

## 2020 SWA Regional Finance Ministers' Meetings Guidance document for National Preparatory Processes

This document explains the recommended activities to prepare for the three Sanitation and Water for All (SWA) virtual [Regional Finance Ministers' Meetings](#) (FMMs) that are taking place in November and December 2020.

### Background

The SWA partnership has been convening regular High-level Meetings (HLMs) of ministers and other high-level representatives of SWA partners, since 2009, fostering an on-going high-level political dialogue. This dialogue is especially important now, when governments need solutions to ensure water, sanitation and hygiene for all, including to improve economies, spare health systems, and protect populations from COVID-19 and future public health pandemics.

Ministers of finance are critical decision-makers and leaders in creating and maintaining the links and partnerships necessary to effectively integrate water, sanitation and hygiene (WASH) into the economic and health recovery needed to manage and recover from the COVID-19 pandemic. The 2020 Finance Ministers' Meetings will be crucial to build economies which: 1) maximize the economic and employment opportunities offered by the water, sanitation and hygiene sector; 2) improve health outcomes by making appropriate investments in low-cost, high-rewards preventative programmes such as water, sanitation and hygiene; and 3) identify and build partnerships to attract additional finance, including for climate mitigation.

#### Global Leaders' Call to Action on Water, Sanitation and Hygiene

Nearly 100 leaders including Heads of State or Government issued a call to action declaring "until there is a vaccine or treatment for COVID-19, there is no better cure than prevention. Water, sanitation and hand hygiene, together with physical distancing, are central to preventing the spread of COVID-19, and a first line of defence against this serious threat to lives, economies and health systems." Water, sanitation and hygiene also hold significant potential for jobs, economic growth and health.

The 2020 Finance Ministers' Meetings will also redirect focus and action towards long-term outcomes, including the water, sanitation and hygiene targets of the Sustainable Development Goals (SDG). During the Regional FMMs, ministers responsible for finance, health, hygiene, sanitation, water and other related ministries will identify partnerships to harness the opportunities offered by the water, sanitation and hygiene sector in order to build stronger economies and healthy populations and to manage the impacts of climate change.

### The 2020 virtual Regional Finance Ministers' Meetings

**The objective of the virtual Regional FMMs is to develop and strengthen partnerships with finance ministers for smart investments in water, sanitation and hygiene.** These partnerships are especially important given the central role this sector can play in national economic and health recovery – allowing the country to build forward better, also taking into account the potential and felt impacts of climate change.

This will be achieved by presenting evidence and practical experience of successful investments in the sector, and by fostering an active dialogue between ministers and leaders from development agencies, including development banks, bilateral and multilateral partners, civil society, private sector, research and learning and UN agencies. A summarized version of the SWA FMMs' concept can be found in Annex 1.



COVID19 has raised the need for urgent action to ensure hygiene for all and hence support economies and the health of populations. Water, sanitation and hand hygiene, together with physical distancing, are central to preventing the spread of COVID-19, and a first line of defence against this serious threat to lives and health systems. Handwashing with water and soap kills the virus but requires access to running water in sufficient quantities. The format of the FMM has been adapted to the current environment. The format will maximise opportunities for all ministers to participate at an appropriate time adequate to their regions.

The 2020 SWA Finance Ministers' Meetings are the first of their kind:

- There will be three FMMs – held at dates and times appropriate to SWA partners in different timezones: Africa; Asia and Pacific; and Latin America and the Caribbean regions.
- The FMMs will be virtual and will primarily bring together finance ministers with their counterparts responsible for water, sanitation, health, hygiene, etc.
- Each virtual Regional FMM will be convened by global and regional partners.
- Although the FMMs have a limited number of participants, they will be broadcast to a wider audience allowing for a broader audience to observe the meeting and send questions in writing

#### Dates and times of the FMMs

- **Africa:** Wednesday, 4 November at 7:00 New York/ 12:00 Dakar / 15:00 Nairobi
- **Latin America and the Caribbean:** Wednesday 18 November at 9:00 Mexico City / 10:00 New York
- **Asia & Pacific including the Middle East:** Wednesday, 2<sup>nd</sup> of December 2020 at 2:00 New York / 14:00 Bangkok

### The 2020 FMMs preparatory process

Preparations for the FMMs will reinforce and strengthen country dialogue and action. The preparatory process and the follow-up activities are important to strengthen focus on financing for water, sanitation and hygiene and to plan for long-term goals which go far beyond the meetings. The preparatory process for the 2020 FMMs has four objectives:

- **To demonstrate and highlight the economic opportunities and benefits offered by the water, sanitation and hygiene sector** in generating employment, contributing to a healthy workforce, strengthening social and economic development for all and GDP growth and protecting and preparing populations for climate change
- **To mobilize political leaders to identify and agree on areas for SMART investments** in the water, sanitation and hygiene sector during and after COVID-19,
- **To develop and strengthen partnerships that support ministers responsible for finance, sanitation, water, hygiene and health to work together** in achieving the necessary reforms, attracting additional resources and delivering at-scale services for all, especially for the marginalized and the vulnerable populations,
- **To secure long-term engagement from participants and concrete results** through the SWA Mutual Accountability Mechanism by tabling and reviewing SMART commitments made through government-led multi-stakeholder national planning processes to reach the desired water, sanitation, hygiene, health and positive economic outcomes.

#### The SWA Finance Ministers' Handbook

SWA has also developed an important publication - *Water & Sanitation: How to Make Public Investment Work - A Handbook for Finance Ministers*. The handbook gives practical financing approaches to achieve the water, sanitation and hygiene targets of the sustainable development goals (SDGs). It demonstrates how to deliver greater efficiencies in the sector and remove obstacles to securing finance for costs of service delivery, expansion, quality improvement, or asset rehabilitation. Ministers can use the handbook to overcome these inherently political challenges which require both sector minister and finance ministers to work together.



## Outcomes of the preparatory process

The preparatory process will rely on multi-stakeholder discussions at country level. In particular it will ensure that finance and sector ministers are briefed and ready to work on joint initiatives. Partners' activities before and after the FMMs will contribute to a range of outcomes that include:

- Finance ministers understand the contribution of the sector to economic and human development and commit to prioritizing it 1) within the national planning and resource allocation processes; 2) during dialogues with key economic players including the private sector and other potential investors and to prioritise the poor and vulnerable
- Finance ministers identify initiatives for working together with ministers responsible for water, sanitation and hygiene, and commit their support through improved financial policies including adequate taxation regimes, public resource allocation and leveraging of development finance
- Sector stakeholders agree actions they will take to contribute to the financial priorities of the government and to leave no one behind
- Sector ministers take the lead in mobilizing additional finance, improving cost recovery, undertaking reforms to make the sector fit-for-investments, and acting as champions for the sector within the country to leave no one behind.

## Output of the preparatory process

To maximize the value of the FMMs in catalyzing and strengthening partnerships with finance ministers, and to ensure participating ministers can engage proactively in the Meetings, the preparatory process will include the production of a short **Country Overview**. Sector ministers will use the Country Overview in inter-ministerial discussions with their counterparts responsible for finance. The Country Overview should emerge from national multi-stakeholder dialogue and, where possible, should draw from, and contribute to, broader sector reviews such as Joint Sector Reviews.

The Country Overview could include the following:

Objective/Component/Subheading	Key aspects to highlight	Suggestions on the approach & tools
Opportunities for economic growth: role of water, sanitation and hygiene or economic benefits of investing in this sector in the times of COVID-19	<ul style="list-style-type: none"> <li>• The contribution of the sector to the economy, also in the context of COVID-19</li> <li>• Opportunities for jobs in the sector</li> <li>• Impact of the sector on social and economic development</li> <li>• Cost of inaction</li> </ul>	<ul style="list-style-type: none"> <li>• No more than one page</li> <li>• Use visuals -graphs</li> <li>• Positive and aspirational tone</li> </ul>
Existing water, sanitation and hygiene service levels and impact of COVID-19	<ul style="list-style-type: none"> <li>• Access to services for all, particularly poor, marginalised and vulnerable people</li> <li>• Impact of COVID-19 and the role of the sector in resolving public health pandemics</li> <li>• Initial projections of service coverage under policy approaches, and impact of COVID-19 on these projections</li> </ul>	<ul style="list-style-type: none"> <li>• No more than one page</li> <li>• Use visuals</li> <li>• Communicate a sense of urgency</li> </ul>
Making SMART Investments: options for economic and social development	<ul style="list-style-type: none"> <li>• Cost of achieving water, sanitation and hygiene services for all</li> <li>• Specific actions Ministers can take to invest in the sector and get economic and social returns</li> </ul>	<ul style="list-style-type: none"> <li>• No more than one page</li> <li>• Use visuals</li> <li>• Demonstrate that opportunities exist</li> </ul>



	<ul style="list-style-type: none"> <li>Sources of additional finance e.g. climate finance</li> <li>What partnerships can be built/strengthened with minister(s) to achieve results at scale</li> </ul>	<ul style="list-style-type: none"> <li>Minister(s) politically buy-in and commit to act</li> <li>The SDG Costing Tool can be used</li> </ul>
Identified actions to support national priorities through the Mutual Accountability Mechanism	<ul style="list-style-type: none"> <li>Commitments by government</li> <li>Commitments by partners</li> <li>Build on existing commitments</li> <li>Propose new commitments, particularly relating to financing</li> <li>How and when commitments will be tracked</li> </ul>	<ul style="list-style-type: none"> <li>No more than one page</li> <li>Use visuals</li> <li>Demonstrate that partners are supportive</li> <li>New/ revised commitments can be submitted to SWA</li> </ul>

### Suggested activities of the preparatory process

The government leads the preparatory process with the support of sector partners including the civil society, external support agencies, research and learning agencies and private sector. Activities surrounding the virtual Regional FMMs will be divided in three phases: the pre-FMM, the FMM week and post-FMM. The below table is a list of suggested activities for partners in each country to consider according to their context.

**Pre- FMM:** activities between the launch of the preparatory process and up to one week before the regional FMM.

Actions	Materials from the Secretariat and/or partners	Check list/ comments
<b>Ministerial briefings:</b> each country is requested to present information about the regional FMM to ministers responsible for finance, economy, water, sanitation, hygiene and health. These briefings should ideally happen in early September.	<ul style="list-style-type: none"> <li>Save the date letters</li> <li>Invitations to ministers</li> <li>Concept note of the FMM</li> <li>Confirm participation of the minister(s) with the SWA Secretariat</li> </ul>	Contact the SWA Secretariat if you have not received the letters and concept note
<b>Country overview:</b> working with partners, prepare a 2-4-page Country Overview to be used to again brief sector and finance ministers. The Secretariat can comment on the country overview if it is sent three weeks before the event.	<ul style="list-style-type: none"> <li>Outline (see page 3)</li> <li>SDG Costing Tool support</li> <li>Technical advice on economic opportunities in the Sector</li> <li>Support to use the Global Leaders' Call to Action</li> </ul>	1 <sup>st</sup> draft of the country overview. 2 <sup>nd</sup> draft is needed two weeks before the event for it to be featured on the SWA website
<b>Dialogues on water, sanitation and hygiene, the economy and social and economic development:</b> dialogues are encouraged to take place at national level involving political decision makers and leaders involved in national budgeting, financing and economic processes. The dialogues can include parliamentarians, private sector, Chambers of Commerce, National Human Rights Commissions, ministers of health, finance, the economy, bilateral and multilateral agencies, academic institutions, among others. Partners can table new or revised commitments in support of national priorities.	<ul style="list-style-type: none"> <li>Technical advice on water, sanitation and hygiene finance</li> <li><a href="#">Ministerial Handbook on “Water and Sanitation: How to Make Public Investment Work. A Handbook for Finance Ministers”</a></li> <li>Support to use Global Leaders' Call to Action</li> <li>Online platform for dialogues in case partners cannot meet in person</li> </ul>	Partners can use processes such as national budget discussions, Joint Sector Reviews or other existing activities



**The WASH Finance Week:** in order to increase awareness around finance for water, sanitation and hygiene, partners are encouraged to announce and organize a “WASH Finance Week” during the week of the respective/ their own Regional FMM. During this Week, partners can undertake communication and advocacy activities involving political leaders, the media and financing institutions.

Activity	Secretariat support
<p><b>Media outreach:</b> a press release/conference/event highlighting the contributions of water, sanitation and hygiene can make to the economy, health, and human development will help raise finance</p>	<ul style="list-style-type: none"> <li>• Template press release and social media toolkit in three languages, including key messages, visuals, videos, etc.</li> <li>• List of supportive quotes from SWA leaders including the CEO, High-level Chair, Steering Committee Chair, etc. Possible virtual interviews if scheduling allows</li> <li>• Communication around confirmed FMM participants in SWA global platforms; visibility around national projects and initiatives to a global audience</li> <li>• <a href="#">2020 FMMs Communications Toolkit</a></li> </ul> <p>Note: Requests for support from the Secretariat should be made as soon as possible and no later than 2 weeks before the deadline</p>
<p><b>Television or radio shows:</b> engaging finance and sector ministers, and parliamentarians in live television dialogues on sector finance, can help stimulate a citizen-driven national movement.</p>	<ul style="list-style-type: none"> <li>• Brainstorming on possible topics for television debates</li> <li>• Template letters which can be used to invite key stakeholders</li> <li>• Small grants for media engagement are available for up to 10 countries</li> <li>• Requests for the media grants should be received by 15 September</li> </ul>
<p><b>Inter-ministerial dialogues:</b> between sector and finance ministers to review the results of the analysis and agree actions to be taken by the government with the support of partners.</p>	<ul style="list-style-type: none"> <li>• Contribution to the meeting concept note</li> <li>• Compilation of relevant experiences and examples from other countries</li> <li>• Technical support to prepare sector financial analysis</li> </ul>
<p><b>Multi-stakeholder meetings/workshops/field visits:</b> multi-stakeholder meetings, workshops or dialogues on sector financing</p>	<ul style="list-style-type: none"> <li>• Contribution to the concept note</li> <li>• Media support</li> <li>• Experiences from other countries</li> <li>• Use of the Finance handbook</li> </ul>
<p><b>Media about the MAM!</b></p>	<ul style="list-style-type: none"> <li>• Social media platform for partners to share the pictures of their ministers’ participation</li> </ul>

**Post FMM:** a robust follow-up process to track commitments and agreements made by ministers and partners is important to ensure the impact of the FMM extends beyond the actual meeting itself. For SWA, the FMMs are not standalone events but a part of an ongoing political dialogue.

Activity	Support from the Secretariat
<p><b>Prepare</b> a summary of the areas where ministers and partners agreed to act with clear next steps and timelines – this can be linked to the commitments</p>	<ul style="list-style-type: none"> <li>• Letter to ministers from the SWA leadership thanking them for participating and highlighting the outcomes</li> <li>• Up to two weeks after the meeting.</li> </ul>
<p><b>Incorporate</b> outcomes of the FMM in national budget and JSR processes</p>	<ul style="list-style-type: none"> <li>• Support to use the Finance Ministers’ Handbook</li> <li>• Peer-to-peer conversations with other SWA partner countries with experience in budget analysis and investment plans</li> </ul>



**Reviewing and tabling commitments:** partners are encouraged to review progress they are making towards the commitments they have already tabled. If no commitments have been tabled, stakeholders can use the outcomes of the preparatory process to table their own commitments.

- Tailored briefings on the commitments can be arranged. More information about the Mutual Accountability Mechanism can be found here and partners can request for a specific briefing with the Secretariat.

### Other support from the SWA Secretariat

The SWA Secretariat will facilitate the preparatory process and provide support to current and potential partners through **webinars** and a **dedicated helpdesk on sector financing**. The support will include:

- Coordination of demand-driven dedicated assistance on finance analysis and preparation of country overviews by a Senior Finance expert hired by the Secretariat;
- Use of its communication platforms including social media and website to share news around national preparations for, and follow-up to the FMM. Small grants for communications activities are available and should be requested by SWA partners, through or with the knowledge of the government focal point, to the Secretariat by 20 September 2020;
- Assistance with the review of commitments made under the [Mutual Accountability Mechanism](#);
- Preparation of case studies where needed;
- Use of the SWA [Collaborative Behaviours Country Profiles](#).

### Webinars

At the global level, the Secretariat has planned three webinars, in three languages, with the following objectives:

1. Launch of Finance Handbook & FMM preparatory process – 3 September
2. Build Forward Better – economic opportunities offered by WASH – 24 September 2020
3. Smart partnerships with finance ministers & FMM final information – Date to be announced 2020 – region specific

There will also be constituency-specific preparatory meetings organized by the Secretariat as follows:

4. External Support Agencies at 8:00am EST on 22 September
5. Research and Learning at 8:00am EST on 2 October
6. Private Sector on at 9:00am EST on 2 October
7. Civil Society first week of October (TBC)

### Contact the Secretariat support

For any clarifications on the preparatory process and to arrange bilateral calls, please email the following:

**Anglophone Africa:** Nompumelelo Ntshalintshali [Nompumelelo.Ntshalintshali@sanitationandwaterforall.org](mailto:Nompumelelo.Ntshalintshali@sanitationandwaterforall.org)

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**Asia and the Pacific:** Siddhartha Das [siddhartha.das@sanitationandwaterforall.org](mailto:siddhartha.das@sanitationandwaterforall.org)

**Latin America and the Caribbean:** Cesarina Quintana [Cesarina.Quintana@sanitationandwaterforall.org](mailto:Cesarina.Quintana@sanitationandwaterforall.org)

For general information about the FMM visit [www.fmm-swa.org](http://www.fmm-swa.org) or write to [info@sanitationandwaterforall.org](mailto:info@sanitationandwaterforall.org)

## Annex 1 - Summarised Concept Note for the FMM

### Partnering to finance the water, sanitation and hygiene targets of the Sustainable Development Goals

#### Save the dates

- **Africa:** Wednesday, 4 November 2020
- **Latin America and the Caribbean:** Wednesday 18 November 2020
- **Asia & Pacific including the Middle East:** Wednesday, 2 December 2020

#### Background and objectives

Building on the previous [SWA Finance Ministers' Meetings](#), and adapting to these unexpected times, in 2020 SWA will organize three virtual Regional Finance Ministers' Meetings (FMMs).

These meetings will take place in November and December and will bring together ministers of finance at regional level with the objective of:

#### **Developing and strengthening partnerships with finance ministers for smart investments in water, sanitation and hygiene.**

These partnerships are especially important given the central role this sector can play in national economic and health recovery; delivering improved resilience, employment opportunities, health benefits, and access to innovative finance – allowing the country to build forward better.

This objective will be achieved by presenting evidence and practical experience of successful investments in the sector, and by fostering an active dialogue and partnership between ministers and leaders from development agencies, including development banks, bilateral and multilateral partners, civil society, private sector, research and learning and UN agencies.

The meetings will be co-convened with two SWA global partners - UNICEF and the World Bank Water Global Practice – as well as key regional partners for each of the three regions, including the African Development Bank, Asian Development Bank, Inter-American Development Bank and organizations such as AMCOW.

Ministers will attend the meeting by invitation and it will be broadcast online to the global audience.

The FMM will also draw on examples from the Finance handbook: [Water & Sanitation: How to Make Public Investment Work - A Handbook for Finance Ministers](#). The handbook provides practical financing approaches to achieve the water, sanitation and hygiene targets of the sustainable development goals.

#### **The FMM lasting effect**

The 2020 FMMs are part of, and contribute to, an ongoing cycle of activities jointly implemented by SWA partners. The discussions in each of the regions will be key for partners to build a closer and ongoing relationship with finance ministers at national level.

They will also guide, and facilitate progress towards, the achievement of national and global commitments tabled under the [Mutual Accountability Mechanism](#). The main conclusions and key messages of the



Meetings will contribute to the ongoing SWA High-level Political Dialogue including the 2021 Sector Ministers' Meeting

### The preparatory process

SWA partners will be engaged in a dedicated preparatory process to strengthen or catalyze in-country dialogue and action and prepare ministers of finance for their participation at the FMMs. The 2020 preparatory process will:

- **Demonstrate and highlight the economic opportunities and benefits offered by the water, sanitation and hygiene sector** in generating employment, contributing to a healthy workforce, strengthening social and economic development for all and GDP growth and protecting and preparing populations for climate change
- **Mobilize political leaders to identify and agree on areas for SMART investments** in the water, sanitation and hygiene sector during and after COVID-19,
- **Develop and strengthen partnerships that support ministers responsible for finance, sanitation, water, hygiene and health to work together** in achieving the necessary reforms, attracting additional resources and delivering at-scale services for all, especially for the marginalized and the vulnerable populations,
- **Secure long-term engagement from participants and concrete results** through the SWA Mutual Accountability Mechanism by tabling and reviewing SMART commitments made through government-led multi-stakeholder national planning processes to reach the desired water, sanitation, hygiene, health and positive economic outcomes.

The primary output of the preparatory process will be a country summary document – the Country Overview - which synthesizes the economic opportunities in the water, sanitation and hygiene sector for economic; options for investments and economic and social development and commitments of government and partners to support national priorities.

The Country Overview will also be used as a briefing for the finance ministers who will attend the Meetings. Sector ministers will also use the Country Overview in inter-ministerial discussions with their counterparts responsible for finance, economic development and planning. The Country Overview should be an output of the national multi-stakeholder dialogue and can contribute to broader sector reviews such as joint sector reviews. Throughout the preparatory process, the Secretariat will organize a series of webinars to facilitate mobilization and sharing of experiences among partners.

Follow the preparation of the FMMs on [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#) via #2020FMM. Help spread the word by using our [2020 FMMs Communications Toolkit](#).

For questions about the 2020 FMM, please contact the SWA Secretariat: [www.fmm-swa.org](http://www.fmm-swa.org)  
[info@sanitationandwaterforall.org](mailto:info@sanitationandwaterforall.org)