectively: “Vision 21; Water, Sanitation and Global Well-being” of WSS Coll. Council and “Vision 2020”by Kalbermatten et al)
CHANGES REQUIRED

The *changes required* follow from this picture. Most changes can be attained through the adoption of appropriate strategies, but a number are of a profound and fundamental nature. Different from the components of the vision, they form the bridge of enabling factors, needed between the vision and the effective strategies to realise it. Their importance may vary from region to region and be different in developing and industrialised countries. They include:

* Access to safe water and sanitation must be universally seen, by the population and at political levels, as a *basic human right and responsibility*, inextricably linked to poverty eradication, human development and quality of life. It must also be recognised that it forms a precondition to more rapid *economic growth*, through better health and higher productivity, as well as to the protection of the aquatic ecosystem.

* People at the centre of action* must be basic to any development. “Governments don’t solve problems, people do” (Noordwijk, 1994). The politician's challenge is to mobilize the problem-solving energies of millions, to harness them in new partnerships for change, and to support their efforts through enabling legislation and leadership. Responsible politicians will stand for *empowerment* as the central issue in this, enabling individuals (both women and men) and communities (both rural and urban) to understand the options for change, to choose from them, and to realise the choices they have made. This is not only a pre-condition to increased human development and poverty eradication, but also to sustainability, since services fail, if people themselves are not directly involved, one way or another, in decision making.

* The recognition of water as an *economic good* is another condition for sustainability. It acknowledges water as a finite resource that must not be wasted, requiring demand driven services. It must be managed in an integrated way, between the various water sectors as well as neighbouring sectors. In this integration the water needs of the poor must not be not marginalised by more powerful sectors.

* Excessive *urbanisation* pressures lead to the development of vast slum and squatter areas on the periphery of cities. They involve extensive problems, impeding any serious development, including urban sanitation and water availability. Measures at the highest levels in many countries are urgently needed to reduce this profound and multi-faceted problem.

* The understanding that the changes we seek is fundamentally concerned with attitudes and behaviors, and is therefore, above all, a communication challenge.

These fundamental changes remind us that business as usual will not be sufficient. Without them, our vision will not be realised. They require a new order of political awareness and commitment, in developing and industrialised countries, demanding advocacy for changed attitudes and actions. Simultaneously, social mobilization and communication must clarify the potential reality of the vision at decision-making levels, acting as the lubricant to a process of change.

The knowledge and the resources are available to turn the vision into reality. The urgent lesson is that politicians have the key in their hands. The water supply and sanitation problems of the world are no longer technical or financial in nature. They are political, social and managerial.

FRAMEWORK FOR ACTION

Frameworks for action, include goals, strategies and action plans. They will vary according to the views and needs of the people from country to country and from region to region. This underlines that regional and national consultations must become the instrument to arrive at a meaningful framework.

Goals

In this vision document developing countries are treated as the primary concern in this vision, because these are the countries with both the greatest needs in terms of disease, death toll and related human misery. Most of them face the greatest challenges in terms of political change, mobilisation of the population, capacity building, strengthening of weak institutions, integration of policies and finding the necessary resources. At the same time these challenges hold the greatest opportunities for introducing innovations.

This is not to say that people in industrialised countries will not need vision inspired strategies to deal with their problems. Indeed, as more industrialised countries come to appreciate their constraints, they are themselves increasingly adopting pioneering approaches, incorporating many of the elements contained in this vision, e.g. on integrated water resources management. A future challenge is the nearing of the burden of replacing or rehabilitating ageing infrastructure.

There is a sequence of goals people in each country will want to reach, to make the five categories of the vision reality. There are two enabling goals, to which the water supply and sanitation sector (and indeed several other sectors) have so far devoted only marginal efforts. We have learned that without these, even the best intended actions often failed in the end. They are:

1. Political awareness and will at optimum level to deal with the required changes and adopt the necessary strategies
2. Availability of capacity in the country concerned, so that implementation can be carried out through own efforts, supported by external agencies as the country deems necessary

With these two enabling goals attained, the essential third service goal can follow:

3. Minimum service available to all citizens on a sustainable basis
Subsequently, further goals can be set towards:

| 4. Optimum quality of services for everyone |
| 5. Full impact in terms of economic benefits: of health, equity, dignity and an acceptable quality of life. |

Goals should be established in consultation between stakeholders in bottom-up approaches. With that in mind the following target dates may be used as a basis:

| 1. Political awareness and will | 2005 |
| 2. Availability of capacity | 2010 |
| 3. Minimum service | 2015 |

Note: One commenter found these dates to be too long in the future; another too nearby.

It needs to be stressed that these target dates are ‘strive dates’, meant to inspire and mobilise. With these attained, it may be expected that all countries will be able to reach goals 4 and 5 before the second half of the 21st century.

**Strategies and Action Plans**

Depending on their situation and the goals set, each country will need to develop its own strategies, as a basis for national plans towards the provision of environmental services (water supply, sanitation, storm drainage and solid wastes management; see box).

**In rural areas with low population density**, water supply and sanitation are the essential services required. Here solid wastes management and storm drainage are not usually serious concerns. In most cases the provision of sustainable services in low-density rural areas must be arranged in the context of the much broader issues of income-generation and rural development as a whole.

**In urban-type settlements** infrastructure deficiencies have the greatest impact, both on the population (particularly in urban

---

Environmental services

Environmental services are the four critical sub-sectors affecting people’s living environment. They comprise water supply, sanitation, storm drainage, and solid waste management, although the latter two aspects may be of less importance in rural areas.

a. Provision of water supply needs to be accompanied by means of collecting and disposing of the resulting waste water, whether on-site or off-site through sewers

b. Provision of basic sanitation (collection and proper disposal of human excreta,) is essential for public health (including protecting leaky water pipes from faecal contamination); improved water supply alone is not enough.

c. Effective storm drainage, particularly in developing countries which have a pronounced rainy season, is vital to maintain urban life; whether this should be combined with sewerage, or separate, is a decision that has important institutional, technical, financial and land use consequences.

d. Proper solid wastes management, besides protecting public health by removing harmful materials and food debris (which encourage rodents and other disease vectors), also avoids blockage of sewer and storm drain systems, resulting from uncollected wastes, flushed into them during storms.

(adapted from; “Vision 2020” by Kalbermatten et al)
settings) and on economic growth and self-sufficiency. Here, the environmental services, indicated in the box, should be addressed together. This type of settlement may also occur in rural areas, for example in market centres.

In many ways, our approach to these environmental services has not changed significantly for several thousand years. Faced with the consequences - widely unused systems, limited impact of services, deteriorating facilities, rapidly increasing costs, serious environmental degradation, and possibly irreversible depletion of water resources - and our inability to ensure service to many of the world’s population, it is reasonable to state that our approaches must be reconsidered. Clearly we need new strategies on how to ensure services in the cities and rural settlements of the future, particularly to the poor, in both developing and industrialised countries.

The greatest need today is to serve adequately, residents of low-income urban fringe and peri-urban areas. There it is likely that the full-fledged application of community-initiated and based approaches (e.g. the Orangi pilot project in Pakistan), can result in massive improvements, where conventional approaches have not been successful. Private sector participation may have a useful role to play here, although so far few efforts have been made to develop institutional and cost recovery mechanisms, enabling the private sector to participate in areas normally of little interest to it because of its alleged low revenue character.

In rural areas the greatest need now appears to be mobilisation of community energies, backed by institutional arrangements which emphasise self-initiative and partnership, and by the widest possible dissemination of approaches used successfully and the devotion of as much energy and funds to hygiene promotion and education and other developmental issues, as to water supply and sanitation. Indeed progress in many rural and some peri-urban areas clearly demonstrates the capacity of low income populations to successfully solve their own infrastructure service problems provided they are given the information necessary to make informed decisions, are empowered to implement their decisions, and are supported by the professional institutions.

<table>
<thead>
<tr>
<th>Uncommon questions needing common-sense answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>-Is it sensible to give water supply and sanitation lower priority than highways, nuclear weapons and space research?</td>
</tr>
<tr>
<td>-Is it obvious to develop services which people are not asking for and which they can not afford?</td>
</tr>
<tr>
<td>-Is it efficient to have facilities installed by institutions who lack the capacity to focus on the interests of the people concerned?</td>
</tr>
<tr>
<td>-Is it rational to install equipment’s for which there is no capacity to maintain them?</td>
</tr>
<tr>
<td>-Is it a good idea to use scarce water once and then discard it, and to dilute very small quantities of pathogenic excreta with large amounts of water simply to move the excreta somewhere else, and then spend enormous sums to make the pathogens and other contaminants harmless, so that downstream communities can use the water?</td>
</tr>
<tr>
<td>-Is it good practice in a world where topsoil and organic nutrients are being depleted, to mix our organic wastes with all sorts of useless and hazardous materials, so that they have to be isolated behind protective barriers and buried, and cannot be reused?</td>
</tr>
<tr>
<td>-Is it really progress when urban areas are regularly flooded several feet deep during the rainy season, bringing normal life to a halt and filling homes with mud, debris and dilute sewage?</td>
</tr>
<tr>
<td>-Does it make sense to insist on expensive “modern” solutions for everyone, regardless of what they need or what they can afford, when it is clear that in many cases this results in systems that cannot be kept in service, or in denying many people access to service, or both?</td>
</tr>
</tbody>
</table>

(adapted from: “Vision 2020”by Kalbermatten et al and World Water Council’s “Proposed Framework”)
Whether “minimum service available to all citizens” becomes feasible, will depend on the strategies we adopt henceforth. Long-term experience points at the five categories of the vision, which translate into five main, integrated strategies:

1. **Political Commitment and Societal Support**

2. **Institutional Basis**

3. **Integrated Water, Health and Environment Policy**

4. **Economic, Financial and Technological Framework**

5. **International Co-operation**

Components of these strategies follow here under. Many apply equally to urban and rural services, while some apply more to one or the other. Although clear differences may exist between application of piped/non-piped services, no distinction has been made, because it is important to consider all of them initially, and reach a judgement on which ones are most relevant in a particular context.
1. Political Commitment and Societal Support

- Advocacy, including mass media deployment, to raise political awareness and commitment, and to mobilise action on required changes including those related to: water and sanitation as basic human rights and responsibilities; people at the centre of action; recognition of water as an economic good; measures to avoid urbanisation pressures; as well as changes in behaviour at political and government level
- Both men and women targeted for consultations, education and enablement to act in water and sanitation, including strong support to educational actions for women and girls
- People at the centre of action, as actors not beneficiaries
- Empowerment, including legal, institutional and training actions, to enable individuals (including women) and communities (both urban and rural) to understand the options for change, to choose from among them and realise the choices they have made
- Stimulation of and support to self help actions by individuals and communities
- Decisions based on dialogue about the attitudes and needs of people (in both rural and urban communities) and what they can manage, maintain and pay for
- Decision making powers brought to stakeholders levels close to the users
- Full application of the demand-driven services principle
- Development of holistic social analysis (including ethnic, religion, caste, power, gender)
- Meeting of women’s roles and needs, in the framework of gender approaches
- Development of new approaches for peri-urban slums, bridging experiences of urban centres and rural settlements, including mixed initiatives between inhabitants, the government and the private sector
- Development of social indicators to monitor and publicise progress in addition to, or replacing coverage indicators, to enhance insight in the degree in which facilities are effectively used and have the desired impact

2. Institutional Basis

- Increased move of government roles to those of facilitators, including related capacity building
- Institutional reform and democratisation of institutions which can respond as the first contact between communities and authorities, to enable empowerment and equality, to back up concepts of decentralisation, to maximise working with the users, and to work in interdisciplinary teams
- Resolving severe institutional weaknesses, in terms of inappropriate structure; inappropriate staffing; limited autonomy; and absence of effective management
- Identification of inefficiencies and intentional or unintentional mis-use of power and opportunity by service providers
- Institutional arrangements geared to reflecting the efficiencies, possible with better integration of water with sanitation, and of both with other sectors.
- Strong increase of capacity building and training at all levels, both preceding and alongside service provision, and specific training of institution staff and consultants to enable them to deal with people empowerment approaches, backed up by adequate data and information
- Introduction of communication strategies as part and parcel of water and sanitation interventions
- Instruction of sector staff to consider gender sensitivity in all aspects of their work, including the provision of appropriate guidance materials
• Improvement of access to basic technical and management information among policy makers, planners, utility managers, and communities and information on what works - and what does not - in the sector to staff with important sector responsibilities
• Definition and encouragement of the complementary roles of the private sector (including the informal private sector), NGO’s and of market mechanisms, including the adoption, as one of the instruments of facilitating access and control of water supply and sanitation by people, of systems that are truly participative
• Teamwork between disciplines, sector and authorities as the basis for integrated planning and joint action
• Attention to the legal and regulatory framework for the sector, including water rights, the legal status of squatter areas, and development of a system of tradable “pollution credits”
• Strong regulation for effective performance and protection of the users.
• Benchmarking, monitoring, evaluation and performance incentive systems in public and private sectors to measure progress and efficiency
• Diligent action against poor implementation of policies and resistance to change at operational levels

3. Integrated Water, Health and Environment Policy
• Conservation and protection of available water resources, including promotion of water conservation through recycling and re-use of water
• Introduction of measures against water resources constraints, such as depletion of readily-accessible local resources, the steady rise of marginal costs of developing alternatives, competition of major users (such as industry) in the development of sources (in the absence of abstraction controls), reduction of unaccounted-for water
• Mobilisation and education of people to improve public health by hygiene behaviour
• Stronger involvement of the medical profession and stress on inter-disciplinary teams for sanitation awareness and action
• Water and sanitation fully integrated with water resources management and planning for other sectors, including education, health and rural and urban development
• Services involving a minimum of adverse environmental impacts, including planning within water resources constraints; using technologies that allow for resource recovery and recycling rather than “single-use”
• Design of facilities such that environmental damage is avoided
• Integration of services so as to maximise environmental health benefits.
• Decrease of high levels of water wasted in many cities and in agricultural and industrial use
• Combating of industrial pollution
• Expansion in services to those hitherto unserved, using available knowledge toward investment alternatives

4. Economic, Financial and Technological Conditions
• Confinement of government support to those institutions, unequivocally committed to sectoral reform and to implementing the vision
• Increased efficiency in the use of funds, including direction of investments towards affordable and environmentally sound approaches
• Application of service standards and levels, capable of being upgraded over time.
• Re-targeting of sector investments through the broadening of available technological options and choices toward lower unit costs
• The consistent application of alternative and intermediate technologies, appropriate to the cultural, financial and physical conditions and with greater opportunities for the use of local materials and manpower
• Reduction of unit costs
• Application of circular systems in urban areas and redesigning of household systems accordingly
• Application of “hi-tech” solutions, where justified, particularly in industrialised countries, including desalination and membrane technology
• Application of more realistic government policies to water charges for water and sanitation services, and promotion of pay-and-use systems, including waste water disposal for all users, according to capacity to pay
• Avoidance of subsidies, unless they are required for specific social objectives; payment of subsidies to clients, rather than to suppliers
• Availability of sound financing mechanisms (credits, rather than grants)
• Addressing of severe financial weaknesses, in terms of inappropriate tariff structures; excessive and misdirected subsidies; and political pressures leading to inability to set tariffs to meet costs and generate sufficient operating funds
• Careful examination of the causes underlying the economic “shadow-pricing” of sectoral inputs, based on reconciliation of economic and financial signals.
• Required revenues for sustainable systems drawn from the local economy.
• Mobilisation of additional funds from existing and new sources including government, external support agencies, private sector, consumers
• Applied research and development, identifying different alternative approaches to reach progress in the effectiveness of sector services, including low-cost sanitation options for urban areas

5. International Co-operation
• Collective efforts globally, regionally or at national levels to focus the resolution of problems in the sector based on local and national resources (human, financial, technical)
• Broad adoption of the 20/20 principle
• Replacement of donor domination to donor support
• Re-consideration of the extent to which external support is justified in infrastructure services, in view of the need of demand driven planning and implementation
• Facilitation of longer-term commitments by donor agencies, to allow enough time for projects to be implemented through new participative and holistic strategies, including phases at which efficient management, operation and maintenance are essential
• Assistance by the international community through guidance on integrated planning and action
• Co-operation in the development of more people oriented indicators
• Higher priorities by international bodies and governments to research and development activities directed towards achieving breakthroughs in finding more appropriate water and sanitation technologies
• Promotion of systematic exchange of experience, regionally and inter-regionally
• Support to both World Water Council and Collaborative Council to guide this Vision towards reality

SUMMARY OF VISION DISCUSSED IN THIS DOCUMENT

The envisioned **water supply and sanitation future** is that of:

> a world in which all people have access to clean water and safe sanitation and live in a healthy environment

The inherent **components and implications** are in the following five areas:

- **Political commitment and Societal Support**
- **Institutional basis**
- **Integrated Water, Health and Environment Policy**
- **Economic, Financial and Technological Framework**
- **International Co-operation**

The **changes** required to make this vision possible, include:

- **Seeing access to safe water and sanitation as a basic human right and responsibility**
- **Putting people at the centre of action, with empowerment as the central issue**
- **Recognising water as an economic good**
- **Reducing excessive urbanisation pressures** and
- **Changing attitudes and behaviours, especially through a broad communication thrust**

Three sequential shared and common **goals** can be reasonably achieved by people in all countries in the next two decades:

- **Political awareness and will** in 2005
- **Availability of optimum capacity** in 2010
- **Minimum service for everyone** in 2015

The five components of the vision form the **Strategies** which make the attainment of the vision and its goals possible:

- **Political commitment and Societal Support**
- **Institutional basis**
- **Integrated Water, Health and Environment Policy**
- **Economic, Financial and Technological Framework**
- **International Co-operation**