

EU election campaign: StandUp4Water

Communications toolkit





What are our campaign objectives?

- Use the EU elections to **raise the political profile** of WASH by getting MEP candidates to sign the [“Stand Up 4 Water”](#) pledge
- Engage with and influence candidates and potential future MEPs to become **new WASH champions** in the next legislature

There will be two phases to this campaign:

- Pre-election (2nd April -23rd May)
- Post-election (1st June onwards)

This toolkit focuses exclusively on the pre-election phase of the campaign.



Stand Up 4 Water pledge

As candidates for the European Parliament elections, we urge you to put water, sanitation and hygiene high on the European political agenda and commit to supporting the following actions:

1. Make WASH a political priority on the EU agenda:



- Take political leadership in speaking up about the importance of access to safe WASH in Europe and beyond;
- Adopt ambitious legislation complying with Agenda 2030 and incorporate WASH in EU processes, policies and programmes.
- Ensure WASH is explicitly among the mandates of one of the future European Commissioners.

2. Support investments in the WASH sector



- Support policies and programmes aiming to enhance and maintain water, sanitation and waste water treatment infrastructures, including through development finance (ODA) for all aspects of water and sanitation access, governance and management.

3. Link WASH to other SDGs:



- Raise awareness on water, sanitation and hygiene as essential elements of climate change adaptation
- Ensure that EU health, nutrition, food security, environmental, and education policies and programmes comprise a WASH component
- Apply a gender equality, empowerment and human rights lens to EU WASH policies and programmes



What actions do you need to take?

1. Reach out to election candidates in your country

- Email, call or meet up with candidates and get them to [sign the pledge](#)
- Encourage candidates to share our campaign on their Twitter channels

2. Use your organisation's (and personal) Twitter account to spread our campaign messages

- Use the key messages and assets below to help with this
- Use **#EP2019** with every tweet to tap into the wider conversation around the elections and share our campaign with a larger audience
- Use **#StandUp4Water** so that we can generate our own following



Timeline

The pre-election phase of this campaign will last 6 weeks, with each week focusing on a different topic relevant to WASH:

- WASH and health
- WASH and gender
- WASH and climate change
- WASH and youth

You will receive more information on each topic at the start of each week, including:

- **Assets**
- **Key messages**
- **Example statistics**

w/c 1 st April	w/c 8 th April	w/c 15 th April	w/c 29 th April	w/c 13 th May	w/c 20 th May
Launch campaign	WASH and health	WASH and gender	WASH and climate change	WASH and youth	Final pre-election push



How can you use social media?

- You can use the assets below (saved in the folder) to post directly onto your Twitter account. There are a few extra things to always remember:
 - Use **#EP2019** to tap into the wider conversation around the elections and share our campaign with a larger audience
 - Use **#StandUp4Water** so that we can generate our own following
 - **Retweet other campaign partners**
 - Look out for the central tweets from **End Water Poverty**
 - If appropriate for your organisations, **tweet @ your target MEPs directly**
 - Always include this short link for the pledge: **<https://bit.ly/2UcKPbN>**

What assets can you use?

- Upload these assets as a picture on Twitter
- Tag your allies or targets
- Tag EWP/ WaterAid EU

There are a range of assets (attached in the email) for you to post on your accounts. Please use these how it best fits for your organisation. See below the draft copy below to accompany these:

Everyone, everywhere should have access to clean water, decent toilets and good hygiene.

That's why we're urging candidates for the European Parliament elections to #StandUp4Water and sign our pledge to ensure no one is left behind.

Find out more here: <https://bit.ly/2UcKPbN> #EP2019



IS IT OK THAT 844 MILLION PEOPLE DON'T HAVE ACCESS TO CLEAN WATER?



Launch asset 1

IS IT OK THAT 2.3 BILLION PEOPLE DON'T HAVE ACCESS TO A DECENT TOILET?



Launch asset 2

DID YOU KNOW?

14 million people in Europe do not have access to a basic drinking-water source

That's why we are urging candidates for the European Parliament elections to #StandUp4Water and help ensure that everyone, everywhere has access to clean water, decent toilets and good hygiene.



Launch asset 3

All the icons/ photos are in the folder if you want to translate these into your local language

Assets to support the pledge items



Leadership

We're urging candidates for the European Parliament elections to #StandUp4Water and **show leadership** and put water, sanitation and hygiene high on the EU political agenda.

Find out more: <https://bit.ly/2UcKPbN> #EP2019



LEADERSHIP



WaterAid/ Guilhem Alandry

The EU must show leadership in delivering the Sustainable Development Goals by 2030.



Launch asset 4

Investments

We're urging candidates for the European Parliament elections to #StandUp4Water and **support investments** and put water, sanitation and hygiene high on the EU political agenda.

Find out more: <https://bit.ly/2UcKPbN> #EP2019



INVESTMENTS



WaterAid/ Behailu Shiferaw

Official Development Assistance (ODA) is still vital in low-income country contexts but at current levels is far too low.



Launch asset 5

Integration

We're urging candidates for the European Parliament elections to #StandUp4Water and **link WASH with other SDGs** and put water, sanitation and hygiene high on the EU political agenda.

Find out more: <https://bit.ly/2UcKPbN> #EP2019



INTEGRATION



WaterAid/ James Kiyimba

Around the world up to 443 million school days are lost every year because of water-related illnesses.



Launch asset 6

What are our key messages?



Our key messages are found within the pledge and manifesto documents. In addition to these, it may be useful to use the below to frame why WASH is so important:

- **Clean water, decent toilets and good hygiene should be normal for everyone everywhere.** But, today, millions have their access denied, simply because of who they are, how much money they have, or where they live. Lacking access to these human rights stops people having an equal chance to be healthy, educated and financially secure.
- As a major player in UN discussions about the implementation of the Sustainable Development Goals, **the EU must take leadership to positively impact the lives of local communities both in Europe and in the world.**
- **SDG 6 is one of the most interconnected goals** with access to water, sanitation and hygiene aiding economic development, poverty reduction, education, health, healthy environment and more.



Examples of statistics you can use

- **844 million people don't have clean water close to home.**
(WHO/UNICEF Joint Monitoring Programme (JMP) Report 2017)
- **2.3 billion people don't have a decent toilet of their own.**
(WHO/UNICEF Joint Monitoring Programme (JMP) Report 2017)
- **31% of schools don't have clean water.**
(JMP (2018) Drinking water, sanitation and hygiene in schools; Global baseline report)
- **Every minute a newborn dies from infection caused by lack of safe water and an unclean environment.**
(WHO, 2015)

Please note, these are just examples - use any stats relevant for your organisation



- **Diarrhoea caused by dirty water and poor toilets kills a child under 5 every 2 minutes.**
(WASHWatch.org)
- **Around the world up to 443 million school days are lost every year because of water-related illnesses.**
(Human Development Report, 2006)
- **Every \$1 invested in water and toilets returns an average of \$4 in increased productivity.**
(WHO, 2012)
- **The World Bank says promoting good hygiene is one of the most cost effective health interventions.**
(Disease Control Priorities, third edition (volume 2), 2016)
- **If everyone, everywhere had clean water, the number of diarrhoeal deaths would be cut by a third.**
(Tropical Medicine and International Health, 2014)

How to write a great blog



Stand
Up 4
Water

- Choose one of our key themes:
 - **WASH and health**
 - **WASH and gender**
 - **WASH and climate change**
 - **WASH and youth**
- Write about something you find interesting!
- Relax and write in a way that feels natural
- **Write an introduction that includes information about the pledge**
- Write in short sentences (and English so we can share most widely)
- Add subtitles
- Keep it to the point – aim for **600-800 words**
- Add a call to action at the end – **ask candidates to sign the pledge and others to share our social media messages**

Please send any blogs through 10 days before the proposed publishing date