

On 30 September 2010, the UN Human Rights Council recognised that the human rights to water and sanitation are part of the International Covenant on Economic, Social and Cultural Rights. This international treaty is obligatory for 171 countries.

THIS 30 SEPTEMBER, SHOW HOW IT IS POSSIBLE TO #MAKERIGHTSREAL

10 years after the human rights to water and sanitation were first recognised, the #MakeRightsReal campaign will:

- Enable you to share your experiences of working with human rights in practice to #MakeRightsReal – wherever you work
- Provide a platform for you to demand more action to #MakeRightsReal
- Bring much needed attention and ultimately more support to this work, so that we can all #MakeRightsReal

Using the human rights to water and sanitation in practice yields results: Understanding inequalities in the enjoyment of services enables targeted planning to reach equality. With access to information for and participation by service users, their needs can be understood and met. If accountability is part of the service system, it will become more sustainable.

All these are human rights principles and many WASH sector organisations already use them in their working relationships with others, and especially with government institutions who are primarily responsible for realising services for all.

This 30 September, show the potential of human rights by taking part in the campaign to



#MAKERIGHTSREAL

Taking part is simple! Learn how on the next four pages.

Three simple steps to taking part in #MakeRightsReal!



1. Write a social media post about your experience of using human rights in your work

Here is some inspiration to get you thinking! But most importantly: Simply share your experience – your stories are relevant and will speak for themselves!

Sharing human rights concepts with *relevant local government institution** helped them to become more accountable towards the community and to better understand their responsibility to improve WASH services. Now, they request budgets from the government system to make improvements, rather than asking NGOs for help.

>>> This post celebrates success: It shows a change in thinking and practice in local institutions, using human rights

This *local government official** did a participatory assessment of WASH service levels in the constituency and learned that people with disabilities cannot access the standard toilets offered under the government support programme. We are now providing technical support to ensure access for all.

>>> This post highlights a systemic challenge in realising water and sanitation services for all

Following engagement of the *relevant local government institution**, we realised that they were unable to take action due to insufficient budgets. Together with them, we are now advocating for an increase in the budget available at the local level, so they can fulfil the responsibility to realise services, step by step.

>>> This post is focused on a call to action to address a systemic problem that holds local institutions back

Remember, these are just examples for inspiration. We are sure you have many more and much more interesting stories to tell!

* Be sure to mention institutions or officials involved wherever possible! This can be a great way to show recognition and move a conversation forward.

1.

Write your story

2.

Add an image

3.

Publish on social media

2. Add an image to your story to give it more impact!

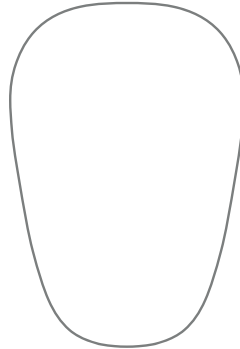
Our brains like images, so your story will get more attention if you combine it with an image. You can add a picture from your work and combine it with the #MakeRightsReal logo. If you don't have a picture, don't worry - you can just use one of our "ready-to-use" images (see next page).

>>>> **Download the #MakeRightsReal shape and logo.**

Example 1



Take a picture you have...



...add the MMR shape



... place #MakeRightsReal logo and your logo in the shape...

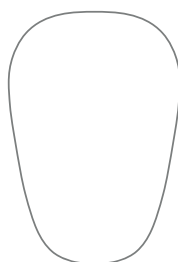
... place everything on your picture. Done!



Example 2



Take a picture you have...



...add the MMR shape



... place #MakeRightsReal logo and your logo in the shape...

... place everything on your picture. Done!



>>> If you don't have a picture of your own, simply **download** one of the "ready-to-use" images from the [human-rights-to-water-and-sanitation.org](https://www.human-rights-to-water-and-sanitation.org) website and share it together with your story on social media. You can include your logo if you like!



You can always include your logo in the #MakeRights-Real „ready to use“ images. Just add your own logo in the space at the bottom.

#MHDDay2019

1.

Write your story

2.

Add an image

3.

Publish on social media

3. Share your story and image on social media (Facebook, Twitter, Instagram), together with the hashtag #MakeRightsReal



You can combine all kinds of stories, images and hashtags with your post. Please remember to always use the **#MakeRightsReal** hashtag. Everyone using the hashtag will speak with one voice – and the hashtag enables us to find your post and share it too!