

Advocacy toolkit case studies

ACCESS TO WATER IN BRAZIL

THEME:	Water, sanitation and hygiene
ADVOCACY APPROACHES:	Government officials: lobbying Mobilising people and campaigning Using the media

ACEV (Ação Evangélica – Evangelical Action), a Tearfund partner in Brazil, drills wells for poor communities and campaigns for access to water for everyone.

For several years they campaigned for a pipeline to be run from a reservoir to three different regions. They arranged regular public meetings with parliamentary representatives, the Secretary of State for Water Resources, the head of the state water board, the local mayor and local councillors. Unfortunately, their lobbying was having little success, so they decided to organise a march to demand that the government take responsibility for providing access to clean water and build the pipeline.

The politicians thought that few people would take part in the march. However, when they saw that crowds were gathering and television cameras had arrived, they quickly joined the march at the front! This ended in a public meeting, led by ACEV, who carefully controlled the party political balance of speakers. ACEV also organised a petition to the state governor, and paid for adverts on television in favour of the pipeline.

Soon after the march, the state governor announced on radio that he would support the start of work on the pipeline. Without the march, this might not have happened. Since then, ACEV has continued to put pressure on the authorities.