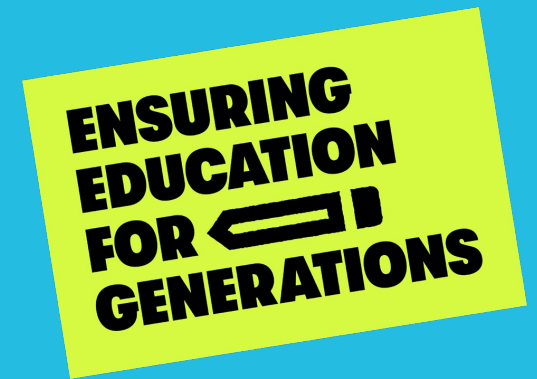
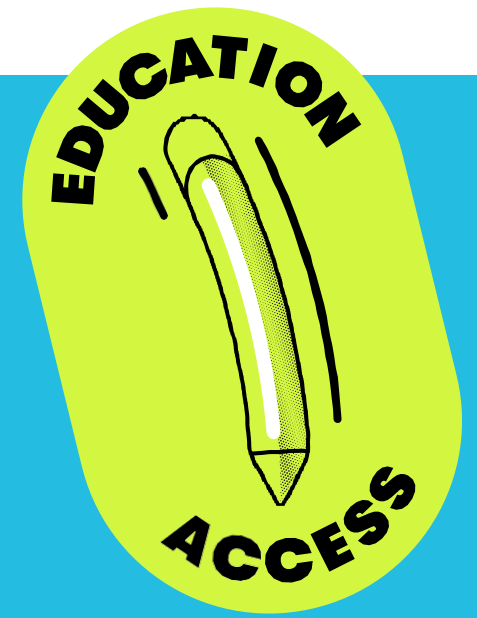


**JUSTICE  
BEGINS  
HERE**



**ORGANIZATIONS**

# 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.



# CAMPAIGN RATIONALE

“ACCESS  
TO WATER,  
SANITATION  
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**SOCIAL AND  
ECONOMIC  
JUSTICE**”

This campaign highlights the connections between access to vital services and other issues of justice and inequality – for example linking with movements and conversations on climate, health, education, and economic progress.

We know that delivering sustainable water, sanitation and hygiene services will help deliver these other ambitions.

# 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.



# CAMPAIGN CHAMPIONS

The campaign aims to recruit **two key groups** to engage high-level decision makers.



## “EXPERIENCED ELDERS”

- Highly influential group of respected world leaders
- Former Heads of State/Government, philanthropists, influential CEOs
  - Focused on a legacy of peace and universal human rights
  - Uniquely positioned to advise global policy makers
- Influencing policy decisions to prioritize water, sanitation and hygiene

## HEADS OF STATE

and other high-level decision-makers

## “EMPOWERED YOUTH”

- Passionate campaigners for social and global justice
  - Youth activists, advocates and influencers
- Focused on safeguarding social and environmental sustainability
- Proven influence across issues such as climate, education...
  - Able to build grassroots momentum to influence change

We want to put pressure on decision-makers from **two directions.**

This pressure to act to improve water and sanitation services uses the strength of countries' experience and wisdom, as well as the power of countries' futures.

## **ELDERS**

Campaign champions that represent countries' history and wisdom.

High-level networks engaged to lobby for water and sanitation.

... appreciate the critical importance for water and sanitation services

... are galvanized to protect and prioritize the sector

## **HEADS OF STATE** and other high-level decision-makers

## **YOUTH**

Campaign champions that represent countries' future and passion.

Broad and diverse networks mobilized to advocate for water and sanitation directly to decision-makers.

... actively pursue formal, national, non-partisan commitments on water and sanitation



# 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**

**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.

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



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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!**



# CAMPAIGN MATERIALS & TOOLS



## 2. 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.

# CAMPAIGN MATERIALS & TOOLS



## 3. COMMUNICATIONS TOOLKIT





**JUSTICE  
BEGINS  
HERE**



**JUSTICE  
BEGINS  
HERE**



**JUSTICE  
BEGINS  
HERE.**



**JUSTICE  
BEGINS  
HERE**

**JUSTICEBEGINS.ORG**  
**#JUSTICEBEGINSHERE**





# WHAT CAN **ORGANIZATIONS** DO TO SUPPORT THE CAMPAIGN?



# OUR FIRST ASK:

## USE CAMPAIGN TOOLS AND MATERIALS

### **Organizations can use campaign materials to:**

-  Create content about the connection of water, sanitation, and hygiene and social justice (e.g., newsletters, podcast or videos series, events).
-  Use campaign materials. Feel free to add your logo.




YOUR CONTENT WILL BE ADDED TO THE CAMPAIGN SITE






# OUR SECOND ASK:

## RECRUIT NEW WATER AND SANITATION CHAMPIONS

**Produce content with influential people outside water and sanitation**, using the ‘Elders’ and ‘Youth’ dynamic. For example:

-  Recording video statements for the campaign website
-  Developing media articles, podcast interviews, or radio shows
-  Making supportive public statements

### GOALS:

-  Identify and engage at least TWO ‘champions’.
-  Ideally, this would be one Youth, and one Elder.
-  Produce at least 1 advocacy or communications output.

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](mailto:info@sanitationandwaterforall.org)



# CAMPAIGN RESOURCES

**CAMPAIGN  
BRANDING  
GUIDELINES**

[DOWNLOAD](#)

**CAMPAIGN  
MATERIALS**

[DOWNLOAD](#)

CAMPAIGN MICROSITE

**JUSTICEBEGINS.ORG**

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