

Impact Multipliers

Critical components to World Vision’s way of operating are key to multiplying the reach and effectiveness of our WASH work. These impact multipliers enable us to leverage our organizational distinctives, to meet and often exceed our global WASH goals, and to elevate our leadership ability.

- Strategic Partnerships and Collaboration
- Multi-sectoral Approaches
- Long-term Commitment
- Global Footprint and Localized Expertise
- Faith Engagement





STRATEGIC PARTNERSHIPS AND COLLABORATION

World Vision recognizes the need for strategic WASH partnerships at global, regional, and local levels; across all sectors of society including private, public, and civil society organizations/non-governmental organizations (NGOs); and across entities of all sizes from local community-based organizations (CBOs) to multi-national corporations.

Our partnerships are driven by a shared vision, bringing together diverse resources and contributions of multiple stakeholders to maximize value and achieve a common goal, most often for the purposes of program implementation, learning and capacity building, or financing. In every aspect of our work there is a necessity to partner and collaborate. Examples of these partnerships are highlighted throughout the business plan in case studies and spotlights.

Global partnerships contribute to WASH programs across multiple regions, or countries within a designated region. Global partners include:

- Corporations with shared vision and complementary resources
- Foundations, private donors, and institutional donors
- Academic institutions
- Peer organizations, NGOs, and bi-lateral and multi-lateral institutions
- Governmental institutions



Figure 9: Types of partnership and sample representation of World Vision WASH partners

Types of partnership



Sample representation of partners across types



Local partnerships are established at national, regional, district, and community levels, in one area program (AP), or across a wider geography within a country. These partnerships serve many purposes including: improved access to communities through existing networks, building and establishing trust, and scaling local capacity. For example, as World Vision undertakes universal coverage planning with districts and governments, partnership relationships are paramount. Local partners include:

- Government ministries with MOUs at the national level
- Local authorities
- Local organizations including CBOs, NGOs, universities and research partners, churches, and faith leaders
- Public service providers including schools and health workers
- Private service providers including companies, industries, and businesses
- Local/national financing partners to fund programs within the area

Over the next five years, World Vision will continue to prioritize and strengthen its strategic collaborations for sustainable development through global partnerships (SDG 17).



How Partnerships are Multiplying Impact in Ethiopia

In Ethiopia, World Vision's learning and **capacity building partnership** with the UK's Open University provided a WASH curriculum and capacity building package for rural government health extension workers. This helped to build the sector's human resource capacity for the rollout of the National One WASH program.

Our strong **implementation partnership** with the Federal Ministry of Water, Irrigation and Energy supported the One WASH program design and implementation and led to the ministry's recommendation for World Vision to be a partner of choice for the Children's Investment Fund Foundation (CIFF).

World Vision has built a strong **financing partnership** with CIFF, in funding the Schistosomiasis and Soil-Transmitted Helminthes Transmission Break Project. This collaborative effort has led to a potential opportunity for funding in the coming years.



MULTI-SECTORAL APPROACHES

World Vision’s transformational development program approach is grounded in delivering multi-sectoral community-based solutions. As a priority sector, WASH is recognized as essential to a community’s transformation and resilience. WASH as a stand-alone intervention, however, is only one piece of the puzzle. Development that achieves the full breadth of child well-being objectives can only be accomplished through the effective integration of WASH with the other priority sectors of health and nutrition, food security and livelihoods, economic development, education, and child protection.

Through our multi-sectoral approach, investments made in WASH enable greater impact across all areas of development, for example:

- WASH improves **health and nutrition** through reductions of waterborne diseases and respiratory infections, both major causes of death in children under five, and reduces contraction of neglected tropical diseases. Access to WASH services also helps children be better nourished, preventing chronic diarrhea which leads to enteropathy and undernutrition. WASH in healthcare facilities is critical for preventing infections, improving healthcare quality, and saving lives, particularly in World Vision’s response to COVID-19.

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- WASH as a part of **food security and livelihoods** programming improves water security to reduce hunger, poverty, and malnutrition, as well as builds resilient communities and countries to safeguard livelihoods and promote early recoveries in response to emergencies.
- Rural piped-water systems provide water for productive uses in agriculture and business. When integrating water and **agriculture**, for example, food and nutrition security is addressed, having a multiplicative approach of solving needs for both nutrition and protection from infection.
- The absence of WASH services presents a fundamental limitation to a country’s economic trajectory as 78% of jobs are WASH dependent⁸—particularly for livelihoods across small and medium enterprises, service positions in lodging and food, and within textile production. The role of WASH in generating **economic prosperity** is all the more important as communities seek to recover economically from the COVID-19 pandemic.
- WASH integration with education is critical for **child protection** and boosting school attendance. WASH in schools opens the path for **stronger education outcomes**, protects children from injury and violence, and opens the door to address harmful stigma toward women and people with disabilities, creating a pathway to build more positive social norms.

⁸ Water and Jobs Report, UNESCO 2016



LONG-TERM COMMITMENT

World Vision’s long-term commitments to communities through the area program model enables the environment required for WASH programs to grow, thrive, and impact holistic transformation over time.

An average commitment of 10 to 15 years in every community where we work provides a foundation for continuity in program delivery, incremental growth, and integration of WASH within multi-sectoral programming. This commitment allows time for behavior change, advocacy, and adoption of sustainable practices.

World Vision’s long-term presence in countries and communities also provides a significant opportunity for establishing relationships with national- and district-level governments, local authorities, and partners. These relationships provide the strong foundation of shared history, respect, and credibility, which make it easier to initiate new projects and the trust required to work together in partnership—from the fundamental tasks of obtaining statutory documents, such as land rights for a water system, to setting and achieving joint plans of universal WASH coverage.



GLOBAL FOOTPRINT AND LOCALIZED EXPERTISE

World Vision currently implements some level of WASH programming in 55 countries across six regions, including the 41 countries programs represented in this business plan. While this global footprint positions World Vision as one of the largest NGO providers of clean water in low- and middle-income countries, the ability to deliver this work at scale is enabled by the strategic coordination of locally led WASH efforts, guided by national priorities, and backed by a strategic global operation.

More than 1,200 dedicated WASH staff members work on the ground in the communities and districts of World Vision’s program areas.

This important emphasis on localized expertise ensures that every WASH solution being designed and implemented—from the national WASH strategy to community level interventions—is contextualized and adapted for each community.

Through intentional and structured capacity building programs for staff members across the globe, we create a critical mass of technically skilled professionals, who are also experts in their local context. Impact is multiplied through staff who inherently understand societal structures, local policies, regulations, and local language.

At a macro level, World Vision is able to leverage the size and scale of the WASH portfolio to mobilize resources, facilitate strategic multi-national partnerships, advocate for policy change at national and international levels, and drive high-level changes to the sector at large.



FAITH ENGAGEMENT

As a Christian, faith-based organization, World Vision is uniquely positioned to engage and mobilize local religious leaders from across faiths as agents of change and advocates for WASH programs and behaviors. Within all of the contexts where World Vision works—even in the most restrictive contexts—whether the communities identify as Christian, Muslim, Hindu, Buddhist, or another religion, we strive to be intentional about leveraging our Christian identity in sensitive and appropriate ways.

Faith communities play a key role in promoting sanitation and hygiene behavior change due to the established trust that communities already hold in their faith leaders. When messages are delivered through faith channels, this inherent trust makes adoption by communities more likely than when routine education initiatives organized by development agents or government representatives are employed. For example, during the Ebola crisis, the messages from church and mosque leaders were adopted by communities more quickly because they believed their faith leaders would not lie to them.

84% of the world's populations identify with a religious group.⁹

⁹ Pew Research Center, *Global Religious Landscape*. 2012

Through faith engagement, WASH impact is multiplied by working with faith leaders and communities to:

- Initiate WASH work in new communities by training faith leaders in technical aspects of WASH, mobilizing them as WASH advocates, and empowering their development of community action plans.
- Recognize and resolve circumstances where cultural and religious teachings may contradict healthy WASH behaviors and progress.
- Provide resources for religious leaders to promote WASH within their respective communities.
- Assure WASH is effectively integrated into World Vision Faith and Development programs that equip faith leaders and community members where appropriate (e.g. within World Vision's Channels of Hope).

