



For

**Watershed – Empowering Citizens Programme
and WAI WASH SDG Programme
in Bangladesh**

March 2020

Final

**BANGLADESH ADVOCACY STRATEGY
Of
Watershed – Empowering Citizens
And
WASH SDG Programme**

March 2020

Final

LIST OF ACRONYMS

ADB	Asian Development Bank
BCC	Behavior Change and Communication
CLTS	Community Led Total Sanitation
DPHE	Department of Public Health Engineering
DRR	Disaster Risk Reduction
FSM	Fecal Sludge Management
GoB	Government of Bangladesh
HYSAWA	Hygiene, Sanitation and Water Supply Project
HLM	High Level Meeting
LGED	Local Government Engineering Department
LGI	Local Government Institute
MoLGRD&C	Ministry of Local Government, Rural Development and Cooperative
MDG	Millennium Development Goals
MoF	Ministry of Finance
MHM	Menstrual Hygiene Management
PSB	Policy Support Branch
SACOSAN	South Asian Conference on Sanitation
SDC	Swiss Development Cooperation
SDP	Sector Development Plan
SWOT	Strength, Weakness, Opportunity and Threat
UNICEF	United National Children’s Fund
WAB	WaterAid Bangladesh
WAI	Wash Alliance International
WASA	Water Supply and Sewerage Authority
WASH	Water Sanitation and Hygiene
WATSAN	Water and Sanitation
WB	World Bank
WHO	World Health Organization
WSS	Water Supply and Sanitation Sector

DEFINITIONS OF KEY RELEVANT ISSUES

Watershed - Empowering Citizens	Watershed - Empowering Citizens is a strategic partnership of the Dutch Ministry of Foreign Affairs and IRC, Simavi, Wetlands International and Akvo, designed to improve the governance and management of water, sanitation and hygiene (WASH) and Integrated Water Resource Management (IWRM) services. Along with five other countries, Watershed – Empowering Citizens Programme is being implemented in Bangladesh since 2017 to enhance the ability of civil society organizations (CSOs) on relevant policies and guidelines and enable them to demand and advocate with service providers and other duty-bearers for systemic change based on evidence and reliable data. WaterAid is the lead country partner for this programme in Bangladesh.
WAI, WASH SDG	WASH SDG is a consortium WASH Alliance International (WAI), SNV and Plan funded by Dutch Ministry working in 7 Countries including Bangladesh. WAI is sub program of the WASH SDG program and working in 5 countries. 9 Dutch partners and 6 Bangladesh Partner NGOs are implementing program, which is led by Simavi.
Civil Society	The wide array of non-government and not-for-profit organizations that have a presence public life, expressing the interests and values of their members or others, based on ethical, cultural, political, scientific, religious or philanthropic consideration. Civil society organizations therefore refer to a wide of array of organizations; community groups, non-governmental organizations, indigenous groups, professional associations and foundations.
Partner NGOs of Watershed and WAI WASH SDG	Development Organization of the Rural Poor (DORP), Gender and Water Alliance Bangladesh (GWAB), Hope for the Poorest (HP), Practical Action Bangladesh, Stitching Land Ontwikkelings Project Bangladesh (SLOPB), Uttaran, and WaterAid Bangladesh.
Bangladesh WASH Alliance (BWA)	Bangladesh WASH Alliance (BWA) is a platform of Bangladeshi NGOs working together towards a society where all people are able to assert and realize their right to sustainable access to safe drinking water in sufficient quantities, adequate sanitation and hygienic living conditions in order to improve their health, nutritional status and economic living standard. This BWA is registered under social service department.
Advocacy	Advocacy is the process of strategically managing and sharing knowledge to change and/or influence policies and practices that affect people’s lives. Advocacy includes organizing and building alliances across various stakeholders.
Advocacy Strategy	An advocacy strategy is a combination of approaches, techniques and messages by which the planner seeks to identify and achieve advocacy goals and objectives.

Sector	The water supply and sanitation sector and Integrated Water Resource Management Sector
WASH	Water, Sanitation and Hygiene. All works related to water, sanitation and hygiene includes the provision of safe and affordable access to a clean water supply and methods of disposing of waste. This involves the provision of services and training on how to manage them. Advocacy is also a part of WASH activity to influence policy maker to ensure services with equity.
IWRM	Integrated Water Resource Management (IWRM) is a process which promotes the coordinated development and management of water, land and related resources in order to maximize economic and social welfare in an equitable manner without compromising the sustainability of vital ecosystems and the environment.
Safely managed sanitation	This would be in line with SDG definition. Every household has a separate hygienic latrine with appropriate fecal sludge management system.
Hygienic Latrine	The latrine that would be able to confine the feces away from the environment and it seals the path between the squat hole and the pit to effectively block the pathways of bad smell, flies and other insect vectors thereby breaking the cycle of disease transmission.
Community Latrine	A single or several chambers based hygienic latrines placed in a cluster for use by a section of community.
Sanitation	Hygienic means of promoting health through treatment and safe disposal of faeces, surface drainage, solid waste and waste waters.
Hygiene	Conditions or practices conducive to maintaining health and preventing disease, especially through cleanliness.
Hygiene Service Level	The basic minimum service level for hygiene is hand washing with soap and menstrual hygiene management.
Safe Water	The water that does not cause any significant risk to the health of the consumer over lifetime consumption.
Water Supply	Withdrawal or abstraction of ground water or surface water as well as harvesting of rain-water, its subsequent treatment, storage, transmission and distribution for domestic use Drinking Water Standard: Bangladesh Standards for drinking water quality as defined in Environmental Conservation Rules 1997 or subsequent government Acts, Rules & Circulars.

Water Supply Service Level	The desired level of service is that each household has a water connection or a water point for water supply. In case of financial or technical reasons in low income or other communities, piped and non-piped community water points may be considered. The basic minimum quantity of water for domestic uses should be 50 liters per person per day. Piped water supply should be available for 24 hours with adequate pressure and non-piped water points should have water available round the year. The water points should be within 150 meters of household premise and collection time should be within 20 minutes.
Water Stress Areas	Areas where the demand for water is approaching or exceeds the available supply or where existing or potential water quality problem is serious. For example, these areas are the <i>Barind</i> tracks in Northwest Bangladesh where the availability of groundwater is limited for both irrigation and drinking water supply and in the coastal saline zone like in the districts of Satkhira, Bagherhat and Khulna where ground water is saline and low-saline river water is scarcely available.
Hard to Reach Areas	Due to some spatial constraints related to geo-physical factors there are some areas in the country where water supply and sanitation cannot be provided easily. Examples of these areas are the char land (River Island), <i>beels</i> (natural depressions or saucer shaped areas subjected to flooding by rain or river water which may or may not hold water throughout the year), <i>haors</i> (large natural water bodies in the form of bowl-shaped depressions between two different rivers), exposed coastal lines and islands, hilly areas and enclave areas.
Vulnerable People	There are some groups of people who have unfavorable socio-economic or physical characteristics that constraint their access to basic services including water supply and sanitation. Examples of these groups of people are children, people with different ability, aged people, and extreme poor, low income urban communities in slum areas, tea garden workers, indigenous communities and floating population.
Food poverty line	This is estimated using the cost of basic needs (CBN) method and is equal to the cost of a basic food basket required to meet the nutritional requirement of 2,122 kilo calories per person per day.
Non-food poverty line	Cost of consuming non-food items by the member of household close to the food poverty line.
Poor	The member of households whose per capita expenditure on food and non-food items combined are equal to or less than the summation of food poverty line and non-food poverty line (also termed as upper poverty line).
Extreme poor	They are the member of households whose total expenditures on food and non-food items combined are equal to or less than food poverty line (also termed as the lower poverty line).

1. BACKGROUND AND WASH CONTEXT

On 28th July 2010, the United Nations recognized Water and sanitation as basic human rights, but this has not guaranteed every citizen's access of sufficient, safe, physically accessible and affordable water and sanitation. Bangladesh is one of the most densely populated countries, having 160 million people and a significant portion of the population living in the rural hard-to-reach areas. The Government of Bangladesh approved a hard-to-reach area strategy in 2012 and 1,144 unions have been identified as hard-to-reach across the coastal belt, Chittagong Hill Tracts, hoar regions, chars, flood prone and drought prone areas. The Bureau of Statistics in Bangladesh projected that by 2031 more than 66 Million people will be living in urban area. At the same time, service provisions in the rapidly growing urban slums remain inadequate as well. The absolute number of people without services in the urban slum areas is increasing due to the rapid growth of urban population.

As the baseline study shows, around 82% of the households in programme area are using at least a basic level of drinking water and only 5% households are using safely managed drinking water. Water quality is a challenge, 36% of water source is contaminated by iron and *E. coli* is present in 31% of the households. Drinking water is available in majority of schools although 22% of schools' water source is contaminated by E-coli. Availability of safely managed drinking water at health centers is also poor: water is contaminated in 2 of the 6 health centers with *E. coli*. The baseline assessment shows that open defecation is 0% in program area, which is similar to JMP 2017 and 47% people have access to safely managed sanitation. However, still 46% people are using unimproved toilet. 69% of the schools has basic level sanitation. However, only 10% of the schools meet national criteria 1 usable latrine per 50 students. 19% of the schools have at least one or more girls' latrines with a covered bin for menstrual pad disposal. 60% of health centers do have latrines, and they are not separated for women. Hand washing behavior of the people in the intervention area is low, with only 9% having basic level hand washing facilities.

At the policy and institutional level, the project's stakeholder analysis clearly shows that there is a wide range of stakeholders who are already involved in the WASH sector, and many who have the potential to make important contributions but are currently not deeply involved. This points to a need for mobilisation and sensitisation across the board, to bring together existing and potential stakeholders on to a common platform for the achievement of Goal 6, both at the national level and local level.

Hygiene promotion is still a neglected issue in Bangladesh, and this is a barrier to achieving the national target of ensuring 'Water and Sanitation for All'. The national hygiene baseline survey 2013 revealed that 85% of women and adolescent girls are using dirty cloths during menstruation, 40% of female students remain absent from school at least 3 days in a month and only 1% of schools have the facilities for menstrual pad disposal in toilets. The Government survey also delineated that for toilets the student ratio is 1 toilet per 185 students, which is far behind the national target of 1 toilet per 50 students.

Allocation of budget for achieving SDG-6 is much less than what is required. In the fiscal year 2018-2019 the financial requirement is 93.75 Billion BDT and ADP allocation is 53.87 Billion BDT. In addition, there are huge inequalities among the allocation in rural vs urban areas: 87% total WASH budget has been allocated to urban areas and 13% in rural areas.

Many of the achievements in WASH promotion have been challenged by climate change. This is creating additional challenges in sustaining water, sanitation and health services, and precludes achievement of the national target of ensuring water and sanitation for all. Excessive salinity, natural disasters, infertility of cultivated lands, rapid pollution of safe water sources, ecological imbalances, damages to structure, incidence of diarrhea and water borne diseases, and increasing vulnerability of women and children belonging to disadvantaged communities due to adverse impact of climate change are all having long term effects in the WASH sector as well as on people's lives and livelihoods.

In addressing the above-mentioned concerns, governance remains a key issue. In the WASH sector, the challenges center on transparency and accountability, peoples' participation, people's awareness of WASH entitlements, manpower and skills of LGI bodies, and above all, coordination among different agencies as well as between LGI and civil society. These are some of the major reasons behind poor WASH coverage in rural areas of Bangladesh, especially in hard-to-reach areas. There is an overall lack of monitoring and accountability, and corruption continues to plague the sector, which is hindering WASH promotion at grassroots level. Women have low or no access to decision-making processes at LGI and community levels. The participation of the people at the bottom of the pyramid is also very negligible. They participate in meetings, but their voice is not heard, and they cannot take decisions.

The Government of Bangladesh has taken different initiatives through developing and formulating different policies, strategies and acts ensuring water, sanitation and health for all citizens. But lack of effective implementation of the policy documents at grassroots level and lack of coordination between and among service providers and duty bearers mean it is not possible to reach the national goal of ensuring water, sanitation and health for all.

The gross inequality among the urban and rural population should be addressed foremost. Besides, the government should give special attention to the livelihoods of the poor and most vulnerable people living on the edge. It is necessary to conduct strong advocacy work from NGOs, civil society and private sector actors at policy level to resolve this disparity. Much awareness and responsiveness are still needed from the citizens' side also to ensure their rights to water and sanitation.

1.1 OBJECTIVE OF DEVELOPING JOINT ADVOCACY STRATEGY FOR WATERSHED AND WAI, WASH SDG

Both the Watershed and WAI WASH SDG programs have an advocacy component and are actively involved pursuing advocacy issues at local and National level. WAI, WASH SDG is working

in Bangladesh with the mandate to address WASH issues both at micro and macro levels, including program implementation and policy advocacy intervention through partnership modalities. WAI WASH SDG programme will focus on national level advocacy and policy influencing, linked to local programmatic and advocacy priorities raised by the WASH SDG partners. WAI and its partners will act as a facilitator and central level advocacy focal point and will work with implementation partners to identify key issues that need to be discussed at the national level.

Watershed is working to improve governance for water, sanitation and hygiene (WASH) and integrated water resource management (IWRM) so that all citizens, including the most marginalized, can benefit from sustainable services. The ultimate goal of this programme is to enhance ability of civil society organizations (CSOs) to lobby and advocate with decision-makers by building their knowledge and understanding of relevant policies and guidelines and enabling them to demand and advocate with service providers and other duty-bearers for systemic change based on evidence and reliable data.

WaterAid Bangladesh and DORP are two common partners for both Watershed and WAI WASH SDG programmes. These two partners have vibrant presence in National level advocacy. The activities of other partners of WAI WASH SDG and Watershed are also linked to national level advocacy, which makes it therefore important to develop a common joint advocacy.

The key issues and objectives of this strategy is to bring all the Watershed and WAI WASH SDG programmes partners together to influence national level policies and practices for promoting WASH and IWRM nexus in line with SDG 6 are:

1. More and equitable WASH Budget allocation at national level
2. National Strategy for Menstrual Hygiene Management (MHM) in place to bring synergy among sectors to address special need of women and girls (i.e. approval of a National Strategy for Menstrual Hygiene Management)
3. Finalization of Water Rule in line with Water Act 2013 with provision of CSOs involvement in planning and decision making (i.e. functioning of local level IWRM Committees)
4. Update of National Strategy for Water Supply and Sanitation 2014 aligning with SDG 6 to address leaving no one behind agenda through pro-poor and safely managed WASH services
5. Update of Pro-Poor Strategy for Water and Sanitation Sector in Bangladesh of 2005 to clearly define who are the poor, appropriate water and sanitation service levels and subsidy mechanisms by 2020

1.2. STRATEGY DEVELOPMENT METHODOLOGY AND PROCESS

Watershed and WAI WASH SDG program partners had several meetings to identify ways and needs for developing a joint advocacy strategy. Both programs took the initiative to develop a specific strategy on 'WASH Policy Advocacy'. The Joint advocacy development plan was also

shared in the program meetings of WASH SDG and Watershed to get the initial views of the partners.

Considering its comparative advantage and expertise, IRC was requested to facilitate the process of developing the joint advocacy strategy. As part of developing the strategy, there were a series of Webinar meetings and consultations conducted with participation of IRC, Simavi, and Bangladeshi partners WaterAid and DORP. Detailed modalities of advocacy strategy developing process have been delineated.

1.3 CONTEXT ANALYSIS AND POLICY GAP IDENTIFICATION

- a. Analyzed the context of the WASH and IWRM sectors in Bangladesh and reviewed available secondary data and information;
- b. Identified the available knowledge and resources of the partners and sector actors.
- c. Identified the gaps between policy and practices for ensuring WASH services to the people living at the bottom of the pyramid and for reaching to a wider audience for leaving no one behind.
- d. Identified policy issues that need further advocacy work with policy makers and implementation departments.

1.4 ADVOCACY STRATEGY DEVELOPMENT WORKSHOP

A three-day workshop was organized involving partner organizations of WAI WASH SDG and Watershed, relevant stakeholders and the WASH Sector Network. The workshop was joined by representatives from DORP; Citizens Committee and NGO Network, Bhola; NDBAS, Practical Action-Bangladesh; SLOPB, Uttaran, HP-ASA, DSK; BRAC; FANSA-BD (represented by VERC); WSSCC-B (represented by UST), WSUP; Plan International, SNV-The Netherlands Development Organization; ADD International; Water.Org; SIMAVI-WAI WASH-SDG and RITU Programme; AKVO, GWA-B, IRC and WaterAid Bangladesh.

The workshop was adapted from PATH's Policy Advocacy for Health: A workshop curriculum on policy advocacy strategy development and facilitated by Ms Elynn Walter, the International Advocacy Expert and Lead US Partnerships of IRC. During the workshop, previous findings of analysis were shared, and participants were invited to exchange experiences of both local and national WASH contexts based on their own empirical experience. The workshop focused on defining advocacy, lobby & influencing, advocacy strategies, stakeholder's analysis, issues, goal and priorities, etc. Advocacy asset and gap analysis, partnership networking and collaboration were explicitly discussed with the participants.

Subsequently, the workshop outcomes were compiled and shared with the partner organizations of Watershed and WAI WASH SDG for their further inputs. This strategy was drafted based on these inputs and the workshop outcomes.

2. ACTOR INTEREST AND INFLUENCING AND STAKEHOLDERS ANALYSIS

In the WASH sector in Bangladesh, number of stakeholders exists. However, there is no adequate mapping of the stakeholders available. Hence, the comprehensive stakeholder mapping and selection of effective advocacy tools will facilitate timely and issue-based advocacy. However, the level of interest and influence is different from one stakeholder to another. Hence, the advocacy plan must need to be delineated in accordance with the interest and influence of the existing stakeholders. The interest and influence level of the stakeholders in the WASH sector in relation to the Watershed and WAI, WASH SDG programs is provided below:

<p>High interest / Low influence</p> <p>Union Parishad Chairman Gates Foundation Donors: ADB – WB – JICA INGOs & multilaterals Civil Society Organizations Local level education officers (D) WASH networks (FANSA, WSSCC-B, BWA, EWP, SWA, Wateraid)</p>	<p>High interest / High influence</p> <p>Directorate of Secondary Education, DPHE, ITN-BUET, MoLGRD&C, SDG, Chief coordinator, WASA, MOWCA, LGD, LGED, National sanitation secretariat, MoEducation, Policy Support Branch UN Agency (UNICEF, UNDP), World Bank, ADB MHM Platform,</p>
<p>Low Interest / High influence</p> <p>LCG WASH, UNO, Mayor, WASA Mainstream media /Journalist Media, Local elite, UP Chairman / Councilor, Mass media, Zilla Parishad Chairman Local MP, Political leaders (Ruling party) Religious leaders, Relatives SDG Focal of Prime Minister’s Office Politicians.</p>	<p>Low interest / Low influence</p> <p>Religious leaders Freedom fighters Elite persons President – Teachers Forum Ministry of Health Ministry of Education</p>

2.1 DEFINING ADVOCACY

Advocacy is the process of strategically managing and sharing knowledge to change and/or influence policies and practices that affect people’s lives.

Advocacy is the effort to influence public policy through various forms of persuasive communication. Public policies includes statements, policies, strategies, laws or prevailing practices adopted by those in authority to guide or control institutional, community, and sometimes, individual behavior.

There are several dimensions to advocacy. The Watershed and WAI, WASH SDG programme partners have adopted the following approach for advocacy initiatives within these two programmes.

Deliberate: Advocacy should be a thankful and careful attempt to attain a specific objective;

Policy dimension: changes in policy, attitudes, practices, programs, direction of resource allocation, etc. It should be focused on changes in policies, policy implementation, increasing or disbursing budgets.

Influencing decision makers: Program will identify the right persons for influencing policy and act with the decision makers;

Evidence based: Watershed and WAI WASH SDG will create evidence to conduct advocacy.

Civil society dimension: the strengthening of capacity and power of civil society so that they could take their seat at the table and play an effective role in policy-making and decision-taking;

An advocacy strategy is a combination of approaches, techniques and messages by which the planner seeks to achieve the advocacy goals and objectives. Basically, an advocacy strategy depends on which domain it is that needs to be addressed. Policy formulation, policy reform and proper implementation of the policy are the major domains for policy advocacy, particularly in WASH, as each domain has constraints when it comes to the need to conduct advocacy.

2.2: ADVOCACY STRATEGY

Based on the key advocacy issues and objectives identified for Watershed and WAI WASH SDG programme, we have prepared 5 separate summary strategy documents through a consultation process. The attached se 5 nos. separate summary strategy (for details see the Annex) will be treated as 'Advocacy Strategy' for Watershed and WAI WASH SDG programme partner in Bangladesh.

2.3. ADVOCACY PLANNING CYCLE

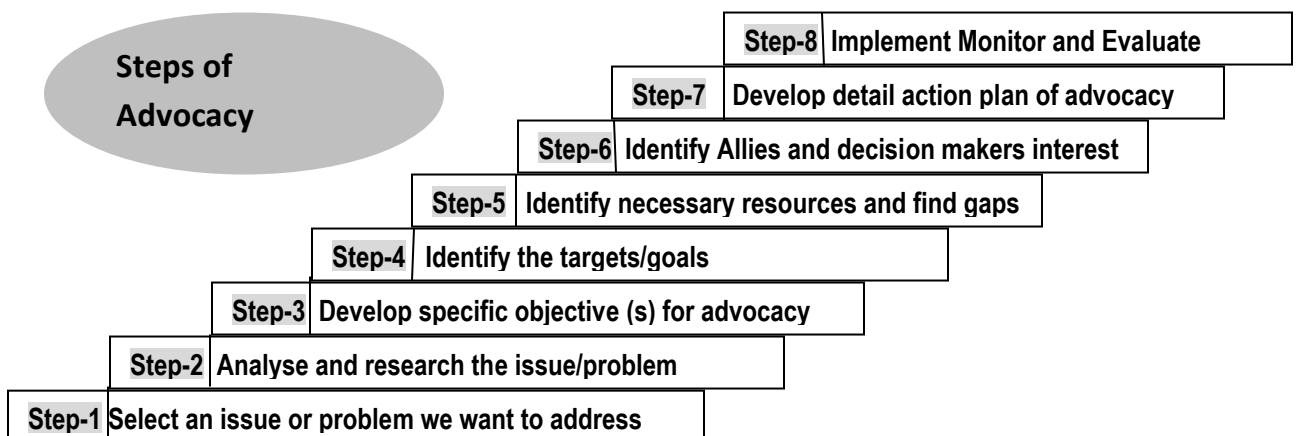
Advocacy planning in general is neither linear nor strictly circular. However, one needs principle steps to be considered in the planning cycle. The starting point is establishing the mindset for forming an agenda for change.

- Analyze and indentify the sector issues, which can be done through a problem analysis framework, past experiences or based on some research/case studies
- Analysis will help then to translate problems into change objectives to be achieved within a specified period.
- The next step is to identify the stakeholders – that is those who make decisions on policies or practices. Also, it would be worthwhile to have an overview of the decision-making process including critical times when decisions will be made.
- A stakeholder analysis gives us target groups and allies who would help us influence the target group

- Depending on the interest and requirement of allies and target groups/audiences, messages that are simple, compact and powerful need to be crafted. In general, one single message will not necessarily fit all.
- Equally important is identifying message delivery tools and techniques, which will again have decided by approaches such as advocacy, lobby or campaign.
- Resources (human and financial) play a significant role in crafting and delivering messages and approaches. An iterative process may be required to find the balance between resources and message delivery techniques and tools.
- Once steps are clear and acceptable to allies, the actual implementation takes place. This will be followed by monitoring and evaluation of the process/output of the result. The monitoring report then needs to be embedded in a similar kind of activities in the future, or sometimes for immediate corrections in ongoing activities/change objective.

2.4. STEP BY STEP ADVOCACY

Advocacy might have a different approach that is not always a linear one. A different operational approach to carry forward any advocacy work depends on the specific context and selection of advocacy issues. Watershed and WAI WASH SDG program will follow the following approach to carry forward advocacy initiative.



3. WASH POLICY AND STRATEGY MAPPING IN BANGLADESH

The Local Government Division within Ministry of Local Government Rural Development and Co-operatives (MLGRDC) is mandated to ensure water supply and sanitation in Bangladesh through different government departments. The DPHE is the mandated organization to provide WASH services in rural areas and technical support of municipality for WASH services; the Water and Sewerage Authority (WASA) is responsible to provide water supply and sewerage services to the major cities; City Corporations are responsible for Sanitation, Waste Management and public toilet services to the people in the city area. The LGIs like Union Parishads, Upazila Parishad and Zilla Parishads also have a key role in providing WASH services. The LGIs are also responsible for the coordination of service providers.

Enormous numbers of policy, acts, strategies and frameworks exist in the WASH sector in Bangladesh. The Policy Support Branch of LGD is primarily responsible for drafting and revising the policies and strategies related to WASH issues. The Sector Development Plan (2011-25) and sub-sector strategy papers also indicate the positive intention of policy makers to strengthen the WASH sector to achieve its goals within a specific timeframe.

Policy Papers on WASH

- The National Water Policy (1999)
- The National Policy for Safe Water Supply and Sanitation (1998)
- The National Policy for Arsenic Mitigation and Implementation Plan (2004)

Strategies, Frameworks, Sector Plan on WASH

- National Sanitation Strategy (2005)
- The Pro-Poor Strategy for Water and Sanitation (2005)
- The National Cost Sharing Strategy for Water Supply and Sanitation in Bangladesh (2011)
- The National Hygiene Promotion Strategy for Water Supply and Sanitation in Bangladesh (2012)
- The National Strategy for Water and Sanitation in Hard to Reach Areas of Bangladesh (2012)
- National Water Management Plan 2004 (Volume-1)
- National Water Management Plan 2004 (Volume-2)
- Sector Development Program (2005)-revised
- Sector Development Plan-WASH (2011-2025)
- Water Safety Framework (WSF) in Bangladesh (2011)
- National Strategy for Water Supply and Sanitation (2014)
- Institutional and Regulatory Framework for FSM
- A guideline for WASH in Institutions (Education Institutions and Health Centers)

Acts and Rules

- Water Acts 2013
- Water Rules 2018
- Union Parishad Act (2009, 2010)
- Upazila Parishad Act (2009, 2011)
- Paurashava Act (2009, 2013)

Relevant Policy, Act and Framework

- National Health Policy (1990, 2000, 2006, 2008, 2009, 2011)
- National Population Policy (2004, 2009)
- National Women Development Policy (2008, 2011)
- National Food and Nutrition Policy (1997)
- National Drug Policy (1982, 1992, 2005)
- National Education Policy (2011)

Strategy, Act, Framework, Sector Plan – others Sector

- Perspective Plan (2010-21)
- The National Strategy for accelerated Poverty Reduction (2005, 2008)
- The Medium-Term Budgetary Framework (2008)
- The Sixth Five Year Plan (SFYP)-2011
- Health Nutrition and Population Development Sector Program-HNPSP (2012-2015)
- Health Nutrition and Population Sector Program (HNPSP)-SWAPs (2003-2011)
- Maternal Health Strategy-Bangladesh
- National Neo-Natal Health Strategy (2008)

4. ADVOCACY ACTION AND TOOLS

- Round table discussions, media briefing, TV talk show etc;
- National level advocacy and lobby with the policy makers;
- Mass awareness raising program with the community people;
- Budget advocacy and budget tracking to increase WASH budget;
- Reactivation of standing committees at LGI level;
- Jointly organize national day observation and raise importance to WASH issue;
- Ensure significant participation of women, religion-ethnic minority and disabled people in all our groups at community level;
- Alignment WASH policies and strategies to SDG 6
- Jointly organizing different advocacy events

5. ROLE OF AND ENGAGEMENT WITH DIFFERENT ACTORS

Whereas WASH Alliance International and Watershed partner organizations are experienced and have achieved much individually on WASH advocacy issues, in recent times they felt the need to act collectively with others WASH sector networking organizations, CSOs and

platform to achieve greater result. Based on the partners capacity, existing country WASH context and growing demand of services, including growing policy loophole of WASH, some specific strategic. Role of and engagement with the following stakeholders and sector to roll out plan to be determining to get comprehensive and coordinated advocacy initiative:

- Watershed: facilitate WASH and IWRM linkages at policy formulation and planning process
- WAI WASH SDG: facilitate SDG 6 alignment at national policies and strategies
- Implementing Partners of Watershed and WAI WASH SDG: facilitate policy influencing process with evidence and sector analysis and join in the policy advocacy dialogue
- WASH networks (i.e. WAI, WSSCC, FANSA, End water Poverty, BAWIN, SWA etc.): join in the networking and collaboration and policy advocacy dialogue
- Sector Actors (INGO/NGOs, UN Organizations, Multilateral Organizations.): join in the networking and collaboration and policy advocacy dialogue
- Media (electronic and Print media): Attract attention of policy-makers and highlights on the key advocacy agendas
- Policy Makers (LGD, PSB, ITN BUET, WARPO): Consider second generation sanitation challenge and create CSOs space to participate and talk in the policy formulation and planning process.
- Academia: involve in sector analysis and technical inputs including research for evidence generation

6. REVIEW AND MONITOR PROGRESS

- Regular review of the advocacy progress and ensure that the progress is in tune with the overall timelines.
- Monitor the implementation of communication channels to ensure that there is regular information sharing and communication within the advocacy partners and with other sector stakeholders.
- Ensure participation of Watershed and WAI, WASH SDG members
- Advocacy issues to be considered as joint activities of Watershed and WAI, WASH SDG. Therefore, it is pertinent for all members of these two programmes actively take part in the advocacy initiative of Watershed and WAI, WASH SDG.

Annex

BANGLADESH ADVOCACY STRATEGY
Of
Watershed – Empowering Citizens and WASH SDG Programme
(All the 5 nos. Summary Strategy Documents)

BANGLADESH ADVOCACY STRATEGY Of Watershed – Empowering Citizens and WASH SDG Programme (Summary Strategy Document)

Issue – 1: More and equitable WASH Budget Allocation

GOAL AND OBJECTIVES
<p>The advocacy goal is the focus of the advocacy strategy and describes the overarching policy change or policy-related outcome the project seeks to achieve.</p> <p>Advocacy objectives are intermediate steps necessary to reach the overarching goal and focus on what the advocacy outputs will seek to achieve.</p>
<p>Advocacy Goal</p>
<p>Local Government Division (LGD) and its institutions increase budget allocation for WASH and make the allocation more equitable for hard to reach areas and people by December 2021.</p>
<p>Related Objectives (please come up with 3 objectives)</p>
<ol style="list-style-type: none"> 1. Local government institutions (Union Parishad Chairman and Municipality Mayor in Watershed and WASH SDG program areas – especially Bhola, Barguna and Sathkhira) respond (pre budget dialogue, open budget discussions and make separate allocations specifically for women and marginalized groups) to increase allocation in line with gender inclusion findings by July 2020. 2. Secretary of the Local Government Division (LGD) recognize, accept and acts upon the recommendations (accepted and included in the annual development budget) from the joint call of the WASH Networks by September 2021. 3. Local Government Division (LGD) through National Working Committee establish a National WASH Account by December 2021. <p>Sub-objective: Local Government Division (LGD) involving Bangladesh Bureau of Statistics (BBS) undertaken primary and secondary survey, transition from a national WASH budget line item and establish a national WASH account</p>

DECISION-MAKERS AND INFLUENCERS
<p>Decision-makers are the persons who have the power to give you what you want—the people who can say yes or no to the advocacy goal. Influencers are persons or groups who can have a compelling force on the actions, opinions, or behavior of decision-makers. These groups combined are the primary targets of the advocacy strategy. List as many decision makers as you</p>

think are necessary to accomplish your objectives.

**Indicate which decision maker the key influencer is associated with.*

Decision-makers	Key Influencers
Chairman of Union Parishad	<ul style="list-style-type: none"> - Union Parishad Secretary, Members and Female Members - Member of the WASH related Standing Committee - Upazila Chairman & Vice Chairman - Upazilla Nirbahi Office (UNO) - Members of local CSOs (i.e. Citizens Committee) - Members of local NGO Networks - Local religious leader, freedom fighter, teacher, journalists etc. - Representatives of the poor and marginalised
Municipality Mayor	<ul style="list-style-type: none"> - Municipality Councilors, Female Councilors & Secretary - Member of the WASH related Standing Committee/related Committee of the Municipality - Members of TLCC/WLCC - Members of local CSOs (i.e. Citizens Committee) - Members of local NGO Networks - Local religious leader, freedom fighter, teacher, journalists etc. - Representatives of the poor and marginalised
Secretary of Local Government Division (LGD)	<ul style="list-style-type: none"> - Focal of Policy Support Branch (PSB) of LGD - Additional Secretary (Water Supply) of LGD - Chief Engineer, Additional Chief Engineer and Executive Engineer of DPHE - Managing Director, Commercial Manager and Chief Engineer of Dhaka WASA - Representatives of National level WASH Networks including FANSA-BD, WSSCC-B, SWA, BWA/WAI, FSM Network and its partners - Representatives of National and International NGOs including WaterAid, Water.org, DORP, NGO Forum, DSK - Research Organizations including PPRC, HDRC - Representative of Unicef (Chief-WASH/WASH Specialist), WHO, JICA - Center Director, ITN BUET - Director General, Additional Director General and other concerned of BBS - Representatives of Health Economic Units - Member, GED, Ministry of Planning - Secretary, Finance Division

	- Members of National Working Committee to be established to develop a National WASH Account
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OPPOSITION AND OBSTACLES

There may be pockets of resistance to your policy advocacy goal that the project seeks to achieve, for reasons extending from competing priorities and/or agendas to concerns about funding, timing, and capacity. It is critical to identify potential resisters (persons or groups) that may have a real impact on the outcome and any strategies to mitigate their influence.

**Indicate the resistor when writing out the mitigation strategy.*

Potential Resistors and Mitigation Strategies

Potential resistor (Barrier to achieving your goal and objectives)	Mitigation strategy (What are you going to do about it?)
Due to interest more on construction and infrastructure centric work inadequate budget of Union Parishad and Municipalities for WASH may not be helpful to address the WASH needs of the poor and marginalised and address gender and social inclusion issues adequately.	Focused discussion with Union Parishad and Municipalities to sensetised them to address the need of the poor and marginalised and address gender and social inclusion issues on priority basis.
Due to less interest Ministry of Finance and Ministry of Planning finally may not allocate more WASH budget to Local Government Division (LGD) and its institutions.	Consultation involving Ministry of Finance, Ministry of Planning and Local Government Division (LGD) on the need of more and equitable WASH allocation might be helpful to achieve the goal.

PARTNERS

Partners are critical interest groups, NGOs, private-sector entities, multilateral organizations, or coalitions that are currently working on the issue in which coordination and collaboration will further anticipated outcomes.

Potential Partners and Anticipate Roles of the Partners

Potential partner	Role of the partner
Local CSOs i.e. Water Management Citizens Committee (WMCC) and NGO Network (NN)	- Facilitate the lobby advocacy and open budgeting process at Union Parishad level in the programme area of Bhola sub-district involving local CSOs (WMCC and NN) and link the learnings at national level and beyond
CSOs, local community representatives and interested local allies of WASH SDG partners	- Facilitate the lobby advocacy and open budgeting process at Union Parishad and Municipality level in the programme area of Barguna, Sathkhira involving local CSOs and Citizens group

working area (i.e. DORP, SLOPB, Uttaran, Practical Action, HP)	
FANSA-BD, SWA, WSSCC-B, BWA/WAI, FSM Network	- Actively participate in the WASH budget advocacy process, mobilize policy people and promote the 'joint call for action' through dissemination at different level
PPRC	- Analysis of the National WASH budget allocation and expenses as part of generate and create evidences for national level WASH Budget advocacy
Unicef	- Technical support to organize and coordinate WASH budget advocacy process
WHO	- Technical and capacity building support to the concerned on TrackFin methodology for undertaking primary and secondary survey to establish National WASH Account

Tactics/Activities
Tactics are the specific activities and strategies that will help influence key advocacy targets in support of the advocacy objectives and ultimately the advocacy goal.
Objective 1: <i>Local government institutions (Union Parishad Chairman and Municipality Mayor in Watershed and WASH SDG program areas – especially Bhola, Barguna and Sathkhira) respond (pre budget dialogue, open budget discussions and make separate allocations specifically for women and marginalized groups) to increase allocation in line with gender inclusion findings by July 2020</i>
Associated Tactics/Activities
<ul style="list-style-type: none"> - Facilitate and support concerned Union Parishads and Municipalities to organise pre budget dialogue, open budget discussions involving local CSOs and Citizens group - Regular basis tracking of Union Parishads and Municipalities WASH budget allocation and expenditure - Sensetised Union Parishads and Municipalities to allocate separate allocations on WASH specifically for women and marginalized groups and influence local decision-making process based on the analysis - Sensetised local CSOs and Citizens groups to demand more and equitable WASH allocation and demand accountability of LGIs - Capture local level learnings and share at national level and beyond
Objective 2: <i>Secretary of the Local Government Division (LGD) recognize, accept and acts upon the recommendations (accepted and included in the annual development budget) from the joint call of the WASH Networks by September 2021</i>

Associated Tactics/Activities

- Generate and create evidences for national level WASH Budget advocacy through analysis of the National WASH budget allocation and expenditures
- Prepare 'joint call for action' involving the key WASH Networks, CSOs and WASH actors and ensure proper dissemination of the 'Call' at different level through organizing pre and post budget press conference, roundtable discussion, TV talk show, newspaper insertion
- Undertake national level WASH budget advocacy process involving the key WASH Networks, CSOs and WASH Actors and keep continue the direct L&A actions with the concerned policy people
- Undertake actions on national WASH budget analysis to generate and create evidence of the National WASH budget allocation and expenses involving eminent economist and research firm and come up with recommendations to change the situation

Objective 3: *Local Government Division (LGD) through National Working Committee establish a National WASH Account by December 2021. (through undertaken primary and secondary survey, transition from a national WASH budget line item and establish a national WASH account)*

Associated Tactics/Activities

- Coordination among key WASH Networks, CSOs and WASH Actors to carry out actions related to national level WASH budget advocacy
- Meeting with PSB, LGD and other concerned and influence then to undertake actions related to development of National WASH Accounts and organize national level consultation for this
- Sharing the need and justification of National WASH Accounts development and support PSB and LGD to form National Working Committee and undertake actions to develop National WASH Accounts
- Coordination with collaboration with LGD and BBS to undertake primary and secondary survey to establish National WASH Account
- Facilitate National WASH Accounts development process and organize number of workshop and consultation for this

INDICATORS

In order to demonstrate success and progress toward the advocacy goal, track outputs—measures of productivity/activity —and outcomes—effects or changes seen as a result of tactics.

Illustrative output indicators (list at least 3 – one per objective)

1. No of Union Parishad Chairman and Municipality Mayor in Watershed and WASH SDG program areas – Bhola, Barguna, Sathkhira) organized pre budget dialogue, open budget discussions and make separate allocations specifically for women and marginalized groups
2. No of recommendations made through ‘joint call of action’ by the WASH Networks to attract attention of Local Government Division (LGD)
3. Local Government Division (LGD) through National Working Committee undertaken primary and secondary survey to establish a national WASH account

Illustrative outcome indicators (list at least 3 – one per objective)

1. Local government institutions (Union Parishad Chairman and Municipality Mayor in Watershed and WASH SDG program areas – Bhola, Barguna, Sathkhira) increased WASH allocations and make separate allocations specifically for women and marginalized groups
2. Secretary of the Local Government Division (LGD) recognize, accept and acts upon the recommendations made through ‘joint call of action’ by the WASH Networks
3. Local Government Division (LGD) through National Working Committee establish a National WASH Account by December 2021.

BANGLADESH ADVOCACY STRATEGY Of Watershed – Empowering Citizens and WASH SDG Programme (Summary Strategy Document)

Issue – 2: Approval of a National Strategy for Menstrual Hygiene Management (MHM)

GOAL AND OBJECTIVES
<p>The advocacy goal is the focus of the advocacy strategy and describes the overarching policy change or policy-related outcome the project seeks to achieve.</p> <p>Advocacy objectives are intermediate steps necessary to reach the overarching goal and focus on what the advocacy outputs will seek to achieve.</p>
<p>Advocacy Goal</p>
<p>National Forum for Water Supply and Sanitation has approved a National Strategy for Menstrual Hygiene Management (MHM) to bring synergy among sectors to address special needs of women and girls by 2020.</p>
<p>Related Objectives (please come up with 3 objectives)</p>
<ol style="list-style-type: none"> 4. Local Government Division (LGD) form a National Working Committee to develop the National Strategy for MHM by 2019 5. Policy Support Branch (PSB) of the LGD coordinate multiple sectoral consultations involving the civil society MHM Platform members on MHM related issues and learnings by 2019 6. The National Working Committee has a draft of the National Strategy for MHM that includes recommendations from the consultation with the civil society MHM Platform by 2020

DECISION-MAKERS AND INFLUENCERS
<p>Decision-makers are the persons who have the power to give you what you want—the people who can say yes or no to the advocacy goal. Influencers are persons or groups who can have a compelling force on the actions, opinions, or behavior of decision-makers. These groups combined are the primary targets of the advocacy strategy. List as many decision makers as you think are necessary to accomplish your objectives.</p> <p><i>*Indicate which decision maker the key influencer is associated with.</i></p>

Decision-makers	Key Influencers
Secretary of Local Government Division (LGD)	<ul style="list-style-type: none"> - Focal of Policy Support Branch (PSB) of LGD - Additional Secretary (Water Supply) of LGD - Joint Secretary, Education Ministry - Joint Secretary, Women and Child Affairs Ministry - Deputy Secretary, Health Service Division - Director General, Directorate of Secondary and Higher Education - Director General, Directorate of Health Services - Members of National MHM Platform - Representatives of National level WASH Networks including FANSA-BD, WSSCC-B, SWA, BWA/WAI, FSM Network and its partners - Representatives of National and International NGOs including WaterAid, icddr, Plan International, Practical Action, NGO Forum, HP ASA, DSK and Ritu Programme partners including Simavi, Red Orange, BNPS and DORP - Representatives of private sectors including Square, ACI - Representative of Unicef (Education Specialist) - Shornokishori Network - Members of National Working Committee to be established to develop a National Strategy for MHM

OPPOSITION AND OBSTACLES	
<p>There may be pockets of resistance to your policy advocacy goal that the project seeks to achieve, for reasons extending from competing priorities and/or agendas to concerns about funding, timing, and capacity. It is critical to identify potential resisters (persons or groups) that may have a real impact on the outcome and any strategies to mitigate their influence.</p> <p><i>*Indicate the resistor when writing out the mitigation strategy.</i></p>	
Potential Resistors and Mitigation Strategies	
Potential resistor (Barrier to achieving your goal and objectives)	Mitigation strategy (What are you going to do about it?)
Changes of Secretary, LGD, Focal of PSB and other concerned including in Directorate of Health, Directorate of Secondary and Higher Education may hamper to accelerate the process	Regular coordination and communication with key decision makers and proper documentation of existing best practices might be helpful to accelerate the process further

PARTNERS	
Partners are critical interest groups, NGOs, private-sector entities, multilateral organizations, or coalitions that are currently working on the issue in which coordination and collaboration will further anticipated outcomes.	
Potential Partners and Anticipate Roles of the Partners	
Potential partner	Role of the partner
National MHM Platform	<ul style="list-style-type: none"> - Members of National MHM Platform will closely work with PSB and provide support to organize consultation/workshop - Members of the National MHM Platform will share MHM issues and learnings for further consideration in the strategy
National level WASH Networks	<ul style="list-style-type: none"> - Representatives of National level WASH Networks including FANSA-BD, WSSCC-B, SWA, BWA/WAI, FSM Network and its partners will actively participate in the development process of National Strategy for MHM
National and International NGOs including icddr, Plan International, NGO Forum, HP ASA, DSK, UST and Ritu Programme partners including Red Orange, BNPS and other members of National MHM Platform	<ul style="list-style-type: none"> - Maintain regular basis coordination and collaboration with PSB and LGD to accelerate the process of development of National Strategy for MHM - Provide technical inputs in development of the strategy - Organize joint learning sharing workshop involving PSB of LGD and National level WASH Networks - Sharing of MHM issues and learnings for further consideration in the National Strategy for MHM - Evidence based discussion to sharpen the strategy
Unicef	<ul style="list-style-type: none"> - Technical and financial support to undertake actions for this
National Working Committee formed for the development of the National Strategy for MHM	<ul style="list-style-type: none"> - Provide technical support to organize and coordinate the entire revision process - Organize Working Committee Meeting on regular basis - Engage Consultant/Consulting Firm for the revision work - Provide expert opinion on finalization of the strategy - Proceed for finalise the strategy and forward to Nation Forum for approval
Tactics/Activities	
Tactics are the specific activities and strategies that will help influence key advocacy targets in support of the advocacy objectives and ultimately the advocacy goal.	
Objective 1: Local Government Division (LGD) formed a National Working Committee to develop the National Strategy for MHM by 2019	

Associated Tactics/Activities

- Sensetise the Secretary, LGD to form national working committee for development of National Strategy for MHM through meeting and sharing
- Mobilize PSB, LGD and other concerned to undertake actions related to drafting of the strategy through sharing the importance and need in meeting and discussion sessions
- Organize workshop to discuss with National level key WASH actors and stakeholders regarding the necessity of the Strategy
- Prepare position paper on the necessity of development of the National Strategy for MHM
- Write and share a formal letter to Secretary, LGD to initiate development of National Strategy for MHM
- Lead and coordinate the national level influencing process of revising the National Strategy for Water Supply and Sanitation involving the key WASH Networks, CSOs and WASH Actors
- Act as a Member Secretary in the National Working Committee, maintain coordination with collaboration with LGD and PSB to undertake entire revising work including conducting regular basis meeting, sharing and so on

Objective 2: *Policy Support Branch (PSB) of the LGD coordinated multiple sectoral consultations involving the civil society MHM Platform members on MHM related issues and learnings by 2019*

Associated Tactics/Activities

- Organize stakeholder consultations on MHM related issues and stock taking of the learnings for developing National Strategy for MHM
- Organize National Working Committee meeting to review sector actor learnings and find out scope of works for the strategy
- Undertake National level sharing workshop to gather recommendations and comments on the strategy in a participatory manner
- Consolidation of recommendations and comments in the revised strategy for finalise

Objective 3: *The National Working Committee has a draft of the National Strategy for MHM that includes recommendations from the consultation with the civil society MHM Platform by 2020*

Associated Tactics/Activities

- Organize joint workshop and consultation at national level to generate learnings
- Support PSB and LGD to organize meeting of the National Working Committee to track progress of the drafting work of the MHM Strategy and take inputs, comments and recommendations of the members
- Consolidate inputs, recommendations and comments provided by key sector actors and civil society MHM Platform in the draft National Strategy for MHM and share with targets

INDICATORS

In order to demonstrate success and progress toward the advocacy goal, track outputs—measures of productivity/activity—and outcomes—effects or changes seen as a result of tactics.

Illustrative output indicators (list at least 3 – one per objective)

4. Office order of Local Government Division (LGD) issued to form National Working Committee to develop National Strategy for MHM
5. No of sectoral consultations organised to draft the National strategy for MHM
6. No of meetings of the National Working Committee organised to share updates and finalise the National Strategy for MHM

Illustrative outcome indicators (list at least 3 – one per objective)

1. Local Government Division (LGD) sensitised to develop National Strategy for MHM and issued Office Order to form National Working Committee for this
2. MHM related issues and learnings of sector actors and MHM platform incorporated in the National Strategy for MHM
3. Policy Support Branch (PSB) of Local Government Division (LGD) finalized the National Strategy for MHM and is approved in the National Forum for Water Supply and Sanitation by 2020

BANGLADESH ADVOCACY STRATEGY Of Watershed – Empowering Citizens and WASH SDG Programme (Summary Strategy Document)

Issue –3: Finalization of Water Rules and functioning of local level IWRM Committees

GOAL AND OBJECTIVES
<p>The advocacy goal is the focus of the advocacy strategy and describes the overarching policy change or policy-related outcome the project seeks to achieve.</p> <p>Advocacy objectives are intermediate steps necessary to reach the overarching goal and focus on what the advocacy outputs will seek to achieve.</p>
<p>Advocacy Goal</p> <p>Goal of Round 1: Water Resources Planning Organization (WARPO) under the Ministry of Water Resources finalize the Water Rule in line with Water Act 2013 with provision of CSOs involvement in planning and decision making by 2018.</p> <p>Goal of Round 2: District, Sub-District and Union level Integrated Water Resources Management (IWRM) committees in Watershed Programme area are functioning effectively by 2020.</p>
<p>Related Objectives (please come up with 3 objectives)</p> <p>Objectives for the Goal of Round 1:</p> <ol style="list-style-type: none"> 7. WARPO provides a platform for CSOs to provide recommendations for the Water Rule. (District and National level consultation workshops – multi-stakeholder consultation) by March 2018 8. WARPO adopts at least 50% of the recommendations provided by sector actors (including WASH civil society networks) for the Water Rule by August 2018 9. Citizens are aware of the existence of the Water Rule and are able to discuss the content of the document by June 2019 <p>Objectives for the Goal of Round 2:</p> <ol style="list-style-type: none"> 1. WARPO created District, Sub-District and Union level IWRM committees in line with the approved Water Rule 2018 by 2020

DECISION-MAKERS AND INFLUENCERS

Decision-makers are the persons who have the power to give you what you want—the people who can say yes or no to the advocacy goal. Influencers are persons or groups who can have a compelling force on the actions, opinions, or behavior of decision-makers. These groups combined are the primary targets of the advocacy strategy. List as many decision makers as you think are necessary to accomplish your objectives.

**Indicate which decision maker the key influencer is associated with.*

Decision-makers	Key Influencers
Director General, Water Resources Planning Organization (WARPO) under the Ministry of Water Resources	<ul style="list-style-type: none"> - Members of the Technical Committee formed for the finalization of Bangladesh Water Rules - Director (Planning) and Principal Scientific Officer (Water Resources and Ground Water), Water Resources Planning Organization (WARPO) - Director General and Additional Director General (Planning), Bangladesh Water Development Board - Professor Emeritus Ainun Nishat of BRAC University (Water Resource and Climate Change Specialist) - 3CER Team of BRAC University - Director, CEGIS - Director, Water Resource Planning Division, IWM - Director, Blue Gold Programme - Director, Department of Environment - Additional Secretary (Water Supply) of LGD - Chief Engineer, Additional Chief Engineer and Executive Engineer of DPHE - Managing Director, Commercial Manager and Chief Engineer of Dhaka WASA - Representatives of National level WASH Networks including FANSA-BD, WSSCC-B, SWA, BWA/WAI, FSM Network and its partners - Representatives of National and International NGOs including WaterAid, DORP, UST, VERC, NGO Forum, DSK - Members of District, Upazila and Union level IWRM Committee in Watershed Programme area

OPPOSITION AND OBSTACLES

There may be pockets of resistance to your policy advocacy goal that the project seeks to achieve, for reasons extending from competing priorities and/or agendas to concerns about funding, timing, and capacity. It is critical to identify potential resisters (persons or groups) that may have a real impact on the outcome and any strategies to mitigate their influence.

**Indicate the resistor when writing out the mitigation strategy.*

Potential Resistors and Mitigation Strategies

Potential resistor (Barrier to achieving your goal and objectives)	Mitigation strategy (What are you going to do about it?)
Finalization process of Bangladesh Water Rule may take more time than expected as it requires number of consultations at different level.	Regular follow-up to the WARPO as well as collaboration with the Technical Committee, formed for finalization of Water Rule, may be helpful to accelerate the process.

PARTNERS

Partners are critical interest groups, NGOs, private-sector entities, multilateral organizations, or coalitions that are currently working on the issue in which coordination and collaboration will further anticipated outcomes.

Potential Partners and Anticipate Roles of the Partners

Potential partner	Role of the partner
WARPO	- Facilitate the entire process of finalize the Water Rule in line with Water Act 2013 and maintain necessary coordination and collaboration with all concerned
Bangladesh Water Development Board	- As key implementing body support organizing workshop/consultation at different level
WaterAid	- Sensetise WARPO for create space for CSOs/WASH Networks - Coordination with key WASH Networks and CSOs for provide comments on draft Water Rules and consolidate recommendation - Mobilize Technical Committee to consider CSOs recommendations in final Water Rules
FANSA-BD, SWA, WSSCC-B, BWA/WAI, FSM Network	- Actively participate in the draft Water Rules review process - Influence WARPO to consider CSOs recommendations in the final Rater Rules

Tactics/Activities

Tactics are the specific activities and strategies that will help influence key advocacy targets in

support of the advocacy objectives and ultimately the advocacy goal.
Objectives for the Goal of Round 1:
Objective 1: <i>WARPO giving CSOs scope to provide recommendations for the Water Rule. (District and National level consultation workshops – multi-stakeholder consultation) by March 2018</i>
Associated Tactics/Activities
<ul style="list-style-type: none"> - Direct L&A dialogue with Director General WARPO in involve him in the Watershed Programme Activities - Influence WARPO to consider recommendations of CSOs and WASH Networks in the draft Water Rule through meeting and sharing CSO and WASH Networks recommendations - Actively involved in the WARPO’s consultation process of Water Rules formulation both at district and national level and provide comments through our presence including participate in the workshops, meetings and consultations - Maintain regular coordination and collaboration with Officials of WARPO, Concerned of Water Resource Ministry and members of the Technical Committee, formed for finalization of Water Rules through sharing opinion and comments on the draft Water Rules and attending meetings and discussion sessions
Objective 2: <i>WARPO adopts at least 50% of the recommendations provided by sector actors (including WASH civil society networks) for the Water Rule by August 2018</i>
Associated Tactics/Activities
<ul style="list-style-type: none"> - Organize CSOs and WASH Networks consultation/sharing workshop to review draft Water Rules and consolidate recommendations - Formal submission of the recommendations to the Technical Committee, formed for finalization of Water Rules - Direct L&A dialogues with Technical committee members and influencing - Organize roundtable discussion, TV talk show etc. involving key decision-making personnel for attract their attention on incorporation of recommendations in the final Water Rules
Objective 3: <i>Citizens are aware of the existence of the Water Rule and are able to discuss the content of the document by June 2019</i>
Associated Tactics/Activities
<ul style="list-style-type: none"> - Develop easy version of Water Rules and sharing with local level CSOs - Organize awareness campaign and facilitate coaching of CSOs at local level involving local CSOs and Citizens groups and regular basis follow up
Objectives for the Goal of Round 2:
Objective 1: <i>WARPO created District, Sub-District and Union level IWRM committees in line with</i>

the approved Water Rule 2018 by 2020

Associated Tactics/Activities

- Sensetise District, Upazila and Union authorities to form IWRM committees referring the approved Water Rules 2018 in the District, Upazila and Union level coordination committees and advocacy events ensuring their participation
- Sharing meeting with District, Upazila and Union authorities on the role and responsibilities of IWRM committees

INDICATORS

In order to demonstrate success and progress toward the advocacy goal, track outputs—measures of productivity/activity—and outcomes—effects or changes seen as a result of tactics.

Illustrative output indicators (list at least 3 – one per objective)

7. Number of WARPO organised consultations/workshops at national and district level involving key WASH Networks and CSOs
8. Number of comments and recommendations on draft Water Rules provided from CSOs and WASH Networks
9. No of Roundtable discussion/TV talk show organised in finalization of draft Water Rules

Illustrative outcome indicators (list at least 3 – one per objective)

1. WARPO considered CSOs/WASH Networks space for comments and provide recommendations in the draft Water Rules
2. WARPO *included at least 50% of the recommendations provided by sector actors* in the final Water Rules
3. Citizens groups and CSOs are aware about the contents of Water Rules involved in the local level IWRM committees

BANGLADESH ADVOCACY STRATEGY Of Watershed – Empowering Citizens and WASH SDG Programme (Summary Strategy Document)

Issue – 4: Update of National Strategy for Water Supply and Sanitation align with SDG 6

GOAL AND OBJECTIVES
<p>The advocacy goal is the focus of the advocacy strategy and describes the overarching policy change or policy-related outcome the project seeks to achieve.</p> <p>Advocacy objectives are intermediate steps necessary to reach the overarching goal and focus on what the advocacy outputs will seek to achieve.</p>
Advocacy Goal
<p>Policy Support Branch (PSB) of Local Government Division (LGD) has updated and approved the National Strategy for Water Supply and Sanitation 2014 to align with SDG 6 to address the leaving no one behind agenda through pro-poor and safely managed WASH services by 2020.</p>
Related Objectives (please come up with 3 objectives)
<ol style="list-style-type: none"> 2. LGD formed a national working committee to update the National Strategy for Water Supply and Sanitation 2014 by June 2018 3. PSB and National Working Committee holds multi-stakeholder consultations to gather recommendations and comments on the revision of the National Strategy for Water Supply and Sanitation 2014 by December 2018 4. PSB of LGD has a revised draft of National Strategy for Water Supply and Sanitation 2014 which aligns with SDG 6 to address the leaving no one behind agenda through pro-poor and safely managed WASH services by December 2019

DECISION-MAKERS AND INFLUENCERS
<p>Decision-makers are the persons who have the power to give you what you want—the people who can say yes or no to the advocacy goal. Influencers are persons or groups who can have a compelling force on the actions, opinions, or behavior of decision-makers. These groups combined are the primary targets of the advocacy strategy. List as many decision makers as you think are necessary to accomplish your objectives.</p> <p><i>*Indicate which decision maker the key influencer is associated with.</i></p>

Decision-makers	Key Influencers
Secretary of Local Government Division (LGD)	<ul style="list-style-type: none"> - Additional Secretary (Water Supply) of LGD - Focal of Policy Support Branch (PSB) of LGD - Members of National Working Committee formed for the revision of National Strategy for Water Supply and Sanitation - Chief Engineer, Additional Chief Engineer and Executive Engineer of DPHE - Chief Engineer of Dhaka WASA - Member Secretary of National Sanitation Taskforce - Representative, Directorate of Health Services - Representative, Directorate of Secondary and Higher Secondary Education - Member, General Economic Division (GED), Ministry of Planning - Executive Engineer, Climate Change Circle, Dhaka North City Corporation - Ex Project Director, Policy Support Unit (presently known as PSB) - Representative of Unicef (Chief-WASH/WASH Specialist), WHO (National Professional Officer), JICA (National Water Supply Sector Advisor) - Center Director, ITN BUET - Representatives of National and International NGOs including WaterAid, NGO Forum, DSK and WASH Alliance International - Representatives of National level WASH Networks including FANSA-BD, WSSCC-B, SWA, FSM Network and its partners

OPPOSITION AND OBSTACLES	
<p>There may be pockets of resistance to your policy advocacy goal that the project seeks to achieve, for reasons extending from competing priorities and/or agendas to concerns about funding, timing, and capacity. It is critical to identify potential resisters (persons or groups) that may have a real impact on the outcome and any strategies to mitigate their influence. *Indicate the resistor when writing out the mitigation strategy.</p>	
Potential Resistors and Mitigation Strategies	
<i>Potential resistor (Barrier to achieving your goal and objectives)</i>	<i>Mitigation strategy (What are you going to do about it?)</i>
Frequent changes of Secretary, LGD may hamper to accelerate the process	Regular basis coordination with Secretary, LGD and updating on the revision work of National Strategy for Water Supply and Sanitation might be helpful to accelerate the process further

PARTNERS

Partners are critical interest groups, NGOs, private-sector entities, multilateral organizations, or coalitions that are currently working on the issue in which coordination and collaboration will further anticipated outcomes.

Potential Partners and Anticipate Roles of the Partners

Potential partner	Role of the partner
National Working Committee formed for the revision of the National Strategy for Water Supply and Sanitation	<ul style="list-style-type: none"> - Provide technical support to organize and coordinate the entire revision process - Participate in the Working Committee meeting and provide expert inputs on the proposed revision - Engage Consultant/Consulting Firm for the revision work - Approve revision and forward to Nation Forum for approval

Tactics/Activities

Tactics are the specific activities and strategies that will help influence key advocacy targets in support of the advocacy objectives and ultimately the advocacy goal.

Objective 1: *LGD formed a national working committee to update the National Strategy for Water Supply and Sanitation 2014 by June 2018*

Associated Tactics/Activities

- Prepare position paper on the necessity of revision of National Strategy for Water Supply and Sanitation align with SDG 6
- Discussion with National level key WASH actors and stakeholders regarding the necessity of the revision of the National Strategy for Water Supply and Sanitation and consensus building
- Formal letter to Secretary, LGD to initiate the revision
- Sensetised the Secretary, LGD to form national working committee for the revision through direct lobby advocacy dialogue

Objective 2: *PSB and National Working Committee holds multi-stakeholder consultations to gather recommendations and comments on the revision of the National Strategy for Water Supply and Sanitation 2014 by December 2018*

Associated Tactics/Activities

- Organize stakeholder’s consultation on SDG 6 target, indicators and next course of action
- Organize number of National Working Committee meeting to review the strategy and find out scope of works through rigorous consultation
- Undertake National level sharing workshop to gather recommendations and comments on the strategy in a participatory manner
- Consolidation of recommendations and comments in the revised strategy for finalise

Objective 3: *PSB of LGD has a revised draft of National Strategy for Water Supply and Sanitation 2014 which aligns with SDG 6 to address the leaving no one behind agenda through pro-poor and*

safely managed WASH services by December 2019

Associated Tactics/Activities

- Lead and coordinate the national level influencing process of revising the National Strategy for Water Supply and Sanitation involving the key WASH Networks, CSOs and WASH Actors
- Act as a Member Secretary in the National Working Committee, maintain coordination with collaboration with LGD and PSB to undertake entire revising work including conducting regular basis meeting, sharing and so on
- Meeting and discussion with PSB, LGD and other concerned to sensetise them to undertake actions related to revision of the strategy and organize national level consultation for this
- Support PSB and LGD to organize regular update sharing meeting of the National Working Committee to track progress of the revision work will be undertaken involving consultant
- Coordination among National Working Committee to carry out revision work based on the inputs, comments and recommendations of the members
- Facilitate entire revision work and organize number of workshop and consultation for this
- Consolidation of recommendations and comments provided by key sector actors in the revised strategy for finalise the draft

INDICATORS

In order to demonstrate success and progress toward the advocacy goal, track outputs— measures of productivity/activity —and outcomes—effects or changes seen as a result of tactics.

Illustrative output indicators (list at least 3 – one per objective)

10. Office order of Local Government Division (LGD) to form National Working Committee to update and revise the National Strategy for Water Supply and Sanitation 2014
11. No of national level sharing workshop organised on the proposed revision of the National Strategy for Safe Water and Sanitation by December 2018
12. Final revised copy National Strategy for Safe Water and Sanitation aligned with SDG 6

Illustrative outcome indicators (list at least 3 – one per objective)

1. Local Government Division (LGD) sensetised to revise the National Strategy for Water Supply and Sanitation 2014 and issued Office order to form National Working Committee for this
2. Stakeholders recommendations and comments are incorporated on the revised National Strategy for Water Supply and Sanitation where issues of the pro-poor and safely managed WASH services incorporated to address leaving no one behind agenda
3. Policy Support Branch (PSB) of Local Government Division (LGD) has updated the National Strategy for Water Supply and Sanitation 2014 align with SDG 6 and this is approved in the National Forum for Water Supply and Sanitation by 2020.

BANGLADESH ADVOCACY STRATEGY Of Watershed – Empowering Citizens and WASH SDG Programme (Summary Strategy Document)

Issue – 5: Update of Pro-Poor Strategy for Water and Sanitation Sector in Bangladesh

GOAL AND OBJECTIVES
<p>The advocacy goal is the focus of the advocacy strategy and describes the overarching policy change or policy-related outcome the project seeks to achieve.</p> <p>Advocacy objectives are intermediate steps necessary to reach the overarching goal and focus on what the advocacy outputs will seek to achieve.</p>
<p>Advocacy Goal</p>
<p>Policy Support Branch (PSB) of Local Government Division (LGD) has updated and approved the Pro-Poor Strategy for Water and Sanitation Sector in Bangladesh of 2005 to clearly define who are the poor, appropriate water and sanitation service levels and subsidy mechanisms by 2020</p>
<p>Related Objectives (please come up with 3 objectives)</p>
<ol style="list-style-type: none"> 5. LGD formed a national working committee to update the Pro-Poor Strategy for Water and Sanitation Sector in Bangladesh by January 2019 6. PSB and National Working Committee holds multi-stakeholder consultations to gather recommendations and comments on the revision of the Pro-Poor Strategy for Water and Sanitation Sector in Bangladesh by December 2019 7. PSB of LGD has a revised draft of Pro-Poor Strategy for Water and Sanitation Sector in Bangladesh by June 2020

DECISION-MAKERS AND INFLUENCERS
<p>Decision-makers are the persons who have the power to give you what you want—the people who can say yes or no to the advocacy goal. Influencers are persons or groups who can have a compelling force on the actions, opinions, or behavior of decision-makers. These groups combined are the primary targets of the advocacy strategy. List as many decision makers as you think are necessary to accomplish your objectives.</p> <p><i>*Indicate which decision maker the key influencer is associated with.</i></p>

Decision-makers	Key Influencers
Secretary of Local Government Division (LGD)	<ul style="list-style-type: none"> - Additional Secretary (Water Supply) of LGD - Focal of Policy Support Branch (PSB) of LGD - Members of National Working Committee formed for the revision of 'Pro-Poor Strategy for Water Supply and Sanitation Sector in Bangladesh' - Chief Engineer, Additional Chief Engineer and Executive Engineer of DPHE - Chief Engineer of Dhaka WASA - Ex Additional Secretary of LDG - Representative of Unicef (Chief-WASH/WASH Specialist), WHO (National Professional Officer), JICA (National Water Supply Sector Advisor) and World Bank (Water and Sanitation Specialist) - Center Director, ITN BUET - Representatives of National and International NGOs including WaterAid, NGO Forum, DSK and WASH Alliance International - Representatives of National level WASH Networks including FANSA-BD, WSSCC-B, SWA, FSM Network and its partners

OPPOSITION AND OBSTACLES	
<p>There may be pockets of resistance to your policy advocacy goal that the project seeks to achieve, for reasons extending from competing priorities and/or agendas to concerns about funding, timing, and capacity. It is critical to identify potential resisters (persons or groups) that may have a real impact on the outcome and any strategies to mitigate their influence.</p> <p><i>*Indicate the resistor when writing out the mitigation strategy.</i></p>	
Potential Resistors and Mitigation Strategies	
Potential resistor (Barrier to achieving your goal and objectives)	Mitigation strategy (What are you going to do about it?)
Frequent changes of Secretary, LGD may hamper to accelerate the process	Regular basis coordination with Secretary, LGD and involvement of PSB for updating on the revision work of National Strategy for Water Supply and Sanitation might be helpful to accelerate the process further

PARTNERS	
Partners are critical interest groups, NGOs, private-sector entities, multilateral organizations, or coalitions that are currently working on the issue in which coordination and collaboration will further anticipated outcomes.	
Potential Partners and Anticipate Roles of the Partners	
Potential partner	Role of the partner
National level WASH Networks including SWA, FANSA-BD, WSSCC-B, FSM Network and its partners	<ul style="list-style-type: none"> - Consultation to generate recommendations and comments on the proposed revision of the 'Pro-Poor Strategy for Water Supply and Sanitation Sector in Bangladesh' involving CSOs and Citizens group - Formally shared the key recommendations with PSB of LGD and National Working Committee
National Working Committee formed for the revision of the National Strategy for Water Supply and Sanitation	<ul style="list-style-type: none"> - Provide technical support to organize and coordinate the entire revision process - Participate in the Working Committee meeting and provide expert inputs on the proposed revision - Initiate approve on the revision and forward to Nation Forum for approval

Tactics/Activities
Tactics are the specific activities and strategies that will help influence key advocacy targets in support of the advocacy objectives and ultimately the advocacy goal.
Objective 1: <i>LGD formed a national working committee to update the Pro-Poor Strategy for Water and Sanitation Sector in Bangladesh by January 2019</i>
Associated Tactics/Activities <ul style="list-style-type: none"> - Prepare position paper on the necessity of revision of 'Pro-Poor Strategy for Water Supply and Sanitation Sector in Bangladesh' align with SDG 6 - Submission of formal letter to Secretary, LGD to initiate the revision - Sensetised the Secretary, LGD to form national working committee for the revision through direct lobby advocacy dialogue
Objective 2: <i>PSB and National Working Committee holds multi-stakeholder consultations to gather recommendations and comments on the revision of the Pro-Poor Strategy for Water and Sanitation Sector in Bangladesh by December 2019</i>

Associated Tactics/Activities

- Organize stakeholder’s consultation to build consensus among the actors on identification of poor and marginalised, service level standard and subsidy provision align with SDG 6 target, indicators for next course of action
- Organize number of National Working Committee meeting to review the strategy and find out scope of works
- Involve national level WASH Networks including SWA, FANSA-BD, WSSCC-B, FSM Network and its partners and undertake National level joint sharing workshop to gather recommendations and comments on the strategy in a participatory manner
- Consolidation of recommendations and comments in the revised strategy for finalise

Objective 3: PSB of LGD has a revised draft of Pro-Poor Strategy for Water and Sanitation Sector in Bangladesh by June 2020

Associated Tactics/Activities

- Meeting and discussion with PSB, LGD and other concerned to sensetise them to undertake actions related to revision of the strategy and facilitate PSB and LGD to organize meeting of the National Working Committee
- Organize regular basis update sharing meeting of the National Working Committee to enhance coordination among them to carry out revision work based on the inputs, comments and recommendations of the members, and from WASH Networks and sector actors
- Consolidation of recommendations and comments provided by key sector actors in the revised strategy for finalise the draft

INDICATORS

In order to demonstrate success and progress toward the advocacy goal, track outputs— measures of productivity/activity —and outcomes—effects or changes seen as a result of tactics.

Illustrative output indicators (list at least 3 – one per objective)

13. Office order of Local Government Division (LGD) to form National Working Committee to update and revise the ‘Pro-Poor Strategy for Water and Sanitation Sector in Bangladesh’
14. No of national level sharing workshops organised on the proposed revision of the Pro-Poor Strategy for Water and Sanitation Sector in Bangladesh by December 2018
15. Final revised copy Pro-Poor Strategy for Water and Sanitation Sector in Bangladesh aligned with SDG 6

Illustrative outcome indicators (list at least 3 – one per objective)

1. Local Government Division (LGD) sensetised to revise the Pro-Poor Strategy for Water and Sanitation Sector in Bangladesh and issued Office order to form National Working Committee for this

2. Stakeholders recommendations and comments are incorporated on the revised Pro-Poor Strategy for Water and Sanitation Sector in Bangladesh, which includes the issues related to identification of poor and marginalised, service level standard and subsidy provision for them align with SDG 6 target
3. Policy Support Branch (PSB) of Local Government Division (LGD) has updated the Pro-Poor Strategy for Water and Sanitation Sector in Bangladesh align with SDG 6 and this is approved in the National Forum for Water Supply and Sanitation by 2020.