As the deadline for the Millennium Development Goals (MDGs) approaches, 748 million people still lack access to safe drinking water and 2.5 billion people lack access to sanitation, including 1 billion who practice open defecation. Sanitation remains one of the MDGs most off-track globally and at current rates of progress, the world will miss the MDG for sanitation by over half a billion people.

Between 1990 and 2010, more than 2 billion people gained access to improved water sources and almost 2 billion to improved sanitation. Going forward, however, we must do better if we are to achieve universal access to water and sanitation by 2030.

This will require focusing on ways to improve local service delivery, strengthen governance and institutions, leverage civil society and the private sector, and accelerate access for the poor.

This year’s cartoon calendar depicts water and sanitation challenges in the context of the post-2015 development discussions. As countries continue work on establishing sustainable development goals, we must insert new momentum into the fight to end poverty by 2030 and we must continue to work together towards a water secure world for all.

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 successful 2015.

Junaid Ahmad
Senior Director
Water Global Practice
World Bank Group

Jyoti Shukla
Senior Manager
Water and Sanitation Program
Water Global Practice
World Bank Group
Water and Sanitation
Beyond 2015

Vladimir Kadyrbayev
Vladimir Kadyrbayev 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 Peruvian graphic artist graduated from the Faculty of Art of the Pontifical Catholic University of Peru. He is the director of his own illustration school “La Cochera”, also teaches digital animation and performs as freelance artist. Jesus specializes in 2D animation and characters design for brands such as Coca Cola, Nestle, Brahma, among others; and also has made cover 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 specializing in posters, comics and caricatures. His works have been featured in national exhibitions. His unique cartoon characters—a tricycle driver named Gibug with his yellow cat Oncom—received the prestigious ‘Kosasih Awards’. In addition to being a resource person on the subject of arts in national media agencies including television, radio, newspapers and magazines, Wisnoe has been busy working on artistic projects, including his collaboration with World Bank Group-WSP in this cartoon calendar since 2005.

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.
TIME TO ACCELERATE!
At current rates of progress, the world will miss the Millennium Development Goal (MDG) for sanitation by over half a billion people. We must accelerate global efforts if we are to achieve universal access to sanitation by 2030.

The Water and Sanitation Program is a multi-donor partnership, part of the World Bank Group’s Water Global Practice, supporting poor people in obtaining affordable, safe, and sustainable access to water and sanitation services.
Studies show children grow taller and perform better on cognitive tests in communities where residents have access to improved sanitation and do not defecate in the open.
Averages hide inequalities. In Bolivia, while 96% of people from urban areas have access to piped water, 43% of the people in rural areas don’t.
'ACCESS FOR ALL'...??
Efforts to increase coverage of basic services such as water and sanitation must ensure access for all, including those with disabilities.
Integrating health, education, water, and sanitation can achieve more sustainable benefits for the world’s poorest communities, making cross-sector teamwork critical.
'MOVING UP THE 'SANITATION LADDER'...!'
The “sanitation ladder” illustrates the steps to move from simpler sanitation solutions to more advanced ones, helping communities select appropriate latrine types to improve access.

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The economic impact of inadequate sanitation reaches multiple sectors, including the tourism industry, which annually loses an estimated US$260 million in India and US$160 million in Indonesia.
LOOK!!
THEY WEATHERED THE STORM!!
Ensuring water and sanitation systems are disaster-resistant is essential, especially in low-income countries which are home to more than 70% of the world’s disaster “hotspots.”
“Congrats, you’ll have service in 2030.”

“Congrats, you’ll have service in 2015.”
Operational inefficiencies of water utilities in Africa cost the region $0.9 billion a year, limiting their ability to expand services to larger groups of consumers.
Educating children about proper hygiene and sanitation can deliver positive change at home, in school, and across the entire community.

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What do you think universal access means? Who needs water and toilets out there in the universe?
Nearly 1 billion people still practice open defecation. Achieving access for everyone will require coordinated behavior change efforts.
Between 1990 and 2012, each year an average of 103 million people gained access to improved drinking water. For universal access to be achieved by 2030, 118 million people must gain access every year.
These cartoons were reproduced from the 2014 Cartoon Calendar.

Sources
July: World Bank (2013). Infographic: What’s a Toilet Worth?

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