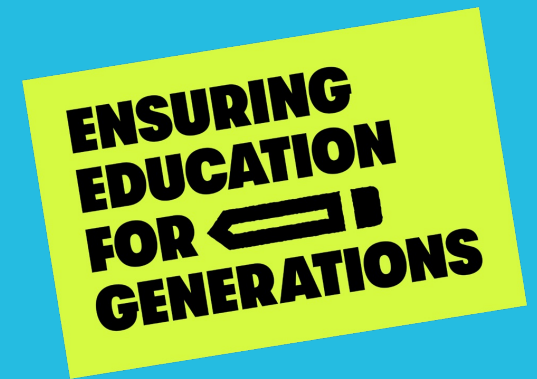
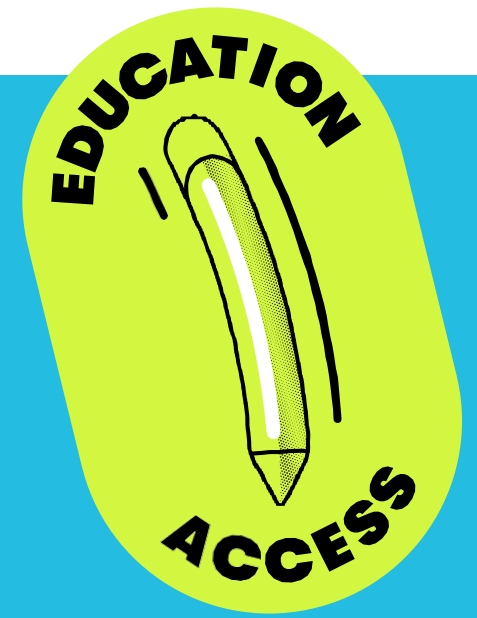


**JUSTICE
BEGINS
HERE**

**INDIVIDUAL
CAMPAIGNERS**



WHAT IS THE **JUSTICE BEGINS HERE** CAMPAIGN?



**JUSTICE
BEGINS
HERE**

The core message for the campaign is:

‘Justice begins here’

It is designed to indicate the universal nature of social justice, linked to water and sanitation issues.



JUSTICE BEGINS HERE



ORGANIZATIONS

JUSTICE BEGINS HERE



JUSTICE BEGINS HERE



ORGANIZATIONS

**JUSTICE
BEGINS
HERE**





CAMPAIGN RATIONALE

“ACCESS
TO WATER,
SANITATION
AND HYGIENE
SERVICES IS
AN ISSUE OF
SOCIAL AND
ECONOMIC
JUSTICE”

It is **foundational**
to the growth, well-being, dignity,
productivity, and prosperity
of every citizen.

It is **achievable**
through continuous political prioritization,
investment and planning.

But it is **unequal**
at local, national, and international levels.

Inequalities in access to services can be
multi-faceted. They can be based
on economic, cultural, racial, or gender
differences, for example.



JUSTICE BEGINS HERE  ORGANIZATIONS

THIS CAMPAIGN NEEDS YOUR
HELP TO PUT PRESSURE ON THOSE
WHO HAVE THE POWER, TO
REALIZE JUSTICE FOR ALL



WHAT ARE THE **OBJECTIVES** OF THE CAMPAIGN?





THERE ARE TWO ELEMENTS OF THE CAMPAIGN

INCREASING **REACH**

Communications and Advocacy deployed to broadest possible audiences, linking water, sanitation and hygiene to social justice and other development agendas.

INCREASING **IMPACT**

New Champions mobilized to encourage visible commitments to increase access to services from high-level decision makers.



WHAT CAMPAIGN PRODUCTS & TOOLS ARE AVAILABLE?

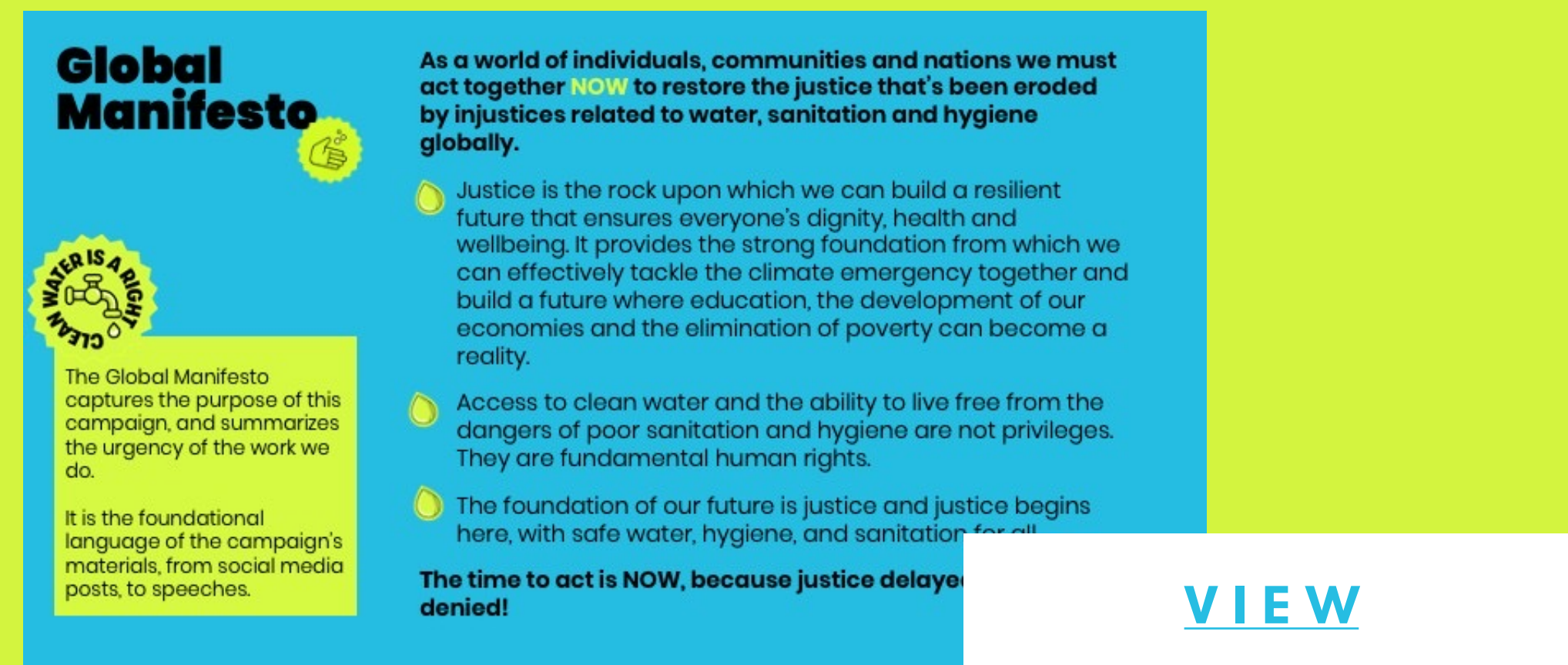


CAMPAIGN MATERIALS & TOOLS

1. THE **MANIFESTOS**

The Justice Begins Here campaign includes a series of ‘Manifestos’. There is an overarching ‘Global Manifesto’, as well as Manifestos for [climate](#), [education](#), [health](#) and [the economy](#).

Together, they illustrate the spirit and philosophy of the campaign, and how water, sanitation and hygiene link to other global conversations and movements on social justice.



Global Manifesto

As a world of individuals, communities and nations we must act together **NOW to restore the justice that's been eroded by injustices related to water, sanitation and hygiene globally.**

- Justice is the rock upon which we can build a resilient future that ensures everyone's dignity, health and wellbeing. It provides the strong foundation from which we can effectively tackle the climate emergency together and build a future where education, the development of our economies and the elimination of poverty can become a reality.
- Access to clean water and the ability to live free from the dangers of poor sanitation and hygiene are not privileges. They are fundamental human rights.
- The foundation of our future is justice and justice begins here, with safe water, hygiene, and sanitation for all.

The time to act is NOW, because justice delayed is justice denied!

[VIEW](#)

Global Manifesto

CLEAN WATER IS A RIGHT

The Global Manifesto captures the purpose of this campaign, and summarizes the urgency of the work we do.

It is the foundational language of the campaign's materials, from social media posts, to speeches.

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CAMPAIGN MATERIALS & TOOLS



2. COMMUNICATIONS TOOLKIT



**JUSTICE
BEGINS
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**JUSTICE
BEGINS
HERE**



**JUSTICE
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HERE.**



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#JUSTICEBEGINSHERE

CAMPAIGN MATERIALS & TOOLS



3. CAMPAIGN MICROSITE

The microsite is available [here](#).

The microsite is where you can find all the information about the campaign, its key messages, as well as the campaign communications toolkit available on [Trello](#) and [Google Drive](#).

It will also be the place where videos, interviews, statements and any other activities of youth activists and elders will be shared.




WHAT CAN I DO TO SUPPORT THE CAMPAIGN



OUR FIRST ASK:

USE CAMPAIGN TOOLS AND MATERIALS

Organizations can use campaign materials to:







-  Create content on our communications platforms (e.g., blogs, podcasts, video series or events)
-  Address or react to posts by Head of State / Government accounts using campaign materials
-  Share on social media with #JusticeBeginsHere

YOUR CONTENT WILL BE ADDED TO THE CAMPAIGN SITE

OUR SECOND ASK: BE A CHAMPION!

Water and sanitation are human rights. Lobby decision makers to deliver change and address the injustice of poor water, sanitation and hygiene services.

This could include:

-  Writing media articles or op-eds
-  Using campaign key messages in your speaking points
-  Starting a petition or an online campaign
-  Sharing statements or testimonials
-  Creating advocacy letters addressing Head of State or Government
-  Joining discussion forums such as talk-shows or podcasts

YOUR CONTENT WILL BE ADDED TO THE CAMPAIGN SITE

KEY DATES FOR YOUR DIARY

Here are some key events and milestones, where we want to make the most noise on social media and on the widest possible range of global, national and local platforms.

2022

STOCKHOLM WORLD WATER WEEK

23 AUGUST - 1 SEPTEMBER 2022

Launch 30 August

HUMAN RIGHTS DAY

10 DECEMBER 2022

INTERNATIONAL DAY OF EDUCATION

24 JANUARY 2023

INTERNATIONAL WOMEN'S DAY

8 MARCH 2023

UN 2023 WATER CONFERENCE

22 - 24 MARCH 2023

WORLD ENVIRONMENT DAY

5 JUNE 2023

WORLD HEALTH DAY

7 APRIL 2023

+ PREPARATIONS AHEAD OF COP27 AND COP28

2023



For more information about the Justice Begins Here campaign, please get in touch with the Secretariat at: info@sanitationandwaterforall.org



CAMPAIGN RESOURCES

**CAMPAIGN
BRANDING
GUIDELINES**

[DOWNLOAD](#)

**CAMPAIGN
MATERIALS**

[DOWNLOAD](#)

CAMPAIGN MICROSITE

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