



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

SDG Area: Water & Sanitation

Clean, accessible water for all is an essential part of the world we want to live in. There is sufficient fresh water on the planet to achieve this. Yet due to bad economics or poor infrastructure, every year millions of people, most of them children, die from diseases associated with inadequate water supply, sanitation and hygiene. By 2050, at least one in four people is likely to live in a country affected by chronic or recurring shortages of fresh water. Sustainable Development Goal 6 aims to ensure access to water and sanitation for all.

An estimated 2.6 billion people have gained access to improved drinking water sources since 1990, but 663 million people still go without. At least 1.8 billion people globally use a source of drinking water that is fecally contaminated.

Some 2.4 billion people also lack access to basic sanitation, such as toilets or latrines. Such access to a basic toilet goes beyond privacy and comfort: it is a key to solving the question of safe drinking water. More than 80 per cent of wastewater resulting from human activities is discharged into rivers or sea without any pollution removal. Each day, nearly 1,000 children die due to preventable water and sanitation-related diarrhoeal diseases.

NB: The SDGs include a broad range of specific targets relating to water and sanitation. The full targets can be found at <http://www.un.org/sustainabledevelopment/water-and-sanitation/>. Whilst we can't tackle all of the issues in one project, we can still make progress: we have selected a specific challenge which you can help solve. Furthermore, due to the SDG's universal, indivisible and interlinked nature, progress in this area will contribute to progress towards all seventeen goals.

What's the challenge?

Access to toilets remains a key issue. In 2013, six of the world's seven billion people had mobile phones, but only 4.5 billion had access to a toilet. Whilst we move towards an increasingly technologically advanced world of augmented reality and robotics, this basic provision is being forgotten.

What do we need you to do?

We need you to raise awareness about the ongoing issue of toilet access. We want a big idea that can spark a conversation, brought to life in a print ad.

Target Audience

Your target audience is young urbanites in the developed world. They have grown up in an era of smart phones, and embrace changes (like Uber) that make their lives increasingly easy. They care about making the world a better place, but are not proactive in their efforts to create change.

They have no concept of life without toilet access. The closest thing they've every experienced is three days at a music festival.



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Key message

Solving the global water problem is central to eradicating poverty and achieving sustainable development. Access to toilets is more than a right to privacy, but a key to solving the question of safe, hygienic drinking water.