Basic access to water and sanitation is fundamental to human survival, growth and prosperity. It has been declared a human right by the United Nations. Between 1990 and 2010 more than two billion people have gained access to improved water sources and almost 1.9 billion to improved sanitation. This is good news. However, with nearly one billion people today who lack safe water and with 2.5 billion who still lack access to improved sanitation, improvements need to happen faster and on a much larger scale. This is essential to reaching the World Bank Group’s two corporate goals, to end extreme poverty by 2030 and boost shared prosperity for the poorest 40 percent of the population.

Conventional approaches such as financial support to construct toilets or water pipes have proven insufficient to translate to sustained usage. Converting water and sanitation technologies to affordable, safe, and water-safe access to schools and urban services is key, as is understanding the behavioral change process necessary to ensure continued access. Improved water and sanitation services must be affordable, safe, and widely accessible to schools and urban services.

This year the World Bank/Water and Sanitation Program cartoon calendar depicts water and sanitation challenges through a behavior change lens to help demystify some of the nuances that must be understood in order to succeed.

We thank the talented artists from around the world who helped us craft these critical messages with creativity and passion, while staying true to the calendar’s tradition of raising awareness through humor.

Wishing you a fruitful and impactful 2014.

Jose-Luis Irigoyen
Director
Transport, Water, and Information & Communications Technology Sustainable Development Vice Presidency
The World Bank

Jaehyang So
Manager
The Water and Sanitation Program

Source:
The Water and Sanitation Program (www.wsp.org) World Bank to support poor people in obtaining affordable, safe, and sustainable access to water and sanitation services.
Vladimir Kadyrbaev
Vladimir Kadyrbaev is a well-known cartoonist from Kazakhstan. Trained as a physicist, he began his career as a schoolteacher, later being drawn more exclusively to creative arts. Since 1985, his cartoons have been published daily in many newspapers in Kazakhstan and Russia. He also produced an animated cartoon movie in 2006. He has won multiple prizes at international cartoon exhibitions in Belgium, Canada, Italy, Poland, Turkey, and more.

Jesus Felix-Diaz (Polo Verde)
Jesus Felix-Diaz is a young Peruvian graphic artist graduated from PUCP’s Faculty of Arts. Jesus specializes in 2D animation and character design for brands such as Inca Kola, Milo, Brahma, among others. He currently teaches graphic design at university level and performs as freelance artist. Jesus has published covers pages and illustrations for magazines and newspapers such as Poder, Dedo Medio and Moda. His best creations are published in www.behance.net/poloverde

Sudhir Dar
Sudhir Dar is one of India’s most eminent cartoonists and lives in New Delhi. He has delighted millions of readers for almost four decades with a pocket cartoon called ‘This is It!’. Dar is a winner of several national and international awards and has featured in The New York Times, The Washington Post and several other prestigious publications worldwide. MAD magazine called him a “Tasty Indian Nut”.

Wisnoe Lee
Wisnoe Lee is a Jakarta-based artist whose cartoon characters and illustrations appear in a gamut of ads from sleek cars to mobile phone service providers. While Wisnoe has created a number of different comic strips, his pet project is an online series, Glibug, which features a corrupt official who has lost everything and is given a second chance – living a simple life as a whimsical bajaj (tricycle) driver roaming around the notorious streets of Jakarta with his cat, Oncom.

Victor Ndula
Victor Ndula is an editorial cartoonist who lives and works in Nairobi, Kenya, he is published daily under the caption “Victor’s view.” Drawing cartoons for roughly a decade, Victor continues to lend his voice to social commentary through his cartoons. A member of the global organization Cartoon Movement, he has attended and exhibited his work at Cartoon festivals in Switzerland and France. His work has also been exhibited in Peru, Doha, Qatar, Amsterdam and at the London School of Economics (LSE). Victor Ndula was recognized as Cartoonist of the Year in 2010 and Best Editorial Cartoonist of the Year in 2010 by KATUNI (East African Association of Cartoonists) and Best Editorial Cartoonist in 2012 by the Media Council of Kenya.

The Water and Sanitation Program (www.wsp.org) is a multi-donor partnership administered by the World Bank to support poor people in obtaining affordable, safe, and sustainable access to water and sanitation services.

Water, Sanitation and Behavior Change
Non-revenue water (NRW), or water that has been produced and “lost” before it reaches the customer, is estimated to be around 15% in developed countries and 35%-50% in developing countries.
While smoking in public places is prohibited in India since 2008 and local government institutions have tried to ban open defecation practices, 15% of India’s adult population smokes and 50% practices open defecation.

The Water and Sanitation Program (www.wsp.org) is a multi-donor partnership administered by the World Bank that works to improve the lives of people in developing countries by providing affordable, safe, and sustainable access to water and sanitation services.
© The World Bank

In addition to cultural taboos restricting the activities of menstruating girls and women, girls often miss school due to the lack of proper sanitation facilities. In some areas, girls are likely to miss three to four days in a month, which is 20% of total school attendance.

The Water and Sanitation Program (www.wsp.org) is a multi-donor partnership administered by the World Bank to support poor people in obtaining affordable, safe, and sustainable access to water and sanitation services.
The simple act of washing hands with soap can cut the risk of diarrhoea by 48%.
In the developing world, roughly 90% of sewage is discharged untreated into rivers, lakes and coastal areas, with a widespread negative impact on health.
It is estimated that two out of every three people will live in water-stressed areas by the year 2025.

The Water and Sanitation Program (www.wsp.org) is a multi-donor partnership administered by the World Bank to support poor people in obtaining affordable, safe, and sustainable access to water and sanitation services.
Studies increasingly show a link between open defecation and child stunting, impeding brain development, cognitive achievement, human capital and poor health outcomes later in life.

**JULY 2014**

<table>
<thead>
<tr>
<th>TUE</th>
<th>1</th>
<th>WED</th>
<th>2</th>
<th>THU</th>
<th>3</th>
<th>FRI</th>
<th>4</th>
<th>SAT</th>
<th>5</th>
<th>SUN</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>MON</td>
<td>7</td>
<td>TUE</td>
<td>8</td>
<td>WED</td>
<td>9</td>
<td>THU</td>
<td>10</td>
<td>FRI</td>
<td>11</td>
<td>SAT</td>
<td>12</td>
</tr>
<tr>
<td>MON</td>
<td>14</td>
<td>TUE</td>
<td>15</td>
<td>WED</td>
<td>16</td>
<td>THU</td>
<td>17</td>
<td>FRI</td>
<td>18</td>
<td>SAT</td>
<td>19</td>
</tr>
<tr>
<td>MON</td>
<td>21</td>
<td>TUE</td>
<td>22</td>
<td>WED</td>
<td>23</td>
<td>THU</td>
<td>24</td>
<td>FRI</td>
<td>25</td>
<td>SAT</td>
<td>26</td>
</tr>
<tr>
<td>MON</td>
<td>28</td>
<td>TUE</td>
<td>29</td>
<td>WED</td>
<td>30</td>
<td>THU</td>
<td>31</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The Water and Sanitation Program (WSP) is a multi-donor partnership administered by the World Bank to support poor people in obtaining affordable, safe, and sustainable access to water and sanitation services.
Poor people all around the world who don’t have access to public water services often end up paying much more for water. In Indonesia, this is estimated at 15 to 33 times the water utilities tariff.

**The Water and Sanitation Program (www.wsp.org)** is a multi-donor partnership administered by the World Bank to support poor people in obtaining affordable, safe, and sustainable access to water and sanitation services.
There is no magic recipe for behavior change: a mix of action and integration with public programs provide a strong platform for sustainability. In Peru, a handwashing behavior change intervention reached more than 6.5 million people through radio spots, direct customer contact events, and activities of front-line workers.
Behavior change is a process not an event. Supporting behavior change involves providing the environment, circumstances, equipment, information, and logistical and psychological assistance which make it possible for people to take action to change their behavior.
With innovative approaches to market services, the private sector could tap into a market worth nearly US$2.6 billion in Bangladesh, Indonesia, Peru, and Tanzania alone by providing affordable products and services that meet the preferences and budgets of the poorest people.

© The World Bank

**NOVEMBER 2014**

<table>
<thead>
<tr>
<th>MON</th>
<th>TUE</th>
<th>WED</th>
<th>THU</th>
<th>FRI</th>
<th>SAT</th>
<th>SUN</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
</tr>
</tbody>
</table>
Successful sanitation products require solid assessments of consumer preferences. Products supported by market research are 3x more likely to be successful.

The Water and Sanitation Program (www.wsp.org) is a multi-donor partnership administered by the World Bank to support poor people in obtaining affordable, safe, and reliable access to water and sanitation services.
The Water and Sanitation Program (www.wsp.org) is a multi-donor partnership administered by the World Bank to support poor people in obtaining affordable, safe, and sustainable access to water and sanitation services.


October: http://ctb.ku.edu/en


Sources


October: http://ctb.ku.edu/en


Sources


October: http://ctb.ku.edu/en


Sources


October: http://ctb.ku.edu/en
