

TOILET TIMES

A headline on World Toilet Day that doesn't contain a pun



The excitement began months ago with the launch of a new website dedicated to [World Toilet Day](http://worldtoiletday.com). It focused on explaining why the day was necessary, listed all the events happening around the world and provided lots of information on how to get involved. As the day got closer, events started to pour in from places like Australia, India, Pakistan, Nigeria, Ghana, Belgium, Germany, England, United States and Canada.

While many of the members in developing countries marked the day with lessons and outreach on the importance of sanitation, groups in developed countries gathered and squatted in a public place. We called it the Big Squat where people got down in a squat position (pants on!) for one minute. It was an attention grabbing symbolic act to showcase how the lack of sanitation forces people to squat in fields, on train tracks and other open places. The Big Squat will now be an annual event.

We plan to use the momentum this year to continue spreading the messages about the plight of the 2.5 billion

people without access to sanitation and to recruit more and more people to champion sanitation. For more information on World Toilet Day visit our website (<http://worldtoiletday.com>), fan us on [Facebook](#), follow us on [Twitter](#) and browse our [Big Squat photos](#).



Beyond Profit Staff in India

Top Stories



WORLD TOILET DAY IN SINGAPORE

Together with Australia, USA, India, Belgium, Kenya and Rwanda, Singapore participants gathered at *SCAPE Youth Park at 7:15 pm to squat for a minute to help raise awareness of Singaporeans on open defecation and to also experience the awkwardness these toilet-less people feel when answering nature's call out in the open.

The night culminated with the screening of "Lesser Humans", a documentary on Bangis, the lowest caste in the India society. In the film, Bangis are given the 'dirty job' of cleaning poop and pee of other castes. They cannot escape the cycle and are coined as the 'untouchables'.

Participants were then invited to visit the photo exhibit by Ratnor Nuri entitled "The Irony of Sanitation" held at the *SCAPE Youth Centre. The photo exhibition showcased the dire sanitation conditions of Aceh, Indonesia, five years after the tsunami hit the area. With much foreign aid and reconstruction works taking place in the past years, the sanitation environment and systems still have not improved. The photos showed the "toilets" the locals are using today and to majority of the Singaporeans these toilets might not even qualify as a dumping ground. Ratnor, the photographer hopes that through his work, more Singaporeans will understand the situation that our neighbors are presently in.

Grade 5 students at the United World College of Southeast Asia (East Campus)) celebrated World Toilet Day with a talk about the importance of sanitation, a showing of The Adventures of Super Toilet and ended with a Big Squat. Shaws pre-schools and childcare supported this celebration by having all their 220 students and 38 teachers squatting on 19th November during their morning assemblies. They also did a mass handwashing activity and followed by a minute squat. It is through their participation that we found the "Youngest Squatter" in Singapore, a 3 year old boy named Caleb Chua.

WORLD TOILET SUMMIT AND EXPO 2009



The World Toilet Summit and Expo 2009 held at Suntec Singapore from 2-4 December 2009 was a big success. The intensive three-day summit threw the spotlight on a wide range of sanitation issues affecting urban and rural communities.

The event was opened by Min. Lim Swee Say (Prime Minister's Office). This is the ninth installment in a series and was jointly organized by WTO and MP Asia in partnership with the Asian Development Bank (ADB) and Restroom Association of Singapore (RAS).

This year's summit was highlighted by the signing of the Memorandum of Understanding (MOU) between WTO and Singapore's Rigel Technology, a leading local sanitation products

manufacturer. The MOU focuses on the development and marketing of toilets for rural communities for the Bottom of the Pyramid marketplace.

The accompanying Expo featured a showcase of sustainable solutions and the latest toilet designs and technology. Exhibitors from Denmark, Germany, India, Hong Kong, Malaysia, UK, USA and Singapore provided solutions on portable toilets and compact outdoor toilets; water-saving and energy-efficient products; restroom space management materials; hygiene and disinfection technology; and bacteria and odour control.

With 50 expert speakers, the summit drew delegates from 30 different economies while the Expo attracted over 2,000 trade visitors, mostly managers, directors and CEOs interested in cleaning services and maintenance, sanitaryware, fitting and accessories, and water and energy conservation management.

"We have received huge interest at the show, and now we have to try to turn these into orders...the hard bit!"

— Richard Wharton, The Brown Corp.
WTSE Exhibitor



Top Stories



WTO helps enterprises deliver low-cost sanitation products to rural Cambodian consumers



The Water, Sanitation and Hygiene (WASH) Marketing Project, a joint initiative of WTO and Singapore-based NGO Lien Aid (www.lienaid.org) is making great progress in facilitating markets for sanitation products in rural Cambodia. Using a social marketing approach, the project aims to create household demand for WASH products and services and help the local private sector to meet this demand.

Since our last newsletter, WTO has been very busy in Cambodia. Early in the year, a design team led by IDE-Cambodia created an offset, pour-flush latrine core (including ceramic pan and tiled floor) at a retail price of US\$30 to US\$40. Lien Aid and WTO led a second team which created two affordable shelter options that complement the latrine core. Consumers have the choice between a fibro-cement board option (roughly \$50) and a corrugated zinc model (roughly \$45).

Altogether, the new latrine is 40 to 60 percent cheaper than comparable conventional models. Masons can now offer a complete latrine package that is cheaper to manufacture, yet has features considered to be ideal by rural households.

As part of the project, masons in Kampong Speu are currently receiving training in the production of the new components, on improved sales and marketing techniques, and in basic business management and book-keeping. At the same time, the project is engaging with provincial, district, commune and village officials to generate support and enthusiasm for the sanitation marketing campaign and to link with Community Led Total Sanitation efforts already underway.

One very entrepreneurial husband-and-wife team have already entered into full production, investing their own resources in new concrete ring molds and other tools. In a 4-day trial testing new sales techniques, the enterprise was able to register over 100 households in 4 villages on a flexible payment plan for the new toilet models.

In the coming months, the project will ramp up activities, with new enterprises and sales agents to be trained across the province. The social marketing campaign will also get into full swing in time for the post-harvest sales season.

The WASH Marketing project is part of the Water, Sanitation and Hygiene Enterprise

Development (WaterSHED) program, a public-private partnership operating in Cambodia, Laos and Vietnam. [The WaterSHED Program](#) is led by the University of North Carolina at Chapel Hill and supported by the U.S. Agency for International Development (USAID).



Featured Articles

India and Indonesia Programmes



In the first quarter of 2009, WTO was very fortunate to receive support from Fu Tak lam, an organization based in Hong Kong, to carry out a project called Integrated Sanitation and Hygiene Training for Communities in India and Indonesia. The whole program concluded successfully in October 2009. In India, WO worked with a local partner, SCOPE at Trichirappalli District to build school toilets and conduct sustainable sanitation and hygiene training among school children in eight rural schools. Over in Indonesia, WTO worked in West Aceh to reduce the incidence of water and sanitation related diseases among school children and communities in seven schools and two communities by conducting hygiene education awareness campaigns. Teachers were given training in proper hygiene and local community janitors were trained in operation and maintenance of sustainable sanitation infrastructure. This was the first hygiene promotion program that WTO directly implemented to the communities and schools in Indonesia.

Let's stay human with PHLUSH

Among the organizations at the 2009 World Toilet Summit was [Public Hygiene Let Us Stay Human \(PHLUSH\)](#), a small grassroots group working to increase public toilet availability in Portland, Oregon.

Starting with the premise that toilet use is a human right, PHLUSH got its start by visiting existing restrooms, interviewing people, researching the issues, and proposing solutions. Following their 2006 report to the community, Portlanders finally started talking seriously about the need for toilets.

When city funds were allocated for toilets, PHLUSH members worked with city officials to develop signage, upgrading aging facilities, and design new ones. Last year, the group issued PHLUSH Design Principles for “cost effective public restrooms that provide maximum function in minimum space and are safe, accessible, available, attractive and easy to keep clean.”



In 2010 PHLUSH will serve on a technical advisory committee co-chaired by International Code Council and the World Toilet Organization to produce a Global Guideline on Public Toilet Design. Tasked with coordinating the working group on restroom security, PHLUSH looks forward to collaborating with Portland crime prevention experts as well as architects and designers worldwide.

UPCOMING EVENTS

MARCH

MARCH

World Water Day 22 March

Communicating Water Quality Challenges and Opportunities.

Visit www.worldwaterday.org for more information

The World's Longest Toilet Queue

Join a Guinness World Record attempt - and help solve a global crisis at the same time.

Find a queue near you. For more information visit www.worldtoiletqueue.org.

In Appreciation

We would like to thank all our donors, partners, volunteers, enablers, members and well wishers for supporting and promoting our mission

Institutional Donors

EDB Singapore
CAF
Salesforce Foundation
Betterplace Foundation
Ammado Foundation
Rockefeller Foundation
Fu Tak lam
Unilever
Fabio Perini S.p.A.
Unitarian Universal Fellowship of
Southern Maryland
Shetland Library

Individual Donors

ACS Students
Frances Lee
Venugopal Ramakrishnan
Arthur Winter
Venkatram Subramony
Subramanian Krishnan
Mark Frazier
Chun-Yi Hsieh
Dorothy Koffel
Linda Wright
Christopher Williams
Bruno Sintive

Grabriel Small
Brad Parsons
Zachary Wamhoff
Alysanne Taylor
April Isa
Joan Hammonds
Shoaib Burq
Jennifer Kimmings
Rebecca Graham
Tenney Mason
Calais Roger
Jacqueline del Castillo
David G. Barton
Bruno Raffa
Susan Plutsky
Brian Hall
Carol Jamieson
Madhu Bhatia
Cynthia Phillips
Siew Leng Ang
Francois Hanat

Enablers

Global Giving
USAID
UNC
*Scape

Academic Institutions

ITE College East
NUS
NTU
UWCSEA East Campus
Shaws Pre-school and Childcare

Volunteers

Frances Lee
Dr.Vialeslav Zhurin
Andrew Chow
Awee Dacanay
Nora Nayyar
Heratnor Nuri
Shalindra Soysa
Scott Millar
Hui Pang
Chris Foo
Monali Sha
Mohammad Zafar Baig
NDI Team
Soh Ju Hu
Sharon Neo
Will Chua
Amelia Chia Biyun
Shahana Sheikh
Ho Ming Sheng
Chua Zheng Xi

Seow Ming Jie
Rachel Leong
Mohd Faizan
Mindy Wong
Hong Jian Ming
Jefferson Mood
Angela Kang
Hui Pang
Synodia Chitura
Jordan Schneider
Shyneth Galapia
Rowan Barber
Rama Swamy
Susan Plutsky



facebook

Join our **WTO and WTD Fan Pages, Toilets for All** group and **Toilets for the Poor Cause** on **Facebook**. Meet and greet our sanitation network. Make yourselves be heard. Post your thoughts on the latest toilets and sanitation issues. Share your photos or videos and invite your friends to take part in improving toilets and sanitation globally.

You can also join our toilet community on [ammado](#).

 **ammado.com**

This newsletter is produced by World Toilet Organization.
We welcome editorial contributions from organizations related to sanitation.

All photographs and articles are copyrighted to World Toilet Organization

Please write to info@worldtoilet.org for suggestions, feedback and permission to reproduce any article or photographs.

We will be glad to hear from you.

WTO Secretariat

19 Toa Payoh West Singapore 318876

Tel no: +65 63528921

Fax no: +65 63521392

Secretariat: info@worldtoilet.org

Volunteer Opportunities: volunteer@worldtoilet.org

Donations: donation@worldtoilet.org

Media: media@worldtoilet.org

World Toilet College: wtc@worldtoilet.org

World Toilet Day: wtd@worldtoilet.org

World Toilet Summit: info@worldtoilet.org