



The networker

THE WATER ISSUE...

Focus on sustainability, leadership and challenges of ensuring a lasting supply

Sustainable development

Perspectives and opinion on the key issues and expectations ahead of Rio+20

Also

Power of the visual

Humanitarian system failing older people

ISSUE 101 | JUNE 2012

bond

SUSTAINABLE DEVELOPMENT

06
Will Rio+20 live up to expectations?
 Claire Melamed on bridging the development and environment divide

08
Breaking down the energy barriers
 Can universal energy access be achieved by 2030?

09
Opinion: food, water and energy
 No more business as usual, argues Dominic White

18
United we stand
 The core principles that must guide the creation of Sustainable Development Goals

19
Making the sustainable business case
 Governments and business need to work together for sustainable development



09



36

FEATURES

12
Humanitarian system failing vulnerable people
 A study finds that less than one per cent of humanitarian aid targets vulnerable people

13
A Charter for our times
 The vision, purpose, values and principles of the Bond network

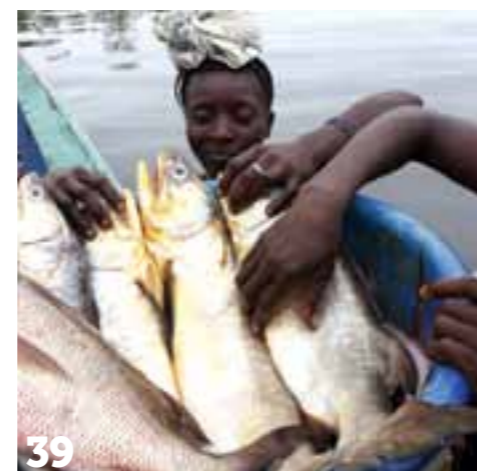


34

14
My Bond: connecting the sector
 Highlights of Bond's new social network

16
Polling support for development
 A new Bond resource brings polling data together in one place

17
Challenges and opportunities for EU development policy
 What next for the EU budget process?



39



12

29
A question of leadership
 Progress on leadership in the humanitarian sector has been weak, new study finds

30
Demonstrating effectiveness
 An introduction to the Bond Improve It Framework

32
NGOs commit to publish more data
 Momentum behind the IATI Standard is growing

34
The power of the visual
 Choosing the right photo to represent your work is vital

36
Life through the lens
 Outdated images of poverty and famine fail to convey the complexity of international development

38
In the spotlight
 Interview with Loretta Minghella

41
The changing face of NGO travel
 A look at the unique travel needs of NGOs



20

WATER SUPPLEMENT

20
Sustainability and leadership are vital to lasting change
 WaterAid discuss how its building capacity across the organisation

24
New prize to support innovation and entrepreneurship in water and sanitation
 The Stone Family Foundation explain their approach

26
Drylands: the greatest hurdle to sustainable development
 Soil and water conservation are key to survival

Return to Rio



It's been 20 years since the first, unprecedented, Earth Summit in Rio where governments worldwide agreed to work towards a more sustainable form of development – one that saw beyond the

idea that preserving the environment meant holding back poor nations from using their natural resources to improve their people's lives.

I also remember it being a pivotal moment bringing development and environment NGOs together to thrash out common policy programmes to put to their governments – important work that continues today in fora such as Bond's Development and Environment Group.

But in the intervening years, much has also changed. In 1992 the concern over the destruction of the tropical rainforest was at its global height. While the issue has, of course, not gone away climate change perhaps occupies that central place of environmental concern. And back then 'the bricks' were something you built your house with – not the group of emerging developing economy powerhouses.

The fact that the Rio+20 Conference is lower profile than the first Earth Summit is perhaps, partly, because the general case for sustainable development is far more established and more jointly owned by north and south. But, I fear, it is also a sign that governments are under renewed pressure from the old protecting-the-environment-is-a-luxury-we-can't-afford argument, recycled for our times of financial crisis and austerity. You could see these countervailing

pressures at play in a recent roundtable I attended, representing the Bond network, at which the Deputy Prime Minister Nick Clegg (who will lead the UK delegation at Rio), DFID Secretary of State Andrew Mitchell and DEFRA Secretary of State Caroline Spelman, brought together business, environmental and development organisations to discuss Rio+20. There were three key themes from Bond members which had seemed to gain traction with government: taking forward the concept of green growth, ensuring that international economic strategies are recalibrated and re-energised to deliver jobs and better economic prospects but within planetary boundaries; securing international agreement to beef up how companies report on their environmental impact – which, interestingly, key private sector voices backed at the meeting; and building political commitment at the conference for key elements of a set of global goals for sustainable development, but, crucially, in a way that integrates with the process to decide what follows on from the Millennium Development Goals in 2015.

New look Networker

You may have noticed we've given *The Networker* a bit of a new look. We hope you agree with us that it helps bring to life the mix of views of member organisations and analysis of issues facing the sector. But it's only a start – we want to do more to develop the content and format. So if you have ideas and suggests, do let us know by emailing Jemma Ashman at jashman@bond.org.uk.

Ben Jackson
Chief Executive

About Bond

Bond is a broad network of UK-based international development organisations united by a common goal to eradicate global poverty.

About The Networker

The Networker offers topical and forward-thinking features and opinion on international development issues to inspire thought, debate and action. The views expressed do not necessarily reflect those of Bond.

Contributing to The Networker

If you have an idea that you would like to discuss or if you would like to comment on *The Networker*, please contact the Editor, Jemma Ashman: jashman@bond.org.uk

Copyright

Organisations that wish to photocopy or reproduce articles may do so for not-for-profit purposes, with prior consent. Please contact the Editor, Jemma Ashman: jashman@bond.org.uk

Design

SteersMcGillanEves Design Ltd

Print

Newnorth Print Ltd. Printed on Edixion, FSC accredited and made from elemental chlorine free bleached pulp.

Front cover image

Water pouring over African children's hands. Copyright M&H Sheppard/iStockphoto

NEWS

Help shape the Annual Conference



We would like to hear from any Bond member, or group of members, who is interested in developing and leading a session at the Bond Annual Conference and Exhibition on 23 October.

Whether it's a debate, panel discussion or workshop, this is a valuable opportunity to showcase innovative thinking, encourage debate, share new ideas, experience and learning and lead action.

We hope to receive proposals covering a broad range of issues and debates and will select the most exciting suggestions to take forward with you. Please share the details across your organisation and with others as appropriate.

Download the proposal form from the website: www.bond.org.uk/annualconference2012

The deadline for proposals is 29 June. For more information contact Mike Wright at mwright@bond.org.uk

Bond training: new courses, new dates

We are taking bookings up to March 2013 making now a good time to plan your training for the year ahead. We have added one new course – *Theories of change essentials* – with more new courses focusing on effectiveness due to be announced over the coming months.

Details of all courses, dates and how to book: www.bond.org.uk/learn

Take a course in-house: www.bond.org.uk/in-house

Bond Jobs: delivering a quality response

Quality

Bond Jobs reaches a highly qualified and experienced range of development and aid professionals.

Reach

Bond Jobs takes you directly to a worldwide audience of thousands of development professionals in programmes, funding, policy, finance and communications.

Response

Bond Jobs gives you the right candidate with the right expertise, first time: Bond Jobs simplifies the recruitment process by delivering a quality response time after time.

More information on advertising at: www.bond.org.uk/jobs



www.bond.org.uk/jobs
advertising@bond.org.uk
020 7520 1040

What our members say about us

“Bond has always provided a quick, professional, and friendly service with reasonably priced advertising rates.”

CARE International UK

“Bond’s advertising service is unique and invaluable to charities like War on Want.”

War on Want

“[Bond] always respond promptly and provide an efficient service as well as being good value for money. The response rate from applicants is usually right on target and the quality of candidates high.”

Saferworld

Will Rio+20 live up to expectations?

Claire Melamed argues that we must not miss the opportunity that Rio+20, formally known as the United Nations Conference on Sustainable Development, provides to converge 'sustainability' and 'development'.

Sustainable development has been something of a holy grail for both environment and development organisations since at least the first Rio conference in 1992. The task has only got more urgent in the last 20 years, as the reality of climate change begins to be felt.

But common progress on the two agendas has been elusive. Partly this is because of a huge difference in the problem each seeks to address, and the politics of doing so. On the whole, people's lives have been getting better for at least a hundred years, and development is the art and the science of speeding up and spreading out that progress. Action on the environment, by contrast, is about reversing a current trend: the indicators have been getting worse for many years, and it will take a huge and probably unpopular political effort to turn around the supertanker of environmental degradation.

Bridging the development and sustainability divide

This is the reality confronting the negotiators trying to agree the Rio+20 conference document. But, for a change, there are glimmers of hope that this time the diverging tracks of 'sustainability' and 'development' might be pushed back

together, at least a little bit.

Firstly, there's the timetable: in 2015, world leaders are committed to agreeing both a new deal on climate and new goals to replace the expiring Millennium Development Goals. There's a practical chance to use this coincidence to think about the two together. Secondly, there's the politics. Without thinking development, there can't be a climate deal since developing countries won't sign up to something which forces them to choose sustainability over development – and that's not a choice that it's acceptable to make. Thirdly, there are a growing number of countries implementing policies which show that the two can be brought together: public works schemes which offer cash in return for work maintaining waterways, or energy schemes which offer renewable energy to homes without access to a grid.

Sustainable Development Goals

What could the Rio+20 agreement actually do to put the world on the right track? There's a huge amount of interest generated by the proposal for 'Sustainable Development Goals', which seem to offer a concrete way to bridge the gap.

The Rio conference almost certainly won't agree actual goals but will almost certainly give a green light to negotiations on goals to cover development and

sustainability to be agreed in 2015. Negotiators will need all that time to bridge the many differences which remain, if a new agreement is to be effective and useful. In particular, there's a need to prove that new goals incorporating environment and development won't lead to the development bit being held hostage and ultimately undermined by the much more difficult politics of climate and environment.

Success at Rio+20

Making specific agreements at Rio+20 would probably be a mistake. Agreeing something now would result in an awkwardly patched together political compromise, satisfying nobody and closing off options for the future in a way that we might come to regret. It's unfortunate that the best outcome – agreeing to talks towards an agreement in 2015 – will probably be portrayed as a failure of nerve. That's something the negotiators will have to live with. For the rest of us, the task will be to make the most of the opportunity that the Rio+20 conference is likely to hand over: to create something in 2015 which is the beginning of real sustainable development.

Claire Melamed,
Head of Programme, ODI.
www.odi.org.uk

“

The Rio conference will almost certainly give a green light to negotiations on goals to cover development and sustainability to be agreed in 2015.

”

BREAKING DOWN THE ENERGY BARRIERS



Nearly three billion people are without access to modern fuels and more than almost one and a half billion people are without access to electricity. To achieve universal energy access by 2030, we must take action now.

Worldwide, global energy systems are in crisis. An array of challenges face sustainable development; in the face of rapidly increasing demand and concerns about security of supply the provision of energy is causing catastrophic climate change, whilst a lack of modern energy is holding back development for the world's poor.

At Rio+20, a central theme for debate will be the green economy's role in poverty reduction and sustainable development. As new approaches to transforming energy systems are developed, universal access to energy must be considered an urgent priority.

Access to modern energy services is fundamental for poverty reduction and human development. Members of a household need energy for basic services: lighting, cooking and water heating, space heating, cooling and ICTs. Each household also has to earn income and whether that takes place in the household, on the land, or in an office or workshop, that activity also needs energy. Both households and enterprises exist within a community which requires energy for shared services used by all.

Energy access helps to break poverty cycle

Poverty remains the main barrier to energy access for poor people. But what is also apparent is that a lack of access to energy is also one of the main contributing factors to that poverty. The *Poor people's energy outlook 2012* report highlights how energy supports people's ability to earn a living via one of three mechanisms:

- creating new earning opportunities
- improving existing earning activities
- reducing opportunity costs

And yet, while energy access is a critical enabler and catalyst for improved earnings for poor people, it alone cannot guarantee it. Even if energy supply and the appropriate appliances are in place, changes in enterprise activities and their impacts on income are also dependent on

the markets for the products and services provided. There is often a lack of connection between improved energy access, better enterprise returns, and poverty reduction - which tends to be overlooked when the perspective is purely on energy supply. Practitioners and policymakers can help people overcome these barriers.

Energy access gaining momentum

At Rio, governments, the private sector and civil society will commit to the goal of universal energy access for all by 2030, and the UN International Year of Sustainable Energy for All initiative is progressing rapidly.

Civil society has a crucial role to play. This includes promoting wider awareness and understanding of people's needs and preferred solutions, testing and communicating new delivery models, helping to hold policy makers to account for their actions and supporting development of more equitable market systems.

How we define energy access is critical in determining how we challenge energy poverty. A Total Energy Access approach to policy and action is needed, recognising the full range of energy services which people need, want and have a right to. Clear, agreed and realistic indicators such as those provided in the *Poor people's energy outlook* report are needed to monitor progress on improved access to energy, against which all commitment and actions can be held to account from the perspective of the poor.

Practical Action and Energypedia have set up the online Total Energy Wiki that enables people and organisations to participate and contribute to collecting progressive data on energy access. This grassroots, crowd-sourced approach should complement existing data collection systems, and provide a broader picture of how energy services are made available to and used by poor people. Information can be compared across communities, countries and regions,

helping the whole energy community work towards prioritising energy access where there are obvious gaps and shortfalls.

A better life depends on energy access

For people in developing countries to achieve a better life requires an improved quality of energy supply, an increase in the amount of energy used, and access to a wider range of energy services. In many instances renewable and energy-efficient technologies are the most appropriate and preferred option. But this agenda should not be enforced if it leads to unaffordable or inappropriate solutions that restrict access for people living in poverty - the burden of emissions reductions should not fall on the world's poorest.

Drew Corbyn, Energy Consultant, Practical Action Consulting.
drew.corbyn@practicalaction.org.uk



Resources

- <http://practicalaction.org/ppeo2012>
- <https://energypedia.info/index.php/Totalenergywiki>

By 2030...

900 million people will not have access to electricity

3 billion people will still cook with traditional fuels

More than 30 million people will have died due to smoke-related diseases

Hundreds of millions will be confined to poverty due to lack of energy access

OPINION FOOD, WATER & ENERGY

No more business as usual. Dominic White issues a stark warning on the impact of UK lifestyles on biodiversity, climate change and ultimately, global poverty.



Farmer ploughing field, next to mustard crop, in protected forest buffer-zone community, Terai Arc Landscape, Nepal.



A local Tamang woman working in a field to harvest her crop. WWF has been working with local communities to help create more sustainable livelihoods and to maintain the surrounding environment. Langtang National Park, Nepal.

© Simon de Trey-White/WWF-UK

“OUR CURRENT DEVELOPMENT PATHWAY IS FAILING TO LIVE WITHIN NATURAL RESOURCE THRESHOLDS.”



Chinese man carrying organic vegetables, Xipanshanzhou Polder, West Dongting Lake, Hubei province, China.

© Brent Striton/Getty Images/WWF-UK

“As resources become increasingly scarce, transformational change is necessary.”

The trouble with sustainable development is that it means many different things to different people – and very little to politicians. No politician has ever been elected on long-term promises, which is one of the reasons why political appetite for Rio+20 Conference at home and abroad is limited. It's been 40 years since the UN conference on the Human Environment in Stockholm and 20 years since the first Rio Earth Summit, where many fine commitments to sustainable development were made. In reality, not enough real progress has been made – progress we desperately need to eradicate poverty and halt the degradation of our planet.

A great deal needs to happen in Rio this June. We need a clear understanding of what the green economy is and how it goes beyond business as usual, what international architecture will support effective implementation, and how global development goals will embrace the social, environmental and economic elements of sustainable development. Water, energy and food are at the heart of this.

The global food system is broken

While 925 million people suffer from hunger and a further billion from the 'hidden hunger' of insufficient vitamins and minerals¹, another one and a half billion people are overweight or obese.² There is enough food available globally – it would only require one per cent of the global food supply to prevent the hunger experienced by 13 per cent of the world's population³. Yet in the UK, approximately 22 per cent of household food and drink is wasted⁴. This raises fundamental questions about our priorities as a society.

Consumption and production require transformational change

With the global population predicted to grow by two billion people by 2050, pressure on the food system will increase significantly. Unless we see positive transformational change in both consumption and production, some sectors, such as cereals, will see a 70 per cent increase in demand – showing that

the 'business as usual' trajectory is unsustainable⁵. We need to tackle these challenges now. There are some difficult decisions to be made collectively: how do we define a reasonable standard of living, what are our aspirations for development, and how do we understand wellbeing? We now know that continued economic growth has little benefit beyond a certain point and that GDP is inadequate as a measure of progress, whilst space and support must be provided for countries and communities to move out of poverty.

This planet is finite. If the world's entire population were to live as we do in the UK, we would need another two planets to satisfy our demand for resources. At present our current development pathway is failing to live within natural resource thresholds, demonstrated by the impact we are having on biodiversity and climate change.

Yet realising long-term water, energy and food security for all is possible within planetary boundaries. As resources become increasingly scarce, transformational change is necessary to meet all our needs and confront the distributional issues that arise in a world of environmental limits⁶.

Greater understanding of lifestyle impacts

Our understanding of the interplay between global challenges of resource scarcity, poverty eradication, climate change and environmental degradation is improving, resulting in an increasingly shared agenda⁷. The high intensity of meat and dairy in our diets has multiple impacts globally; for example, the link between beef production in the UK with the deforestation of the Amazon for soybean production. Furthermore, one kilogram of red meat takes about 16,000 litres of water to produce⁸; as demand for meat escalates, so grows the pressure for land and water. Clearly many developing countries are dependent on established export markets based on commodities but perverse subsidies such as the EU Common Agriculture Policy make it an unequal playing field. Political leadership is needed to address socially and environmentally harmful subsidies at Rio+20 and the G20 to move towards a green economy and benefit smallholders around the world.

Reimagining the food system

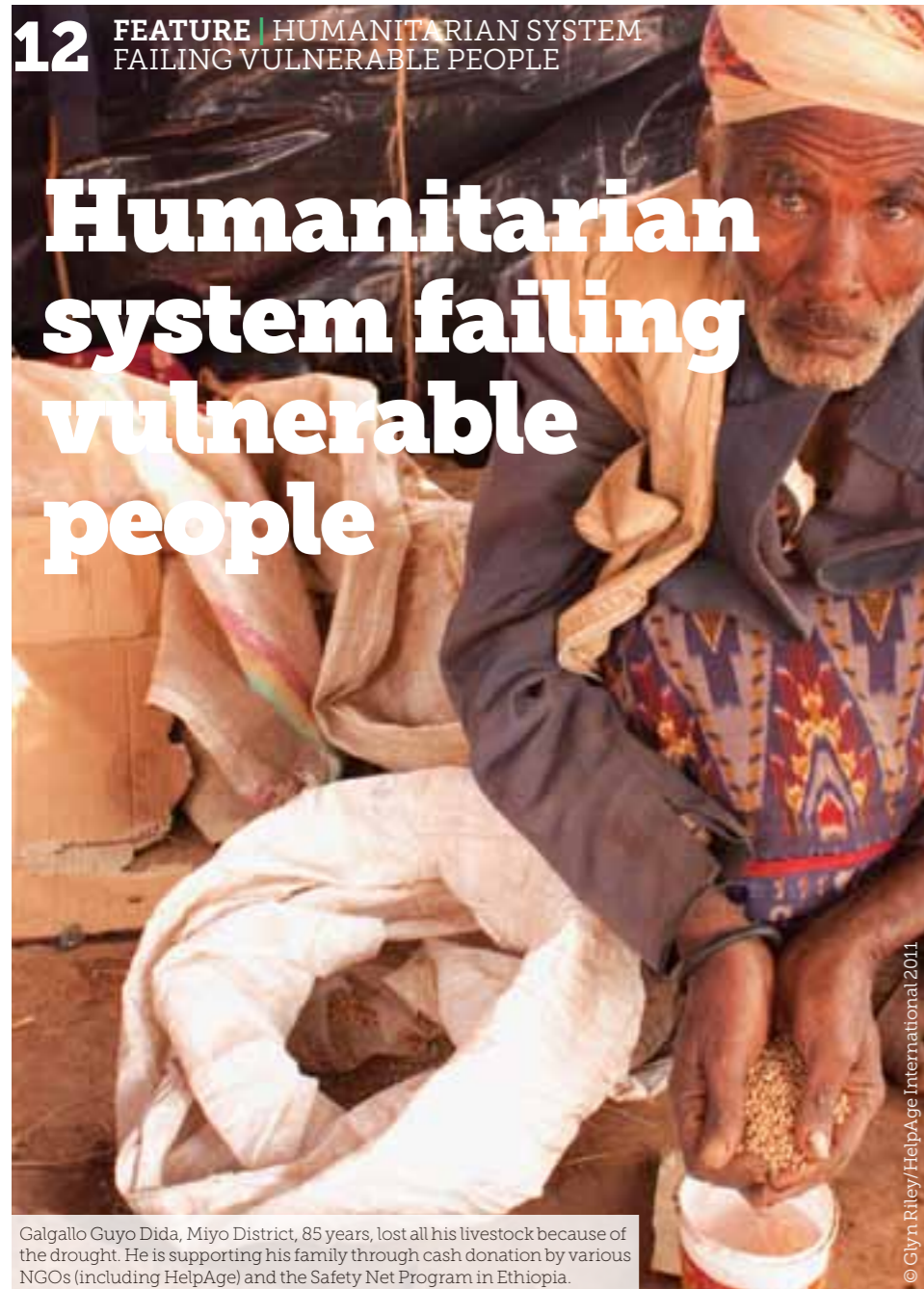
Development and environment NGOs have worked well together in the last few years engaging UK supporters to reduce greenhouse gases and tackle climate change collectively to reduce world poverty. I believe we can make similar progress together on the food system, taking action to change the way we grow, eat and throw away food and linking this back to the daily lives of people elsewhere in the world. Together, our respective strengths multiply our potential impact. In his November 2011 address to the Bond conference, Mark Lowcock called for "economic development within a completely different paradigm - a green economy". Our leaders in Rio need to push hard for positive outcomes in this direction. Inaction and the consequences for health, wealth and wellbeing of people and planet are unacceptable.

Dominic White, Head of Government Partnerships, WWF-UK and Chair of Bond.

References

1. Foresight. The Future of Food and Farming (2011), Executive Summary, The Government Office for Science, London
2. Obesity and overweight, Fact sheet 311, World Health Organisation
3. Can we live inside the doughnut?, Oxfam Policy and Practice Blog (12 Feb 2012)
4. 2012 CGIAR Research Program on Climate Change, Agriculture and Food Security, (CCAFS)
5. 2012 CGIAR Research Program on Climate Change, Agriculture and Food Security, (CCAFS)
6. Evans. A., (2011). Resource scarcity, fair shares and development. WWF-UK / Oxfam Discussion paper
7. Evans. A., (2011). Resource scarcity, fair shares and development. WWF-UK / Oxfam Discussion paper
8. www.waterfootprint.org/?page=files/productgallery

Humanitarian system failing vulnerable people



Galgalo Guyo Dida, Miyo District, 85 years, lost all his livestock because of the drought. He is supporting his family through cash donation by various NGOs (including HelpAge) and the Safety Net Program in Ethiopia.

© Glyn Riley/HelpAge International 2011

Less than one per cent of humanitarian aid targets older people or people with disabilities, a HelpAge International and Handicap International study finds.

Approximately 11 per cent of the world's population is aged 60 and above, whilst an estimated 15 per cent of people live with disability. However, analysis of 6,003 projects from 14 UN Consolidated Appeal Processes (CAP) and 4 Flash Appeals between 2010 and 2011 shows that:

- only 61 funded projects (1 per cent) target older people or people with disabilities
- in 21 countries there were no projects in any sector targeting older people
- funding for projects targeting people with disabilities decreased between 2010 and 2011 (from 0.7 per cent to 0.43 per cent)

Helping the most vulnerable

When communities are struck by disaster older people and people with disabilities are among the most vulnerable. They face specific challenges related to their mobility, access to services, and maintaining or re-establishing livelihoods activities. Some need targeted assistance or specific approaches to meet their needs.

Analysis of 6,003 projects submitted showed that...

145

projects included at least one activity targeting older people or people with disabilities, and 61 of these were funded (1 per cent).

98

projects (1.6 per cent) included at least one activity targeting people with disabilities, and 43 of these were funded (0.7 per cent)

47

projects (0.78 per cent) included at least one activity targeting older people, and 18 of these were funded (0.3 per cent).

19

projects (0.3 per cent) included one or more activities targeting both older people and people with disabilities. Of these, four were funded.

Funding

US\$10.9 billion

was contributed by official donors to the CAP and Flash Appeals, of which...

US\$73 million

was allocated to projects that included at least one activity targeted at older people or people with disabilities (0.7 per cent of overall funding)... of which...

US\$27.6 million

went to projects targeted exclusively at older people or people with disabilities (0.3 per cent)

Humanitarian response "inconsistent"

The findings show response across sectors and countries to be variable and inconsistent. Despite recognised vulnerabilities, agencies are failing to assess, plan and integrate the needs of older people and people with disabilities into response. When they do, more often than not the projects are not funded. This situation must change.

Frances Stevenson, Head of Emergencies at HelpAge: "This research shows there is a serious problem in the international humanitarian system. Humanitarian aid agencies systematically fail to assist the most vulnerable people."

Improving the system

Humanitarian agencies must ensure all potentially vulnerable groups are included in needs assessments, and that responses address those needs providing tailored, targeted assistance where necessary.

Cluster Lead agencies, UN Office for the Coordination of Humanitarian Affairs (UNOCHA), and humanitarian coordinators must provide leadership on these issues and ensure adequate accountability to all beneficiary populations across countries and sectors.

Finally, donors have a crucial role to play in encouraging and enabling inclusive humanitarian response by providing timely funding that is allocated in proportion to need and on the basis of needs assessments.



A study of humanitarian financing for older people and people with disabilities: www.helpage.org/resources/publications/



©Amber Abbasi/HelpAge International 2010

Jamila Bibi, 67 years, lost use of her leg after contracting polio during childhood. During the 2010 floods, HelpAge provided her with a pair of crutches and a hygiene kit containing a torch, warm bedding and medicines.

A charter for our times

The new Bond Charter sets out the common vision, purpose, values and principles of the Bond network. Bond members can help refine the final statement through the consultation.

The Bond Statement of Principles, which dates back to 1993, needs updating and modernising. While it focuses on what we could all subscribe to; what united us in our engagement with international development, the Bond Board felt that it lacked the expression of a collective desire to strive for the best.

Following discussions at the Bond Annual Conference in 2009 and 2011, we are now in a position to consult with the membership on a draft text of what is now called the Bond Charter; a set of clear aspirations of how we individually and collectively will be our best as well as a commitment to make Bond membership synonymous with quality.

A new Charter for a changed environment

Much has changed in the external environment since the original statement of principles was written; no longer can we assume that international development is automatically seen as 'a good thing'; external scrutiny has increased as has cynicism about effectiveness and results of development efforts.

Meanwhile, Bond hasn't stood still either; we have grown in membership and diversity and we have been, and are, at the heart of sector-wide campaigns and advocacy for good development practice. We have developed the Effectiveness Programme which will enable Bond members to assess their own level of organisational development and effectiveness as well as set their own targets for self-improvement. Both the Charter and Effectiveness Programme, where possible, refer to established standards of good practice in the voluntary sector and/or international development sector so rather than complicate, it should simplify membership engagement with the critical issues.

The combination of a new Bond Charter and the Effectiveness Programme will add up to a bold statement that, in all our diversity, Bond members believe in good development and are ready to be accountable to high standards.

Have your say on the Bond Charter

The Bond Board calls on all members to seize the opportunity to engage with the fine-tuning of our bold statement, through the consultation, details below, which will culminate in presenting a widely owned and understood charter to the Annual Conference and AGM on 23 October.

Paul Valentin, Co-Chair, Bond Board.

MEMBER CONSULTATION: SHARE YOUR VIEWS

The member consultation is open until **30 June** and full details are online: www.bond.org.uk/charter

As we are not running any formal consultation events, all members are urged to make their comments and observations on the online form.

Following the close of the consultation on 30 June, we will:

- make amends to draft version of Bond Charter in the light of comments from members, Bond groups and others
- ask the Board to approve the final version (July)
- send it to members with the AGM papers (late September)
- members vote to adopt the Bond Charter at the AGM (23 October)

Following formal adoption the Bond Charter will come into force on 1 April 2013.

MY BOND



To find out more or to be part of the beta contact Julius Honnor, Bond's Web Editor: jhonnor@bond.org.uk

CONNECTING THE SECTOR

MY BOND, A SOCIAL NETWORK FOR NGOS, IS NEARING COMPLETION. HERE'S A PREVIEW OF ITS MAIN FEATURES.

INDIVIDUALS

Everyone who works for a Bond member will be encouraged to set up a profile and post updates on their work, events they're attending, and interesting articles they've read, helping you to link with others working on similar issues. My Bond will integrate with Twitter, for those who already tweet, and will allow you to follow others to connect with what's going on elsewhere in the sector.

ORGANISATIONS

Every Bond member organisation will have a profile page, where they can post their news, their campaigns, their documents, their events. A directory as well as an online shop window, these pages will be a great opportunity for organisations to promote themselves and make links across the Bond network.

GROUPS

The new area for Bond Groups will replicate online what already happens offline: interesting discussions, collaborations and shared learning about key areas in international development. Workspaces will be similar environments for less structured groupings around all sorts of different subjects. Tags will allow cross-linking of ideas and conversations.

EVENTS

Promote existing events or organise new ones in the events space. A handy calendar will show at a glance what's coming up and individual events pages will include a map, who is attending and an option to add a comment.



Polling support for development

Polls and surveys provide a vital insight into what motivates the UK public to take action for international development but finding them is not easy, explains Glen Tarman. Now, an online resource from Bond brings all available polling data together in one place.

In recent years, Bond and a growing number of NGOs have sought to bring the challenges and possibilities of engaging with the UK public on international development to the centre of NGO thinking and action.

If we want supporters, people who are interested in development issues and the wider public to understand, respond and take action to address the causes of global injustice and poverty then evidence that shows what the UK public thinks about aid, development and other global issues, and what inspires or prevents them from taking action, is vital.

A comprehensive resource for all

A lot of this evidence already exists but finding it can be difficult. That is, until now. Bond has developed an online resource, available to all, that brings together all available polls and surveys on the UK public on international development. It is by far the most comprehensive resource of its kind.

Furthermore, there is also a body of quantitative and qualitative research that hasn't been published and therefore is not in the public domain. A growing number of NGOs and other actors are seeing the benefit of making material they have commissioned available to Bond members through Bond's private online community, My Bond.

Creating online and private offline spaces where UK NGOs can share information on public engagement and learning about what motivates various

parts of the population to support development is a key part of Bond's programme to improve practice so that support is maintained and built on. For the first time there will be a one-stop shop and coherent community of interest and practice.

Greater understanding will identify gaps

Gaining a wider and deeper understanding about audiences will also help to identify gaps in evidence and knowledge which need to be pursued. Although there is a large body of material not all of it is as robust or as useful as it might be and what is of high quality often needs to be presented with greater clarity for practitioners to be able to take way what it might mean for NGO work.

Ultimately, this understanding ensures that UK NGOs can build on approaches that they know enable citizens to act.

The good news is that surveys of public opinion over the last 10 years and more show that there is massive potential for wider and deeper public engagement on development.

Glen Tarman, Head of Advocacy, Bond
gtarman@bond.org.uk



Polls and surveys can be found at:
www.bond.org.uk/pages/public-support.html

WHAT DO THE PUBLIC THINK?

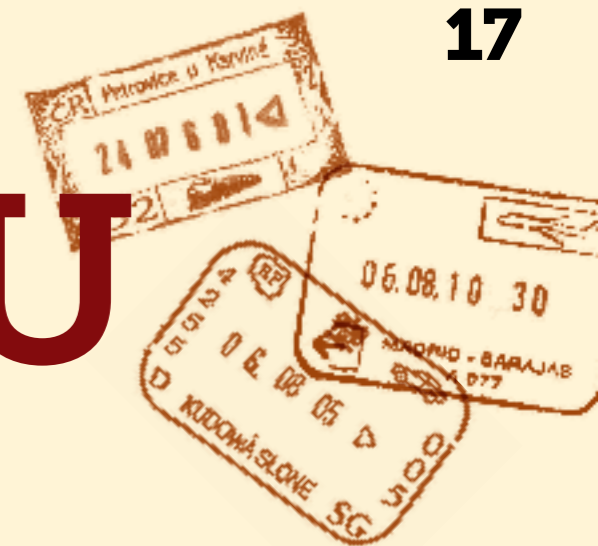
Recent research from Intermedia's *Building Support for International Development* study (March 2012) focuses on 'interested citizens' – members of the public who are predisposed to engagement with international development issues. What did interested citizens in the UK say?

- Of the following, what are the top 3 challenges facing developing countries?
 - Poverty
 - Lack of access to health care
 - Spread of infectious diseases
 - Corruption
 - Lack of access to education
 - Unpredictable supplies of food.
- In the last year, what percentage said they had written to the government or a public official?
- What percentage agreed (strongly or somewhat) with the statement that most financial aid to developing countries is wasted?
- What percentage said that the UK government is doing too little to improve economic and social conditions in developing countries?
- What percentage said that the UK government's development efforts had made some difference (big or small) in the past 10 years?

www.audiencescapes.org/buildsupport

1 e (49%), b (46%), a (44%)
2 9%
3 46%
4 27%
5 71%

Challenges and opportunities for EU development policy



Romina Vegro, Bond EU Policy Adviser, explains the process for the next EU budget.

Amid the mist of the Eurozone crisis and the global economic crisis, important discussions on the future of EU development cooperation are taking place in Brussels and in the EU capitals.

Declining EU aid levels

On the aid front, most EU member states are lagging behind on their aid targets with many cutting their aid outright. At the wider international level, global aid has declined for the first time since 1997 with an overall three per cent drop in global aid levels, according to the annual aid figures published by the OECD Development Assistance Committee in April.

The path towards the Multiannual Financial Framework

In this context of declining aid and the Euro crisis, the discussion on the next EU Multiannual Financial Framework, the budget for the Union from 2014 to 2020, is fully underway now.

Following the European Commission's proposals, the EU Council and member states are finalising their position on the Multiannual Financial Framework and the European Parliament is also preparing a series of reports. Those positions should be finalised by the end of June 2012 when full negotiations will start between the two official decision making bodies, the European Council and the European Parliament. The discussion will continue until the two institutions are satisfied with the outcome and an agreement is reached. The process should be concluded before

the end of 2013 for the new Multiannual Financial Framework to come into force on 1 January 2014.

The Council and the European Parliament will have to decide on a number of aspects:

- The size of the overall Multiannual Financial Framework
- How much money is allocated to EU External Action (Heading 4) and within that the size of the different instruments including the Development Cooperation Instrument
- Whether the European Development Fund will be brought under the EU budget
- Priorities, content and regulations for the instruments

A new way for EU development assistance?

The proposal seems to be strongly permeated by the *Agenda for Change* Communication which was launched by the European Commission in November last year. The *Agenda* sets a number of priorities for EU development cooperation including economic growth, the role of the private sector in development and a new focus on lower income countries.

The Multiannual Financial Framework negotiations are likely to carry on well into 2013 and the final outcome could bring a very different picture of EU development cooperation in regard to institutional structures, delivery mechanisms and geographic allocation of aid.

Bond Multiannual Financial Framework group and position paper

Bond has created a UK group dedicated to sharing information, analysis and planning for advocacy and a joint position paper has been published.

The position paper urges the UK government, other EU member states and the European Parliament to support the European Commission-proposed increase of Heading 4 and of the development budget.

Other key asks include:

- The importance for the Development Cooperation Instrument and the European Development Fund to be 100 per cent eligible for Official Development Assistance
- The need to uphold the 20 per cent social sector target for basic health and education in the design of the future Development Cooperation Instrument regulation
- The need for the EU to maintain the eligibility of middle income countries for financial support from the Development Cooperation Instrument and the European Development Fund in accordance with Official Development Assistance criteria, whilst ensuring this support is targeted towards poor people in those countries
- The need to apply stringent benchmarks and more control at implementation level to investment facilities and the blending of loans and grants to make sure that they really contribute to the fight against poverty and to long-term and sustainable development.

Bond will work with CONCORD and other national platforms of NGOs in Europe. We will follow the process very closely and we will try to influence the negotiations by targeting the UK government, the European Parliament and the Council.



To be involved and for more information on Multiannual Financial Framework advocacy:
rvegro@bond.org.uk
www.bond.org.uk/pages/eu-budget.html

United we stand

While the creation of Sustainable Development Goals is gaining real traction with governments and civil society organisations alike, their foundations must be ambitious and aspirational and importantly, we must unite behind them.

The creation of the Millennium Development Goals (MDGs) back in 2000 prompted a marked increase in both public and private support for human development efforts over the last decade, delivering tangible improvements to the lives of millions of people in the developing world. Yet the MDGs have also raised many questions, not least regarding the opaque and top-down way in which they were created, primarily in the corridors of the OECD. In addition, the last decade has highlighted the paradox of attempting to foster lasting and people-oriented development without due consideration of the interlinkages between the social, economic and environmental realms.

A joined-up approach

Despite some genuine progress, we remain way off target to achieving many of the MDGs. The world currently faces an unprecedented and highly interrelated set of global crises, ranging from finance to food, inequality to social unrest. Even before the UN MDG Review Summit in 2013, it's clear that a joined-up approach which addresses the interdependency of the three dimensions of sustainable development is needed to achieve sustainable poverty eradication, halt and reverse environmental degradation, and create a just economic system.

Cautious optimism for a post-2015 framework

As part of the Rio +20 process, the governments of Colombia and Guatemala have proposed a set of Sustainable Development Goals (SDGs) that encompass a far more comprehensive range of thematic issues than the MDGs.

The proposal has been welcomed by many governments and civil society organisations – albeit with varying levels of caution. Whilst it is clear that SDGs will not come into force until the MDGs expire in 2015 and that discussions on a new framework must not detract from current efforts to achieve them, the SDGs do provide the international community with a clear opportunity to address the shortcomings of the MDGs as well as build on their successes.

Towards Sustainable Development Goals

If the SDGs framework is to be a success, the identification and clear definition of *core principles* to guide its creation and delivery is an essential starting point. These foundations must be as ambitious and aspirational as possible, with the principle of *non-regression* assuming primary importance.

SDGs should also be **universal**, applying to both developed and developing countries and reflect the principle of 'common but differentiated responsibilities'. Moreover an effective set

of SDGs must address the spiralling levels of unsustainable consumption.

Attempting to address poverty reduction and environmental degradation without addressing consumption patterns is to only see half of the picture.

A focus on **equity** is also essential – both within and between nations. The MDGs remain inherently limited in scope and effectiveness due to their inability to address the root cause of the issues they attempt to resolve. SDGs must explicitly address the structural barriers faced by both countries and communities which prevent them from meeting ambitious targets, not to mention the governance structures necessary to monitor progress.

They must also have a focus on **implementation**, as it is actual improvement on the ground which will be the deciding measurement of success for any post-2015 development framework. Coherence, in both departmental politics and public policy, will be a defining factor and it is time for decision makers within the development, environment and financial sectors to stop working at odds and recognise their shared agenda. This is especially important at the departmental level within governments and is one area where the UK government could show real leadership in the run up to Rio +20.

Defining principles

Global civil society must be both united and resolute on these principles. Any divisions at this stage will play directly into the hands of the small number of governments and vested interests keen to continue business as usual. Whatever is agreed on at Rio+20, the impact of the Goals will be significantly more beneficial for both people and planet if these principles are embedded at its heart.

Jack Cornforth, Project Officer, Stakeholder Forum
Neva Frecheville, International Development Policy Advisor, WWF-UK and chair of the Bond Beyond 2015 Rio+20 task force.

“IF THE SDGS FRAMEWORK IS TO BE A SUCCESS, THE IDENTIFICATION AND CLEAR DEFINITION OF CORE PRINCIPLES TO GUIDE ITS CREATION AND DELIVERY IS AN ESSENTIAL STARTING POINT.”

MAKING THE SUSTAINABLE BUSINESS CASE

In these turbulent times, governments and business must work together to create the right framework for sustainable development at Rio+20, argues Amanda Sourry.



Sustainable sourcing: by 2020 Unilever will source 100% of our agricultural raw materials sustainably.

At Unilever UK and Ireland we believe that there is reason to be optimistic about the future despite continuing economic uncertainty. While it is a time of great challenge, it is also a time of great opportunity to help create a better future for our consumers, our customers and our employees.

We believe in a new model of growth – one that is equally conscious of the needs of people and the planet and puts sustainability at the heart of consumption.

Business and Sustainable Growth: Unilever's Sustainable Living Plan

To make this a reality, we have set ourselves a challenging global vision: we will aim to double the size of our business while cutting our environmental impact

in half and increasing the social benefits delivered by our products. We have set out how we intend to do this in our Sustainable Living Plan.

It is orientated around three central goals, to be achieved by 2020:

- Halve the environmental footprint of our products
- Help more than a billion people take action to improve their health and wellbeing
- Source 100% of our agricultural raw materials sustainably

These broad goals are supported by more than 50 quantitative, time-bound public targets against which we will report regularly and expect to be judged.

In the UK, we are very mindful of the role we need to play to deliver against our global commitments, as well as the responsibility that comes with the fact that our products are found in households across the country. It is a balancing act but we are making progress. For instance, we are using sustainable sourcing such as Rainforest Alliance certified chocolate.

The Unilever Sustainable Living Plan is not just a programme to manage the company more sustainably: it is also a catalyst for new ways of doing business, and is demonstrating the transition businesses must make to fuel the green economy.

Business and government at Rio+20: Making it happen

Unilever would like Rio+20 to produce:

- An agreement to work towards creating Sustainable Development Goals (SDGs) for the post-2015 period
- Increased business commitment to action around sustainable development
- A public policy framework which supports sustainable models of consumption and rewards green innovation

To achieve this Unilever and other companies must make the business case for sustainability absolutely clear.

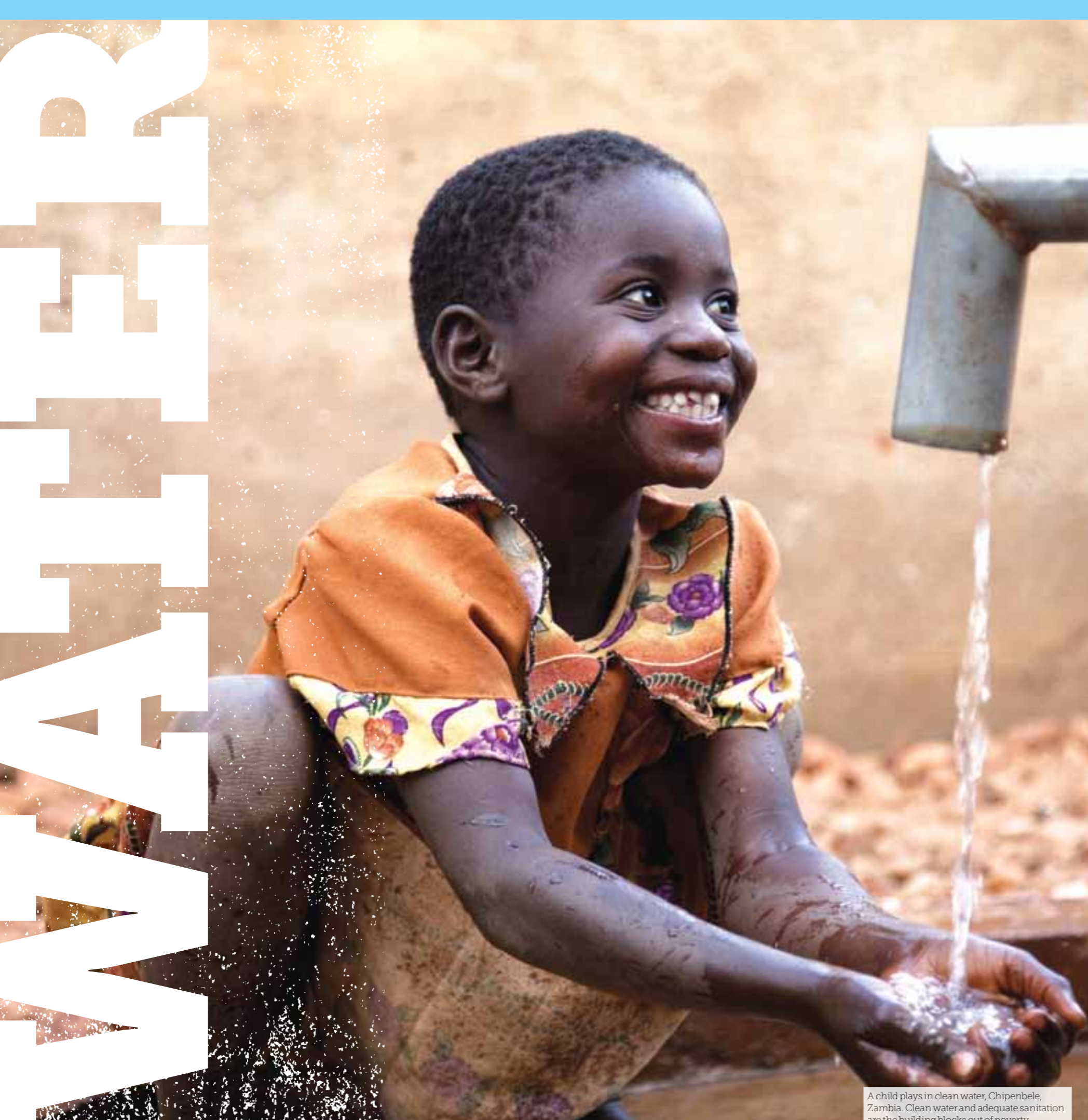
Action from business is best initiated and, more importantly, scaled up if supported by a framework of public policies that encourage and reward action. At Rio+20 governments should consider a range of policy measures such as the table below.

Sustainable development is complex but Unilever UK and Ireland is committed to making sustainability common place. Rio+20 should build on business efforts and raise the ambition of governments to deliver a roadmap to a green economy.

Amanda Sourry, Chairman, Unilever UK and Ireland.

Policy measures that should be considered by G20 governments

Food & Nutritional Security	Climate Change & Green Economy	Sustainable Production & Consumption	Public Health & Sanitation
Developing multi-stakeholder partnerships in order to a) increase public-private investment in sustainable food value chains, by 50 per cent by 2015. b) enable smallholder farmers, including women, to benefit from participating in agricultural supply chains c) promote sustainable sourcing practices and value chains	Ensure a legal, multilateral climate change treaty is agreed by 2015 (2020) and keeps global temperature rise to 2 degrees. Providing a domestic policy framework that supports the transition to a green (low carbon) economy. Incentivising innovation in low carbon technology by putting a price on carbon. Policy frameworks to increase recycling, ensure organised collection of municipal waste and to increase investment in waste management.	Developing new incentives for forest conservation. Increase demand for sustainably sourced products through improved regulation. Working with business to incentivise consumers to switch to sustainably sourced goods and services.	Increasing collaboration with the private sector in improving access to safe water and basic sanitation, and in policies to address key hygiene behaviour changes such as handwashing with soap. Increasing investment in Water, Sanitation and Hygiene (WASH).



Sustainability and leadership are vital to achieving lasting change

WaterAid discusses how it is building capacity across the organisation and with partners, communities and local governments, to ensure sustainability in all its work.

Dirty water and poor sanitation are the biggest killers of children in Sub-Saharan Africa. The resulting diarrhoeal diseases claim the lives of more than a million children under the age of five worldwide every year.

In the past 20 years, the global target to halve the proportion of people living without access to safe water has been reached. Yet 783 million people still risk their lives every day by drinking dirty water, and two and a half billion people have nowhere safe to go to the toilet.

Ending the global water and sanitation crisis requires urgent action, but progress is sometimes frustratingly slow. As well as needing to do more, there is the need to do better. We need more taps and toilets, but at the same time, we need fewer defunct and abandoned facilities.

The lack of access to water and sanitation is often said to be a crisis of poor leadership. As sector influencers, it is important we demonstrate good leadership by investing in our people. We have therefore introduced a development programme that reaches out across all the countries in which we work.

WaterAid's approach to sustainability

Sustainability, referring to the continued functioning and use of services and lasting changes in behaviour around hygiene and sanitation, is at the heart of everything WaterAid does.

We have created a sustainability framework, drawing on our experiences and those of others in the sector, to explore how sustainability can be achieved. It is intended to guide our country programmes and inform partners, supporters and donors about our thinking in this vital area. It can be

adapted and applied to different contexts.

The framework shows the many factors around water and sanitation provision that must be right to ensure sustainability, such as resource management, facility maintenance, and external support.

To ensure WaterAid and partner staff understand and apply the framework, we are always improving through training that is passed on to our partners, contributing to sustainability on the ground.

The framework commits us to go back to a sample of our projects to monitor the sustainability for up to 10 years post-construction. This will provide invaluable data to enable us to continually enhance our approaches.

Ensuring a lasting supply

Vincent Casey, Technical Support Manager, said: "The pressures on global water resources are increasing as a result of environmental and socio-economical factors. For water to continue to flow, the resource must be well-managed."

Monitoring resources is a basic and crucial first step towards management. Without adequate information about the status of the supply, early warning signs can be missed and action to reduce the risk of failure is not taken.

We recently carried out training on ways to monitor groundwater supply for motorised boreholes with local government staff in drought-prone Konso, Ethiopia. This included exploring the different threats to community water supplies.

Participants were introduced to ways of measuring and monitoring the water supply, from simple, cheap tools, like using a measuring tape in the well, to more sophisticated ways, such as electronic devices that can detect fluctuations.

A child plays in clean water, Chipenbele, Zambia. Clean water and adequate sanitation are the building blocks out of poverty

© WaterAid/Anna Kari



Children in Bangladesh look at hygiene education cards produced to spread the messages about the importance of hygiene through the community and sustain behaviour change.

© WaterAid/Juthika Howlader

Takele Kassa, WASH Director in Ethiopia, led the training. He said: "We gained knowledge on how to monitor rainfall, land use and population in regards to groundwater level so we can take remedial actions in case the levels decrease."

By building monitoring capacity at a local level, local communities are better informed about potential threats to their water supplies. Possessing data around the water status also enables them to advocate for more support from local government and utility companies, helping to ensure a lasting supply of clean water and preparing communities for drought.

Maintaining functional services

Nick Bundle, Regional Technical Advisor, said: "Effective management of facilities is also crucial for ensuring sustainable services. Facilities fall into disrepair for various reasons, such as lack of financing, expertise, supplies, and motivation."

Ensuring there is a genuine demand for improved services as well as training users and local authorities in maintenance are among the steps we take.

To support facility maintenance in West Africa, where handpump functionality rates can be very low, we

ran regional workshops. These brought staff and local government representatives together to aid understanding of the sustainability framework and agree the most pressing issues to focus on within each country context.

Staff from Mali then replicated the exercise with their rural partners, spreading the influence of the framework. Based on their analyses, they together devised focused action plans, ensuring buy-in by all relevant stakeholders.

While we can train communities to monitor and manage their water resources, if the external environment

“ THE FRAMEWORK SHOWS THE MANY FACTORS AROUND WATER AND SANITATION PROVISION THAT MUST BE RIGHT TO ENSURE SUSTAINABILITY. ”



The Gulper is a hand-operated pump to hygienically empty household latrines in crowded urban environments. WaterAid supported local businesses in getting loans to set up the waste disposal business and provided operators with training.



Women collect water in Sindhuli district, Nepal. Ensuring there is a genuine demand for services is an important element to ensuring their sustainability.

© WaterAid/Tom Van Cakenberghe

does not provide easy access to spares, additional services or technical support, there is risk of major failures.

One solution is the Pump Parts Banking in Ghana introduced by the Afram Plains Development Organization (APDO). Through this, communities are encouraged to set up a fund for the operation and maintenance of boreholes, with support from the Pump Parts Bank. APDO buys the most frequently used parts and resells them to communities, where they are stored locally to be easily available. As a result, communities can repair boreholes quickly, contributing to their longevity.

Modelling strong leadership

To achieve sustainability on the ground, we need strong leadership and the ability to influence others, within our organisation and across the sector. Where there are good leaders with drive and vision, change happens.

WaterAid is investing in leadership development to promote our values and leadership behaviours, which are crucial to delivering our ambitious global strategy. The top 50 global leaders went through the programme, followed by their senior management teams, many of whom went on to repeat the training with their teams to ensure we are always

learning and striving for sustainability.

To assist the effectiveness and sustainability of leadership development across our countries, we introduced virtual action learning. This brings together small groups to debate a problem, helping them understand what they need to change or implement. Each session is facilitated by someone who had been on the leadership programme.

Claire Newman, Head of Leadership and Engagement, said: "By training a team of internal facilitators, people who had been through the leadership development programme could continue their learning and pass it on without being dependent on outside support."

Living our values

In order to deliver sustainable work on the ground, we need sustainability to be reinforced and embedded in the way we work and everything we do

WaterAid constantly strives to learn from our experiences and improve capacity, resources and performance in our work and across the sector to ensure sustainability.



www.wateraid.org/uk

CASE STUDY

Uma Devi (below right), from Mahoba District, India, is part of a water committee trained to maintain the water pumps in the village. She is a volunteer but is sometimes employed on large schemes by the government. The training has not only contributed to sustainable facilities. She said: "By becoming mechanics we're broken the tradition. Gender equality has improved."



WaterAid and Marco Betti

New prize to support innovation and entrepreneurship in water and sanitation

The Stone Family Foundation explain their approach to sustainability.

The challenge

When confronted by the sheer scale of the water, sanitation and hygiene problem, it's hard not to feel a little bit powerless. Globally, two and a half billion people do not have access to improved sanitation and 780 million people use unsafe drinking water sources. It's increasingly apparent that the more traditional approaches to tackling this problem are not always successful, with an estimated 40 per cent of the pumps built in Africa broken down and across the world expensive, subsidised toilets remain unused or converted into tool sheds.

The solution

For the Stone Family Foundation the answer is to use its annual water, sanitation and hygiene budget of £4 million to fund innovative and entrepreneurial 'market-based solutions'. There are three main reasons for this approach:

- market-based solutions have the potential to create and sustain impact
- grant funding is required to help successful pilots move to scale

- it matches the interests and the level of resources available to the foundation

To test this, New Philanthropy Capital worked with the foundation to develop three key funding programmes.

Major grants

Focused on Cambodia, Zambia and Tanzania, the foundation has made five grants with an average size of £1 million. In Cambodia, for example, we are funding organisations to support local entrepreneurs to construct and sell low-cost latrines to rural households. While in Zambia we are helping to set up a project to ensure that latrines are emptied, the waste is transported and processed, and then sold as fertiliser.

Innovation grants

The programme supports projects that are at an earlier stage of development. In Ghana, we're helping set up a business to provide free 'camping' toilets to urban households; people are then charged for regular emptying which makes the business self-sustaining. We have also recently launched the Stone Prize for Innovation and Entrepreneurship in Water to help identify promising ideas from across the world.

Strategic grants

We are looking at how we can improve the resources and support available to organisations to help them scale-up their work. For instance, the foundation is funding Monitor Inclusive Markets to help a group of Indian organisations test and strengthen the business model of their urban water purification initiatives. We are also exploring ways to help organisations access social investment.

We recognise the limitations and risks involved in taking a market-based approach. It won't be the answer for everyone, and we are realistic about the challenges involved. There is a real need not only to develop sustainable business models in this area but to also help create a new market. We feel this approach has real promise and is an opportunity to really make a difference in people's lives and improve access to clean water and sanitation.

References

¹UNICEF and WHO (2012) Progress on Drinking Water and Sanitation



THE STONE PRIZE FOR INNOVATION AND ENTREPRENEURSHIP £100,000 PRIZE

Open to all organisations and individuals with an effective and sustainable approach to deliver clean water to people in sub-Saharan Africa, South and South-east Asia. The 2012 prize received over 170 applications for initiatives based in 37 countries. The winners will be announced in August. www.thesff.com

Specialist Water and Sanitation Equipment

For AID, EMERGENCIES, TEMPORARY CAMPS and DEVELOPMENT.



TRAINING, WORKSHOPS and EXHIBITIONS
INDIVIDUAL ITEMS or COMPLETE SYSTEMS,
manufactured to meet your requirements.

Butyl Products Limited

11 Radford Crescent, Billericay, Essex, CM12 0DW, England
Telephone: +44 (0) 1277 653 281 Facsimile: +44 (0) 1277 657 921
Email: elaine@butylproducts.co.uk
Website: www.butylproducts.co.uk

Drylands:

the greatest hurdle to sustainable development

Soil and water conservation are the key to survival in the world's drylands.

The UN reports that by 2030, the world population will need at least 50 per cent more food, 45 per cent more energy, and 30 per cent more water. This needs to be achieved without further detriment to the ecosystems on which we depend.

Despite the commitments, and even achievements, of the 1992 Earth Summit, two-thirds of the world's ecosystems are in decline and over one billion people are still living in poverty. Over 80 per cent of these people live in dryland environments, mostly in rural areas.

For Rio+20 to address the challenges faced by many of the world's poorest, there must be a greater focus on sustainable development in dryland environments. This means a sustained global commitment to soil and water conservation.

The challenge of drylands

Drought and desertification are serious challenges facing sustainable development in drylands worldwide, with adverse implications for ecosystems, food and water security, human health, and national and international security.

Sustainable development through soil and water conservation would transform the lives of millions of people. Despite this, there is still an underinvestment in long-term sustainable development in such regions. The United Nations Convention to Combat Desertification, born from the first Rio conference, is the only legally binding international agreement linking environment and development to sustainable land management.

Loess plateau in China: a success story

The Loess Plateau in China is a flagship for the environmental and human benefits that soil and water conservation can provide, and the principles can be applied

to drylands worldwide.

Once fertile farmland, the Loess Plateau succumbed to desertification through centuries of over-exploitation. In 1994, The Loess Plateau Watershed Rehabilitation Project supported farmers to plant trees for land stabilisation as well as to terrace slopes for water conservation. The programme restored ecological balance, protected natural resources, reduced sedimentation of waterways, and created significant and sustainable increases in average annual agricultural yields.

We need to increase the capacity of people to survive in an environment of increasing change and natural hazards, especially those who are most severely impacted by climate change, environmental degradation and water and food shortages.

Excellent Development's model of soil and water conservation

At Excellent Development, soil and water conservation is at the heart of our model of sustainable development. In the drylands of Kenya, we support rural communities to implement sand dams: the most cost-effective method of harvesting rainwater in the world. Combined with land terracing on nearby smallholder farms, we support communities to keep water where it is needed, for sustained year-round use.

By replenishing aquifers and increasing access to water, vegetation

Sand dams can conserve up to 20 million litres of water within sub-surface sand.

can flourish and crops and trees can be planted. Trees produce food, fodder, fuel, wood and medicine, as well as reducing the formation of land crusts and the breakdown of soil. This reduces erosion and increases infiltration when the next rains come, feeding back into a virtuous cycle of water and soil conservation.

By harvesting water where it is needed, not only is land improved, but the time invested in collecting water is significantly reduced. This saved time



gives smallholder farmers the potential to produce diverse and nutritious food, which can be eaten, stored and sold. The improved incomes and nutrition that result enables children to attend, and make the most out of, school and so invests in the sustainable development of human capital.

Holistic models of development such as this increase access to water; mitigate desertification; empower poor rural communities (especially women and girls); facilitate improved farming; enable improved incomes and education; preserve biodiversity and build resilience to climate change and natural disasters.

Looking to Rio+20

The importance of building resilience to natural disasters, such as drought, was recognised 15 years before the first Rio conference by Sir Joseph Hutchinson in the preface to the Royal Society Symposium of 1977, when he said:

"It is in the nature of these marginal areas that agriculturally disastrous seasons are within the normal range of climatic variations. Such seasons must be accepted as something to be foreseen and planned for, and not as an 'act of God' to be met by international charities".

We need an explicit recognition by Rio+20 of the link between natural resources, poverty, and the economy.

Rio+20 is billed as an opportunity to move away from business as usual; for world leaders, governments, NGOs and corporations to address environmental destruction and build a sustainable

bridge to a future without poverty. In drylands, this bridge can only be built through the conservation of soil and water.

Jonny McKay, Communications Officer, Excellent.

Emergency Water & Sanitation Equipment

Invest in reliable equipment from Evenproducts:

- Oxfam tanks and other steel tanks
- Pillow tanks
- Fittings, hoses, tools, tapstands, ramps
- Evenflow Water Saver Valves (taps)
- Evenlatrine (Evenbog duo)
- Latrines and other sanitation solutions

Excellent service from our experienced team:

- Selecting equipment for best site performance
- Preparing kits
- Delivering equipment to point of use

Evenproducts has sanitation solutions for flooded & urban areas, and equipment to cater for the needs of women & children.

Photos courtesy of Oxfam

BUY DIRECT from the preferred partner for water & sanitation

Contact the EHA team:
Jenny mobile: +44 (0)7590 442016
Email: jenny@evenproducts.com
Twitter: [Even_tweet](#)
www.evenproducts.com



£0.0059/L is the price of our water solution!*

How much does yours cost?



1 LIFESAVER jerrycan
= 1 water truck

20,000 Litres = 20 Tonnes of Clean drinking water

The LIFESAVER jerrycan is an emergency solution with long-term benefits (provides a family of 5 with safe drinking water for over 2 years[‡])

Key Benefits for NGO/Beneficiary

- Low maintenance
- No water treatment plant
- No water trucking
- No chemicals
- No waterborne diseases
- No long hours to fetch drinking water
- No storage problem – store water dirty; clean at point of need
- No skin diseases when used with shower extension

*Cost based on price per litre using a LIFESAVER jerrycan 20,000UF

‡Based on a family of five each consuming 5L/per day

LIFESAVER
working to end water poverty



A QUESTION OF LEADERSHIP

In a complex and challenging environment, progress on leadership in the humanitarian sector has been weak, a new study finds.

“Leadership is personal ... it is also a pathway ... it's about living how you behave ... it's about how we led together in a team.”

Justin Byworth, Chief Executive, World Vision

The last 10 years have seen significant changes within humanitarian aid work, including among other things, changing demands (for example, from urbanisation and an increase in disasters), more funding (for some), professionalisation of the aid sector (and current pushes for forms of recognised professionalisation) and an increased need for accountability to donors.

A changing sector

With an average annual six per cent increase in staffing across humanitarian organisations over the last 10 years¹ there are now thought to be just over 210,000 humanitarian workers throughout the world². At the same time the needs of affected populations have increased and the nature of the humanitarian response has changed. NGOs are re-evaluating their accountability structures, their working relationships with southern NGOs and governments, their response times and role as subcontractor.

Lack of progress on leadership

While organisations have made some progress on coordination and assessment tools in the humanitarian sector, and reconsidered their skills base and technologies accordingly, studies show that progress on leadership has been weak – responses to skill deficiencies have in many cases led to employing more technical experts and importing management approaches from outside the sector³. Organisations are struggling with the pull of responding to the ‘humanitarian imperative’ and the

need at the same time for increased efficiency, effectiveness and professionalisation.

To these ends CENDEP, in collaboration with Brookes' Business School and the organisations Oxford Leaders and Oxford Change Management, undertook a study concerning the role and needs of senior leaders within humanitarian aid. The study included one-to-one interviews with 10 from a range of NGOs including Save the Children UK, CARE International UK and British Red Cross.

New skills and fresh thinking needed

Most of the leaders interviewed in the study highlighted the importance of recruiting people who are committed to the values of the organisation and that those from outside the sector bring a questioning eye and new skills.

Enabling leadership

There is a strong leaning towards an enabling type of leadership where the leaders foster staff to be fully engaged in influencing the direction of the organisation.

One interviewee stated: “Leadership doesn't have to come from the leader and certainly doesn't come from the headquarters but is at a number of levels. You need good judgment at all these levels.”

CEOs discuss the report findings

At the launch of the report in March 2012, 22 NGO chief executives and others from the recruitment sector and academia met to discuss the findings and talked through a number of themes around leadership in our sector.

The discussion gave some insight into the role of academia in clarifying some of the questions around leadership development, such as: how do we define what sort of leaders we want in the sector;

“Learning from peers in a space where you've got time to think, has been the most fundamentally important part of my leadership development.”

Anna Feuchtwang, CEO, EveryChild

what are the dilemmas for leadership between the differing cultures of trustees and staff; what sort of evidence are we looking for of a good leaders; how well does the formation and breakdown of coalitions and changing teams work in NGOs; and finally how do different cultures manage and cope with differing perceptions of openness to mistakes and learning?

Life-long learning and power dynamics

As well as the clear message that bespoke life-long learning is very appropriate for leaders, participants also reflected on the power dynamics in leadership, both within organisations but also in the way that more developed countries maintain power when leadership learning opportunities remain north focused.

Kate Angus, Research Associate, Centre for Development and Emergency Practice (CENDEP), Oxford Brookes University.



Download the report:

<http://oisd.brookes.ac.uk/architecture/cendep/leadership.html>

References

- ¹ Stoddard et al, quoted in Harvey et al. The State of the Humanitarian System: Assessing performance and progress - a pilot study, ALNAP, 2010, p.18
- ² This refers to staff working in crisis response and rehabilitation only.
- ³ Clarke and Ramalingham, in Organisational Change in the Humanitarian Sector, 7th Review of Humanitarian Action, Chapter 2 ALNAP, 2008

Demonstrating effectiveness

Bond outlines the Improve It Framework, a set of common outcomes, indicators and data collection tools to support NGOs to measure and demonstrate the change they make.

The Improve It Framework is an online tool to support UK NGOs to measure, manage and communicate the outcomes and impact of their programmes more robustly and consistently.

It is a common reference point designed to be used during the design of monitoring and evaluation frameworks, although some organisations might choose to use it earlier on in the process, to improve programme design.

The framework helps to identify:

- what you want to change (the outcomes)
- the evidence that you will collect (the indicators for measuring change)
- how you will collect the data (data collection tools and means of verification)
- how to ensure the quality of the data and analysis (the core principles for assessing effectiveness)

Bond members are planning to use it to:

- create and develop monitoring and evaluation frameworks
- reinforce and improve their existing monitoring and evaluation frameworks
- share good practice in monitoring and evaluation with southern partners and country offices
- understand what the sector as a whole is doing

It will help organisations to tell a robust story of their contribution to change to funders, partners and beneficiaries; build a strong, consistent narrative detailing the collective contribution of UK NGOs to international development; and identify best practice and learning across the sector.

A checklist is being developed by Bond members and donors to ensure that the data collection and analysis process is robust and follows a core set of principles to produce high quality evidence and learning. These principles are:

- Ownership
- Inclusion
- Transparency
- Triangulation
- Contribution
- Appropriateness
- Ethics
- Validation

LAUNCHING THE IMPROVE IT FRAMEWORK

The Improve It Framework is due to launch in **autumn 2012**. If you would like to start using it before the main launch email ngoeffectiveness@bond.org.uk

It is one strand of the Bond Effectiveness Programme. For more details go to www.bond.org.uk/effectiveness

Improve It Framework

The **thematic areas** are the issues on which UK NGOs seek to contribute to long-term change in the lives of poor and marginalised people:

1. Education
2. Governance and accountability
3. Environmental sustainability
4. Child protection
5. Empowerment
6. Markets and livelihoods
7. Health and HIV/Aids
8. Infrastructure

The **ways of working** are the strategies and approaches that UK NGOs use to make change happen in the global south:

- Service delivery
- Community mobilisation
- Capacity development
- Public support
- Advocacy

Identifying the change

Each thematic area has one top level domain of change to which all programmes in this area should contribute. For **Education** it is:

All children have access to quality education where they learn useful knowledge and skills.

NGOs are bringing about several types of change that can lead to this top level domain of change being achieved:

1. Schools are well managed, safe and well resourced
2. All children receive their full allocation of high quality teaching
3. All children participate in their education and school life
4. Communities actively support the education of all children
5. Governments and other mandated bodies ensure all children access quality education

Each domain of change* has a series of **outcomes** that contribute to achieving that change.

Identifying your organisational strategy

Each strategy/approach leads to several different outcomes. Under **Advocacy** these include:

- Poor and marginalised people in the south have the capacity and are organised to take advocacy action
- Media coverage and public debate has been generated on issue
- Key influencers support issue and are taking action to influence others
- Programme activities contribute to outcomes and grouped together, the outcomes create change that leads to higher level outcomes: changes in policy and practice which improve the lives of poor and marginalised people

ALL THE INDICATORS AND DATA COLLECTION TOOLS INCLUDED IN THE FRAMEWORK ARE CURRENTLY BEING USED BY NGOs.

*The domains of change map out the types of change needed to achieve long-term change and development.

Measuring change

Each thematic and strategic outcome has a number of **indicators** – the evidence which can be used to measure how much change has occurred.

The indicators are linked to **data collection tools** and **means of verification** to gather assessment information.

242 STAFF FROM 109 ORGANISATIONS ARE ENGAGED IN THE IMPROVE IT FRAMEWORK.

The Bond Effectiveness Programme is supported financially by contributions from: ActionAid UK, CAFOD, CARE International UK, Christian Aid, Comic Relief, Department for International Development, EveryChild, Islamic Relief, Mercy Corps, Oxfam GB, Plan UK, Practical Action, Save the Children UK, Sightsavers, Tearfund, VSO, WaterAid, World Vision and WWF.

“ WE ARE A SMALL ORGANISATION WITH LIMITED CAPACITY IN THE UK...SO BEING PART OF LARGER COORDINATED EFFORTS TO BUILD OUR CAPACITY MAKES OBVIOUS SENSE. ”

Where does it fit in the programme cycle?

1 Identify the **problem** & underlying **causes**

2 Articulate your **vision** of change

3 Identify **who** you will work with & **how** influence & **how**

Focus of Improve it Framework

4 Identify **what** you want to change

5 Identify the **evidence** that you will collect and how

6 Collect, **analyse** and draw conclusions for the data

7 Reflect and **learn** from the data

8 Communicate results



NGOs commit to publish more data

As momentum behind the IATI Standard grows, increasing numbers of DFID grantees are indicating that they intend to go beyond what is required by their funding agreement.

As revealed by recent Bond research, many NGOs still have a long way to go in terms of consistently and coherently publishing information about their work and, particularly, their performance. There are, however, encouraging signs in another area of transparency – the International Aid Transparency Initiative (IATI).

UK NGOS LEADING THE WAY

By April 2013, over 100 DFID grantees will have published some data to IATI but several organisations are well ahead of the game already. Of the 12 NGOs to have published to the standard so far, 10 are UK-based and 8 are DFID grantees.

ADRA-UK | CAFOD | Development Initiatives | The Indigo Trust | International HIV/AIDS Alliance | Oxfam GB | Progressio | Publish What You Fund | REM (Resource Extraction Monitoring) | Transparency International

A drive for greater transparency

All organisations receiving DFID funding from the Civil Society Challenge Fund, Global Poverty Action Fund or Programme Partnership Arrangements are obliged to publish data on their DFID funding, at minimum, to the IATI Standard as part of their grant compliance procedures. This is part of a government-wide drive for greater transparency in how funds are spent in every Whitehall department, but also an aspect of DFID's UK Aid Transparency Guarantee, whereby DFID partners are asked to meet the same standards of disclosure that DFID applies to itself. Indeed, DFID was an early signatory to IATI and the first entity to publish data to the standard.

Through the Transparency Programme, Bond has run a series of workshops to introduce DFID grantees to IATI and support them to implement the standard. Over the next few months we will begin to discuss the benefits of publishing data to the IATI Standard and demonstrating to organisations not funded by DFID how straightforward it can be.

New tools now allow efficient conversion of data into the IATI format. For example, AidStream is a newly launched web platform that enables smaller organisations to manually enter the basic project data they need to publish to IATI and an Excel conversion tool that will allow a larger amount of data to be automatically converted in the latter stages of development.

Appetite to publish more data

A Bond survey in January 2012 indicated some positive trends in IATI publishing intentions, with 70 per cent of DFID grantees surveyed responding that they intended to publish more than just their DFID funding. Amongst respondents that have a Programme Partnership Arrangement this figure increased to 84 per cent. In going beyond the basic requirements, it seems that many organisations are seeing the opportunities for greater transparency inherent in using the IATI Standard.

IATI data: a powerful communications opportunity

To help express the breadth and depth of development work undertaken by UK NGOs, Bond is developing tools to visualise the IATI data. This will, we hope, provide an added incentive for Bond members who aren't obliged to publish their data to do so.

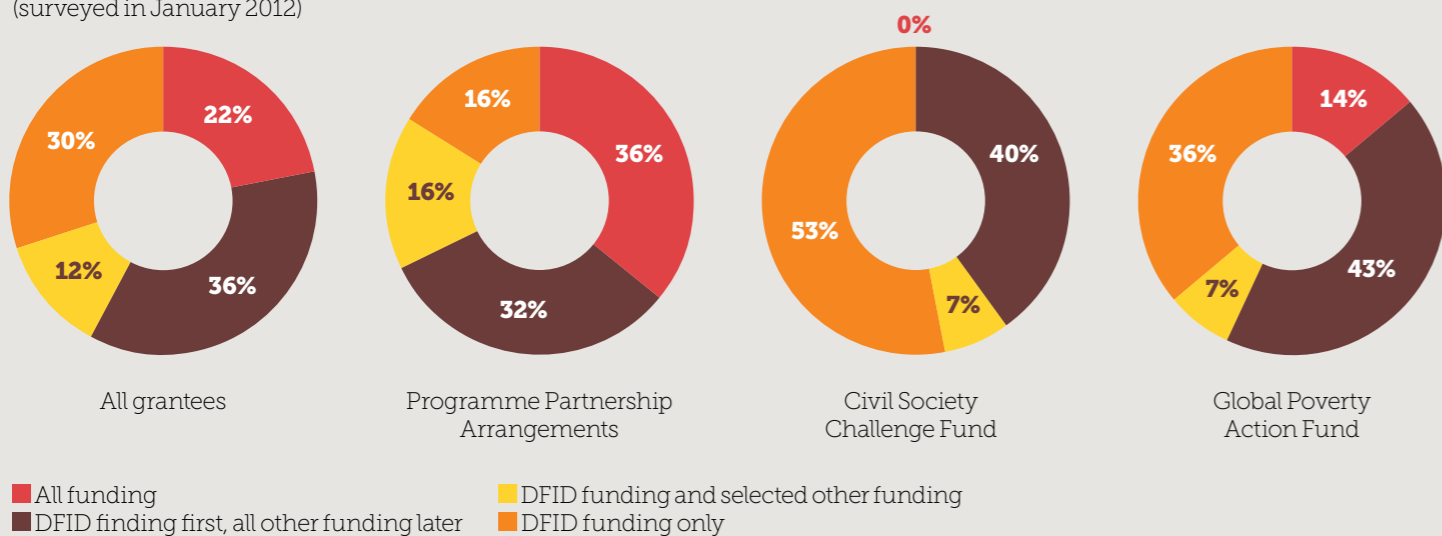
Joni Hillman, NGO Transparency and Donor Advocacy Adviser, Bond.
jhillman@bond.org.uk



Find out more
IATI Standard: <http://iatistandard.org>
NGOs and IATI: www.bond.org.uk/pages/iati.html
AidStream: <http://aidstream.net/public>

Publishing intentions of DFID grantees regarding the IATI Standard

(surveyed in January 2012)



Build your skills

Essential

Bond are specialists in international development training.

Relevant

Bring back the latest thinking in advocacy and campaigning, fundraising and effectiveness, and apply it to your work. For those who are new to the sector or need a refresher, the ever-popular *Introduction to International Development* highlights the key issues and emerging debates.

Expert

Get expert advice from our trainers and share ideas with others working on the same issues as you.

New training programme just released.
Book courses up to March 2013
www.bond.org.uk/learn

“We were able to benefit from the highly skilled trainer and use examples specifically tailored to our circumstances.”

“An absolutely essential course”

bond

www.bond.org.uk/learn
learn@bond.org.uk
020 7520 0242

Get it in-house

Bond in-house training is delivered direct to your door and to almost anywhere in the world. Each course is tailor-made for your organisation and is a flexible, efficient and cost-effective option.

www.bond.org.uk/in-house

THE POWER OF THE VISUAL

A picture speaks a thousand words, and in the world of international development this is especially true. So, why do so many organisations still choose to use poor photography to represent their work?

Photography has always been central to the world of International Development. Whether to highlight challenges faced by communities through the documenting

of hardship or injustice, or to show the impact or potential in further work, photography has been an important tool in raising awareness, eliciting funding and generating support. With the need for ever more sophisticated online presence and engagement through social media there is perhaps a greater need than at any other time to tell your story in a visually compelling way.

| Choosing images

Whether at exhibitions, in publications or online, my eye and attention are drawn to clear and well executed visual communication with consistent, considered and well reproduced imagery. At a recent trade show I encountered

heavily pixelated, unimaginative, poorly reproduced photography which led to me to ask lots of questions. Was there a rationale for this: an intention to show that, by having a willing volunteer use their camera-phone to record field activities, that this was a no-frills, cost conscious organisation? Or was it more simply that people were unaware of how to source imagery or photographers? Were these volunteer photographers versed in the legal and ethical issues that are bound up in portrayal of sensitive subjects? Has model release or consent been sought to reproduce images? Has due consideration been given to, for example, the stigma that sufferers with HIV would face in their communities if they were featured in a report or on a website?

| First impressions count

In the design and production of visual communications you seek to create the perception of a professional and effective organisation. For most organisations there will always be a need and even a desire to show the very personal stories of volunteers or field operatives. There will always be space online, on noticeboards or in newsletters for these photographs. Whether these images should set the tone for the organisation in high profile communications or even branding is perhaps something to be more seriously considered. In such a visually literate age, and with the proliferation of new platforms it will become increasingly difficult to be "heard" with photography that promotes well intentioned amateurism over committed professionalism. How does this kind of communication affect the perceptions of the wider group of stakeholders; of funders and supporters?

Of course, there is a very simple and straight forward rebuttal; every penny spent on marketing or "comms" is money which is not used to further development work. That in extremely straitened times there simply is not the budget for licensing "stock" photography or

engaging a professional photographer. If you have felt that cost is prohibitive, there are a range of options and price-points available ranging from Royalty Free stock photography to the commissioning of a photographer.

For some organisations the creation of new photography to document an unfolding crisis or the response to a crisis can involve commissions running over days or even weeks, often with a videographer. For other organisations the occasional use of imagery involves the search and licensing of images from a "stock" photo archive. Whichever means of sourcing photography is the most appropriate for your organisation, there is no doubting the value of arresting, compelling photography to engage all your key stakeholder groups. Furthermore, it does not have to be prohibitively expensive and even modest expenditure may more than offset the damage that may be done by taking near-sighted shortcuts.

| New sources of photography

There is a new alternative too.... local sourcing of photography. By working with



A worker at a factory producing vermicelli, locally known as 'semai'. This is a popular food item during the Eid festival of the Muslims. Chittagong, Bangladesh. 22 July 2009.

local photographers on commissioned assignments you can eradicate associated expense costs such as transportation, accommodation, fixers and interpreters. Furthermore it may be within your gift to provide opportunities to photographers to tell the insider stories of their own communities and benefit economically. If your organisation uses photography, take some time to ask these questions: what is the imagery saying about you? How was the imagery sourced? Has due consideration been given to the sensitivities around the people portrayed? Is there a mixed message in using western photographers or amateurs?

You might be surprised to learn that until fairly recently even some of the most enlightened organisations felt there was a contradiction between striving for visually sophisticated, compelling photography and working with photographers in the global south. Take a look at www.majorityworld.com to see why we feel that they are wrong.

Chris Barwick, Business Development Director, Majority World.

INTRODUCING MAJORITY WORLD

Majority World is a new social enterprise that sources local photographers in the south and nurtures and promotes their creative talent. As well as working with clients to commission assignments, Majority World can supply high quality "stock photography" shot by indigenous photographers and ensure those photographers are rewarded equitably.

www.majorityworld.com

Children queue to collect water for their family needs in a suburb of Dhaka. Access to safe drinking water is very limited and is an acute problem in Dhaka city. Mohammadpur, Dhaka, Bangladesh. 9 May 2008.



© Murtada H. Bulbul/Drik/Majority World

“It will become increasingly difficult to be “heard” with photography that promotes well intentioned amateurism over committed professionalism.”



A child from an ethnic community works on her arithmetic in a school run by a Catholic Mission in Rangamati. Chittagong, Bangladesh. 16 February 2009.

© K.M. Asad/Drik/Majority World



© Amjad / World Vision / PhotoVoice

LIFE THROUGH THE LENS

By using simple and outdated images of famines, war and poverty, NGOs are failing to help the general public understand the complexity of international development, argues Kevin McCullough, Director of PhotoVoice.

“Malaria kills a child every 45 seconds Text £3. Send a net. Save a Life”

“Every three seconds a child dies from hunger... Sponsor a child today”

Fundraising texts like these are typically accompanied by the obligatory image of a starving child, close up head shot, with vacant large eyes staring out at the reader.

You could be forgiven for thinking this was back in the 1960s or 1970s but actually we're still using the same sort of images in 2012. So why are we now resorting back to those same visual frames we decided to abandon decades ago?

We know that the failure to move on is the result of multiple factors – a failure to find alternative imagery to communicate the range of our work; a need to boost income using emotive images that we know yield good fundraising responses; the familiarity of these images in the media mean that we can easily trigger a

response in the public.

Our problem is that the consistent use of these images also sends a message that our understanding of development and the solutions to global poverty haven't really changed.

In the late 1980s and 1990s we looked at how we portrayed poor communities and challenged ourselves about the long-term consequences of this. We felt guilty and replaced negative images with positive ones.

But these too failed to communicate an authentic impression of life in the majority world by denying the realities of famines, war and profound poverty. We still needed to push ourselves to find a more contextual visual and spoken narrative for such situations.

If we are using images of famine, is it not partly a reflection of our failure to use photography before famine strikes in a timely and effective way? As David Campbell rightly points out the “ultimate challenge for photography as a technology of visualisation is to find compelling ways of narrating the story so that the political context of famine can be portrayed in a timely manner, before

malnourished bodies can be appropriated by the lens”.¹

The 1990s heralded a time when many NGOs started to develop campaigns on some of the structural causes of global poverty. We worked hard at finding creative visual frames which located the blame for many of the problems in the developed world. The development finance generated by this advocacy work far exceeded anything we could ever have raised through our fundraising campaigns.

Here is the crux of our dilemma. The structural causes of poverty are not simple. They result from the interrelationships between global agreements (on for instance tax and trade, natural resources and subsidies) and the power structures that keep them in place and which also ensure their rigorous enforcement in some jurisdictions and their lax enforcement in others. Fifteen years of policy analysis has shown how these factors sit at the heart of sustainable poverty reduction. Our challenge is to communicate it but doing this is inevitably difficult. The easy alternative is to communicate the

◀ “I took this picture of Mehak behind the fence because it shows how young girls like us aren't allowed out and how we are locked in all the time. It feels like a prison, it's like we're behind bars all the time.”

simpler, more intuitive, human problem that there are people with needs and the wealthier developed world has the power to help.

I too have been caught on the horns of this dilemma, but I now believe that our continued use of such narrow representations of international development has led us to a crisis point. First that our mode of communication in fundraising adverts is often misleading, and second, that it stimulates a short term response, which leads to fleeting involvement rather than committed engagement.

Research by Nandita Dogra (2012) and Kate Manzo (2008) bears out this analysis. Dogra has shown in one given year that “80- 85% of (NGO) messages were aimed at fundraising”² with most using images of children and women in general and mother and child in particular. Manzo highlights the contradictory effects of such images, noting “the iconography of childhood reproduces colonial visions of a superior

global north and an inferior south.”³

How do we resolve this tension? While on the one hand we know that global poverty occupies a tiny proportion of the general public's thinking space, using that small space to reinforce messages of minority world power, superiority and dominance is hardly productive to building a constituency willing to confront the elite interests which sustain our damaging economic order.

It would be harsh to suggest that many NGOs have not started to question their visual frames in the light of new academic and market research. The imagery used by Oxfam in their Horn of Africa humanitarian (left) ads does not show helpless children but rather communities in Dadaab camp in Kenya, engaged in the daily tasks of coping with drought. CAFOD's attempts through their Connect 2 programme and the sharing of experiences through photos and activities between parishes and communities in England, Wales, Brazil, Bangladesh and Ethiopia. And, PhotoVoice's own work in participatory photography where those who are traditionally the subjects of photography become its creators and use their images as tools for advocacy.

New technology offers us techniques that will allow us to use images and



formats for powerful story telling that can begin to build increased public understanding of the causes of global poverty, the multiplicity of solutions and our role as NGOs as one among many agents of positive change. This will take creativity. But more importantly, it will involve risk. As a sector, if we are serious about challenging those worn-out images of abject poverty, we have to be prepared to try out different methodologies and images, test them and keep piloting new ideas. The great danger is that in a period of charities feeling the financial pressure we fall back on what is expected and what we have known to work. I believe that path is confusing for our supporters and will perpetuate our primary role as the givers of charity rather than the seekers of justice.

Kevin McCullough, Director of PhotoVoice

References

- ¹David Campbell “Stereotypes that move: The Iconography of Famine” 20 Oct 2010
- ²Representations of Global Poverty: Aid, Development and International NGOs’ by Nandita Dogra, IB Tauris London UK, May 2012
- ³Manzo, Kate. “Imaging Humanitarianism: NGO Identity and the Iconography of Childhood.” Antipode 40.4 (2008): 632-657



In 2011, Bond published Finding frames: new ways to engage the public in global poverty, written by Andrew Darnton with Martin Kirk. Download it at www.bond.org.uk/pages/finding-frames.html



See it Our Way, Pakistan

© Jerry Matthews



Men feed peeled cassava into the grating machine at the Agricultural Work Centre (AWC) in Baoma-Kpenge. The AWC is a key component of the Methodist Church of Sierra Leone's plans for development in Bonthe, giving farming groups access to machinery which helps them process their rice, cassava and groundnuts much more quickly and in much greater quantities increasing its value at market. Bonthe District, Sierra Leone

Before Chandramma Moligeri joined the DDS sangham or women's group, she farmed only 1.5 acres of land. Through improving her biodiverse farming methods and growing multiple crops she has grown her assets to 20 acres of land. Bidekanne village, Andhra Pradesh, India.



In the spotlight



Loretta Minghella, Director of Christian Aid, shares her views on motivating supporters to take action, Rio+20 and addressing the structural drivers of poverty.

Q Why international development?

I'd been interested in international development from a distance but given my career in financial regulation I never thought I could make such a big change. Then over the last decade a few things happened that made me realise that you only get one chance in life and it's important to be doing something that you really have a passion for. In many ways this is my dream job. I knew that it would be a challenging and complex sector but what I didn't bargain for was the amount of support I'd get from colleagues and peers. Of course there's competition but the amount of passion and willingness to collaborate is incredible. In Christian Aid, we care most about being a strong and effective partner; that's what we want to be known for everywhere and in every context.

Q What are you working on?

Top of the list is our new strategy which we launched in April. We are also

restructuring to align with our strategy and looking at our ways of working to make sure that we're collaborating really well across the whole organisation, including through more effectively devolved ways of working.

Christian Aid is involved, with other Bond members, in emerging plans for a joint campaign on food and hunger in 2013. We want to work effectively in partnership across the world and at all levels - with individual supporters right up to major actors in the development space. We want every single person to understand that they can make a difference, that they have huge power and a voice that can be raised on behalf of all the people whose voices are marginalised. If we achieve this we would have a resource way beyond the value of individual donations that would be truly transformational. This is why I am very, very keen to be working on this exciting possibility of gathering in support from across the sector.

Together we've got so many people who support our work, let's make them enthusiastic to connect with the long term development agenda. We need to show that the real value for money interventions

are the ones that are quite complex but will change things for longer. If we can address the structural causes of poverty and not just the symptoms we can change the world but we need people to remember that and get excited about it.

Q What are your hopes for the Rio+20 conference in June?

I hope we'll begin to see real support growing for the sustainable development goals and I hope that it will be the start of a consensus around access to clean energy for all as one tangible output. Above all though, I hope to see trust and understanding built across all the actors that need to be involved in devising the long term successor to the MDG framework and getting us to that fair, ambitious and binding deal that we need on climate change by 2015. It has to address social and environmental goals in a way that the MDGs framework didn't fully, and it must be a real partnership for change that will bind in governments north and south.

Q How is Christian Aid involved in the post-Millennium Development Goals (MDGs) agenda?

There's a temptation to rush to the end game and come up with your own prescription of what it looks like but one of the most important things is that the process is genuinely inclusive and participative. We're involved in the Beyond 2015 campaign and we'll be talking to our partners throughout the world about getting their own views surfaced.

of public understanding and that's not being encouraged at the moment. A big part of it is to help people understand the drivers of poverty; that it's not just about lack of money but underlying inequalities.

Q What is the key issue on which the UK needs to show leadership?

We must focus on the issues that are fundamental to international development, so the structural issues that drive poverty. Unless we do that, we are going to be stuck in an agenda of merely seeking to justify aid, and although we must continue to do this we also need to talk about the journey out of poverty for people.

I want to see the government stand up for the sustainable development goals and to truly start building the trust and understanding that's needed between developed and developing countries. That the public are familiar with food and

hunger issues provides a great way in to talk about these issues publicly and to work with other countries around the world to say 'these are the difficult resource constraints, these are the big issues that people in developing countries are coping with day to day. Let's take those issues and how we might address them in the longer term and here are some great examples - the SDGs, the post-MDGs framework - to do that'.

Q How important is building public support for aid and development?

Public support is crucial if governments are to do the things that we need them to do in the long term. It's one of the things of living in a democracy - if politicians don't think that they're doing what people want it's very hard for them to carry on doing it. Public support only comes from a degree

Q What's your message to the next Archbishop of Canterbury?

We believe in a God of justice and equity, and that every person is made in the image of God. I think Archbishop Rowan fully promoted an approach to international development based on that notion of God as lover of justice and equity and I hope his successor will too.

Q What's the best piece of advice you've been given?

'Never think you can't ask the question'. Showing a bit of vulnerability and the need for other people is usually essential if you want to get anywhere fast - you need to tap into what other people know and understand because on your own you only know so much. My mum gave me some good advice when she said 'Don't be scared of anyone and don't think you are above anyone; everyone has a story, and everybody counts'.

Loretta Minghella OBE is Director of Christian Aid. Prior to taking up the post in April 2010, she was Chief Executive of the Financial Services Compensation Scheme for six years. A lawyer by training she began a career in financial regulation in 1990.



www.christianaid.org.uk



Mahinteh Kohn (foreground) and Sugoia Beier (background) help unload the catch. Mo-Albert, Bonthe District, Sierra Leone.

Fishing is the main source of food and income in the tiny, riverside village of Mo-Albert. For generations, the men have taken to the water in dugout canoes and relied upon bringing in a modest catch of small fish to provide for their families. To encourage a more ambitious and sustainable approach, Christian Aid partner the Methodist Church of Sierra Leone has organised a fishing group of 15 fishermen and 15 women to clean, smoke and then sell the fish at market. The men now take it in turns to go out in a large motorised boat and are already bringing in bigger catches of larger fish. The women have been trained in new techniques which will enable them to preserve and sell greater quantities of fish.



Risk Management

Are you prepared?



When considering the health and safety of travelling employees, ask your self the question: "How does my organisation provide a duty of care to employees travelling to, or based within, countries where we operate worldwide? Charity/not for profit organisations that take their obligations under health and safety law seriously, are not likely to be breach any regulations. Nonetheless, organisations should keep their health and safety management systems under review, in particular, the way in which their project personnel movement and tracking activities are managed or organised by senior management.

Under the Corporate Manslaughter Act (2007), health and safety legislation means "any statutory provision dealing with health and safety matters" so it will include transport (road, rail, river, sea, air) food safety and workplace safety as enforced by HSE and local authorities. In the event of death or serious injury to an employee or volunteer, juries will be required to consider breaches of health and safety legislation in determining liability of companies and other bodies for corporate manslaughter/homicide.

Diversity Travel the specialist Charity/not for profit sector Travel Management Company can provide its clients with a system called Pinpoint, designed to assist by

streamlining and consolidating information into one central resource that is globally accessible 24 hours a day, 7 days a week. Pinpoint will pick up an organisation's employees' travel itineraries automatically when they make their reservations, meaning their travel destination is reported in real-time.

Finding the location of travelling employees is at best complicated, if not near impossible; however, with Pinpoint, traveller location and contact information is available at your finger tips.

Pinpoint can highlight the location of travellers throughout the world and the index selection advises if they are in high risk areas. Linked to this is the ability to contact travellers either via SMS, phone or email should any situations arise that are likely to affect their safety.

Prior to any journey organisations are legally bound to assess and evaluate the travel itinerary and associated risks. A risk mitigation plan can be formulated and communicated and pre-trip safety and risk briefings can certainly assist in making travellers aware of their own and the organisation's responsibilities. Once the journey commences, the monitoring system takes over in terms of tracking and communication and the employer's responsibility becomes one of establishing and responding to any new elements of risk as they occur.

John Hutchison, Head of Sales at Diversity Travel, stated "A duty of care and risk management are of prime importance to charity/not for profit organisations today and I believe that Diversity Travel's Pinpoint, system assists in the protection of travelling and remotely based employees and volunteers. We are more than happy to consult with any charity/not for profit organisation and advise on best practice".

www.diversitytravel.co.uk

THE CHANGING FACE OF NGO TRAVEL

International development work by its very nature requires people to travel. But as dwindling funds reduce budgets and environmental concerns require NGOs to minimise their carbon footprint, we look at how travel agencies and their clients are trying to make global travel more financially and environmentally sustainable.

The travel needs of NGOs are unique. NGO staff often require flights at short notice to conflict-affected or remote places. To travel in a way that is cost-effective and environmentally friendly, is a challenge.

Reduced travel budgets and increased demand for accountability also mean NGOs have had to tighten their belts and make stronger arguments for travel.

Steve Summers, Chief Executive of Key Travel – an agency used by many international NGOs – said they have seen organisations becoming more savvy about how they book travel.

He says: "There is more demand for special or humanitarian fares offering value for money and flexibility. Many clients have to be ready to respond to international events while making the most of their travel budgets."

| Weighing up the risk

Deciding whether travel is essential, particularly to a dangerous region, requires organisations to weigh up the risk of the journey with the potential gains.

Rob Harris, Asia-Pacific Programme Officer at Fauna and Flora International said in most cases the value of face-to-face communication is higher than communications through any other means.

He explained: "Face-to-face meetings are expected by many project partners and we can be judged on how much 'effort' we are making by our presence at project sites and meetings with the relevant local dignitaries. We do communicate remotely, but this often relies on good internet connections, which are lacking in some of the remotest locations."

A recent survey by Key Travel found that most organisations now conduct pre-travel risk briefings. Key Travel and Diversity Travel have also introduced services to assist their clients like employee tracking and monitoring.

When travelling to high risk areas, Fauna and Flora International go through a risk assessment process where they look at the Foreign and Commonwealth Office travel advice and communicate with locally based staff.

Rob Harris said: "Staff located overseas know the very latest risks and have solutions to make sure trips are conducted as safely as possible."

Environmental impact

While NGOs and humanitarian agencies are very aware of their environmental responsibilities, Key Travel's survey found that less than 20 per cent of those asked currently track carbon emissions. This could be because people are confused by the various carbon offsetting schemes which use different methods of measuring emissions.

Steve explains: "We provide our clients with data on carbon emissions produced as a result of the travel they've booked to help them make their assessment."

Robin Wilson of Ian Allan Travel says it is important that we "measure CO² levels not to "tick a box", but to concentrate focus on why and how we travel and to attribute the offset cost to a practical endeavour that will achieve and deliver."

Diversity Travel provides carbon offsetting reports detailing each journey, the total mileage and the associated carbon emission. Data can be displayed in various ways and they also offer advice on alternative travel with comparative carbon emission levels.

Amy Burden, project administrator at the International Union for Conservation of Nature is responsible for the organisation's travel bookings. They go through a rigorous process before deciding whether a journey needs to be made and get CO² emission reports on any trips which have been deemed essential.

She said: "For any flights we take, we put money into a fund which is used for projects to offset carbon emissions. Obviously this isn't ideal, but if we can't avoid a trip, then it's better than nothing."

Many international NGOs are trying to reduce their demand for travel altogether by finding alternative ways of doing the work without leaving the country. Some are increasing the number of staff based overseas and have policies

to employ national staff wherever possible. Video and tele-conferencing are also on the increase if internet bandwidth allows.

Amy Burden added: "We're not travelling less than we were 10 years ago as our office has grown hugely, but we're much more discerning about how and when we travel these days."

Rob Harris explains they always look at whether the benefit of travel is more advantageous for conservation in the long run.

"For example, a successful meeting with a government minister that produces a commitment to forest conservation, or something equally momentous is worth doing", he said. "However as an NGO, we are always mindful how we spend donors' money and make sure we never do it unnecessarily."

Tara Burke, Freelance writer and communications consultant.

Acknowledgements

Thank you to the following travel companies for providing information and insight:
Diversity Travel
Ian Allan Travel
Key Travel

Ian Allan Travel Charity & NGO Travel Division

Ian Allan Travel has developed an understanding of the primary objectives of Charities and NGOs gained from working with Customers within this specialised market for over 12 years.

We endeavour to always work in partnership to achieve a cost effective fulfilment travel service, whether online or whilst utilising traditional offline methods.

We will commit to adding value with these key benefits:-

- Achieve cost effective booking methods such as online and full service BTC.
- Promote travel policy and achieve high levels of policy compliance.
- Achieve transparency of spend with pertinent management information.
- Pro-actively manage travel spend by working in partnership.
- Actively seeking savings opportunities and process efficiencies.
- Create and drive business plan objectives and document progress against goals.
- Engage in Dialogue & conversation at all times

For an initial discussion, without any obligation, of the travel programme and partnership Ian Allan Travel offer please contact:

Sales Support – Telephone 01932 255511; email salesupport@ianallan.co.uk



aidex 2012

THE GLOBAL
HUMANITARIAN & DEVELOPMENT
AID EVENT
24-25 OCTOBER, BRUSSELS



● exhibition ● conference ● workshops ● networking ● exciting features ●

The annual opportunity for humanitarian & development aid professionals to come together to shape the future of aid delivery

AidEx is the only event of its kind in Europe - a free, must-attend 2 days for the community to source, meet & learn.

98%

of last year's visitors said AidEx was a good use of their time away from the office.

- **FREE** exhibition
- **FREE** 'Changing Face of Aid' conference programme
- **FREE** workshops
- **FREE** networking

Plus other exciting highlights:

- Developing World Supplier Zone
- Aid Donor Advice Clinic
- Aid Innovation Challenge
- Humanitarian Hero of the Year Award



Supported by



With thanks to:



For more information & to register for free entry, visit www.aid-expo.com/bond