More than 2 billion people have gained access to improved water sources and 1.8 billion to improved sanitation between 1990 and 2010. This is good news. But the world needs these improvements to happen on a much larger scale and at a much faster pace. Today, 2.5 billion people still lack access to safe sanitation, including 1.1 billion who have no facilities at all and practice open defecation.

In the last decade alone, global mobile phone subscriptions have increased more than 800%. In fact, more people today have access to a mobile phone than to a clean toilet. The ubiquity of cell phones in the developing world creates a massive opportunity for mobile technologies to offer new, innovative solutions across many sectors. What can we learn from the mobile technology industry to rapidly scale up access to water and sanitation?

This year, the World Bank/Water and Sanitation Program cartoon calendar depicts water and sanitation challenges from a technology perspective to call attention to possible innovations in services to poor people and address some of the misconceptions about the role technology can play.

We want to offer special thanks to 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 satire.

Wishing you a fruitful and impactful 2013.

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
WATER, SANITATION and TECHNOLOGY

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, a young Peruvian illustrator, studied Arts at University Catolica of Peru. Jesus has published many covers and illustrations for famous Peruvian magazines such as Poder, Dedo Medio, and Moda. His best artworks can be found in the blog www.poloverde.blogspot.com.

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, Gibug, 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 water, sanitation and hygiene services.
On average, women and girls in developing countries walk 6 kilometers a day, carrying 20 liters of water, greatly reducing the time they have for other productive work or for girls to attend school.

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.
With the number of mobile subscriptions exceeding six billion, more people today have access to a mobile phone than to a clean toilet.
In some regions, an estimated 36% of handpumps are out of service at any given time.
Africa has more than 500 million mobile devices – roughly 1 for every 2 people on the continent – and is partly credited with Africa’s recent economic surge.

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.
A woman is still 21% less likely to own a mobile phone than a man. This figure increases to 23% if she lives in Africa, 24% if she lives in the Middle East, and 37% if she lives in South Asia.
The introduction of clean water and sewage disposal — “the sanitary revolution” — was voted as the most important medical milestone since 1840.

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 are more than 1 billion apps, including one for rating sanitation facilities.
Mobile devices are becoming cheaper and more powerful, while networks are doubling in bandwidth roughly every 18 months and expanding into rural areas.

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.
Over three-quarters of the required spending globally on water supply from 2005-2015 should be for operating, maintaining and replacing existing facilities.
Sanitation is one of the most inequitably distributed services, with the richest quintile of the global population 4 times more likely to have access to sanitation than the poorest quintile.
Sanitation is the foundation of human development. Globally, for every dollar invested in sanitation the average benefit is 9 times higher, due to the reduction of disease, health costs, increased productivity and days of school care for children.
Water point mapping can help governments allocate support where it is needed most. In Liberia, 150 data collectors equipped with phones using FLOW software mapped more than 7,500 water points.

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.
These cartoons were reproduced in WSP’s Calendar for the year 2012.

Sources
June: British Medical Journal (2007), BMJ readers choose the “sanitary revolution” as greatest medical advance since 1840.