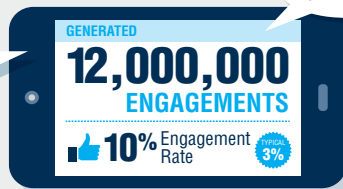


## 2016 Annual Meetings by the Numbers



### Social Networks

**2,000**  
POSTS



**97%**  
From "Paid Ads"



**331,000**  
UNIQUE VISITORS  
20% of total web traffic

VS. SM16

▲ 250% ENGAGEMENT

#Integración  
#AMCSO2016 #financialinclusion  
**#EndPoverty**  
#YoksullugaSon #dev4peace #PSP2016  
#pauvrete #earlyyears #AfricaSOR #ItsPossible



### Web

**82%**  
Used Mobile Device

مرحبا  
Bonjour  
48%  
Access non-English content



#### REFERRALS

80% Paid campaigns

#### RETURN VISITORS

18% from paid  
51% from non-paid

31% WBG benchmark



### World Bank Live



**22 EVENTS** **Live**  
**84,000 Views**  
LIVE 79% 21% REPLAYED

VS. SM16

16% More Events  
▲ Increase Live Views 23%



VS. SM16

▲ Increase 21%

**348,000**  
VISITORS

**85%** From Paid

ENGAGEMENTS  
**1,100** POSTS

86% from developing countries



### Multimedia *Fewer, Bigger, Better.*



**12 VIDEOS**



**368,000 VIEWS**

**96%** VIEWS FROM

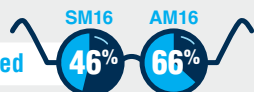


ADVERTISING

VS. SM16

▼ 7 Less Videos ▲ 2% Increase in Views

Percent Watched



**1**

MOST WATCHED VIDEO  
"Investing in a Child's Early Years"  
**119,000 VIEWS**



### Media

**22,000**  
MEDIA MENTIONS

VS. SM16

▲ 1% INCREASE



**675**  
JOURNALISTS

VS. SM16

▼ 10% DECREASE



**19** PRESS RELEASES



**5** One-on-One Interviews  
with Jim Yong Kim

the guardian

CNN

CNBC

NEWS

la Repubblica

# The Global Reach of World Bank Group Publications in 2014

## TOTAL DISSEMINATION

**12.4 Million**

publications disseminated  
Downloads, online reads and print

**39% Increase**  
over CY13

## ECRPK CHANNELS



OPEN  
KNOWLEDGE  
REPOSITORY

**2.7 Million**

downloads

**32% Increase**  
over CY13

50% from developing countries



**1.2 Million**

downloads

**59% Increase**  
over CY13

## SOCIAL MEDIA REACH

**1/2 Million**  
fans and followers

**92%**  
Annual Growth



## IMPLEMENTING WORLD BANK OPEN ACCESS DIRECTIVE



**11** Institutional Open Access  
Publishing Agreements

concluded with leading scholarly publishers\*

**49** Book Publishing  
Agreements

signed with external publishers in FY14



**529** Copyright  
Requests

processed

**18,300+** Publications Released

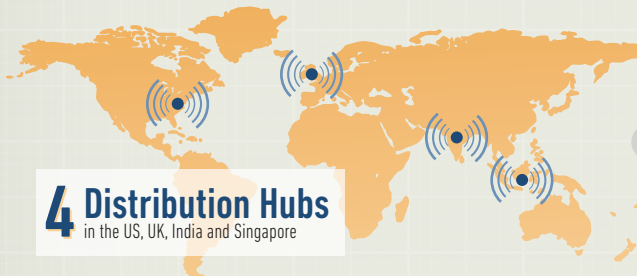
under Creative Commons Attribution IGO License (CC-BY)



\* Elsevier, Wiley, Springer, Taylor and Francis, American Economic Association, MIT Press, Oxford University Press, Chicago University Press, Wisconsin University Press, Biomed Central, and World Health Organization

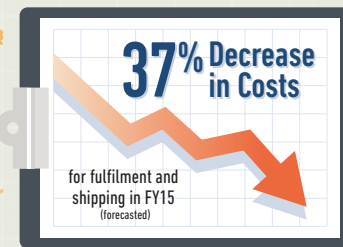
## DECENTRALIZED PRINT-ON-DEMAND DISTRIBUTION

**4** Distribution Hubs  
in the US, UK, India and Singapore



**37% Decrease**  
in Costs

for fulfilment and  
shipping in FY15  
(forecasted)



## WORLD BANK GROUP INFOSHOP BOOKSTORE

**30k** Visitors



**47** Events

in collaboration with ECR  
Global Engagement team

**72k** Units Sold



WORLD BANK GROUP  
Publications

Knowledge for Development

BANGLADESH



# Promising Progress

A Diagnostic of Water Supply, Sanitation, Hygiene, and Poverty in Bangladesh

Moving to higher quality WASH services



## WATER QUALITY

All improved water nationally, regardless of location of source . . .



## SANITATION AND HYGIENE



**50.8 Million People**  
Share Sanitation Facilities




**7% Urban Population is Connected**  
to a Piped Sewerage System



**28% Access to Handwashing Station**  
with Soap and Water

## ACCESS INEQUALITY

**TOP 60 HOUSEHOLDS**  
  
**14%** more access to improved sanitation  
**22%** access to on-premise improved water

SLUMS IN TOP 5 CITIES  
**5 times less**   
Access to improved sanitation

## HEALTHCARE FACILITIES, SCHOOLS, WORK PLACES

SEPARATE TOILET FOR FEMALES

**1/2**  
Primary  
Schools



**1/4**  
Healthcare  
Facilities



**1/3 Routine Water Shortages**

HEALTHCARE FACILITIES

Access to Piped Water  
**27%** Rural Areas **52%** Urban Areas



## HUMAN DEVELOPMENT STRATEGY

WASH-RELATED ENTERIC DISEASE



**3 times greater**  
burden for poorest than the richest

SLUMS IN THE FIVE LARGEST CITIES



Highest rate of  
**Undernutrition**



Nearly half  
of all children  
under five **stunted**

ADOLESCENT GIRLS

**1 in 4** skip school  
when menstruating

## WASH BUDGET ALLOCATION

2016-17 WASH budget allocation  
**less than half**  
of what it was in 2007-08



The estimated total budget gap  
**47%** to meet the government's  
water targets by 2025

REPUBLIC OF  
**YEMEN**



# Dire Straits

*The Crisis surrounding Poverty, Conflict and Water*



**REPUBLIC OF YEMEN** one of the most water scarce countries in the world.

**IMPORTS**   
**95%**  
**STAPLE FOOD**  
REQUIREMENTS

AND USES

**90%**   
WATER RESOURCES  
**FOR AGRICULTURE**

## EXCESSIVE WITHDRAWAL

of nonrenewable groundwater resources have led to deterioration of quality of the resource and to an extreme shortage of water for urban and rural domestic supply.



## POVERTY

has increased over the past decade



## PERSISTENT GAPS

Between Rural Urban Areas

Remains in  
**ACTIVE CONFLICT**



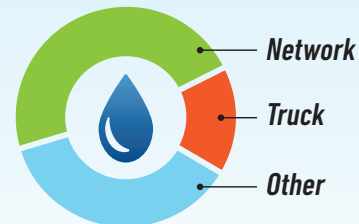
**462,000**  
**CHILDREN**  
UNDER 5



**SUFFER**  
from severe acute  
**MALNUTRITION**

➔ **Cholera has spread throughout the country**

**MAIN**  
**SOURCE**  
**OF WATER**  
**SUPPLY**  
(2014)



## STRENGTHEN LOCAL INSTITUTIONS



**Preserve and invest**  
**in local institutions**

*Bottom Up Approach*

**Make more financially**  
**sustainable**



**IMMEDIATE PRIORITY**  
**Reconstruct, Rehabilitate**  
**Water Systems**



- Work with all service providers – including local private sector and NGOs.
- Framework to help rebuild sustainable approaches for access to safe water.



# Improving Service Levels and Impact on the Poor

Water Supply, Sanitation, Hygiene, and Poverty in Indonesia



## REDUCTION IN POVERTY

Between 2002 to 2015  
Indonesia Reduced Poverty

**18% TO 11.2%**

## BUT RISING INEQUALITY...

### Consumption Inequality

Measured by the Gini index **36 TO 41**  
Between 2002 to 2015

### Inequality of Opportunity

Around a third of total inequality in Indonesia is due to **inequality of opportunity**—circumstances that give a child an unfairly disadvantaged start in life

### Unequal Access to Services

The beginning of life makes it more difficult to break out of poverty later in life

- **Access to health services, WASH, household food security, and maternal and child care practices** are key underlying factors that explain chronic malnutrition
- **Chronic malnutrition** (stunting) in early childhood leads to **poor growth and cognitive development** that can lock children into poverty for a lifetime and across generations

## STUNTING

**9 million children** (37 percent) under five are stunted



### Children more likely to be stunted in urban and low income areas

Children in rural areas are more likely to be stunted than children in urban areas, but a child from the lowest income quintile is just as likely to be stunted whether he or she lives in an urban area (48 percent likelihood) or a rural area (49 percent).

### Communities with lower levels of open defecation

Children living in communities with lower levels of open defecation during the critical window of the first 1,000 days of life are

**11 percentage points less likely to be stunted** and **5 percentage points less likely to be underweight**. These children also score **1.3 points higher on cognitive tests**—equivalent to about a 0.33 standard deviation increase in cognitive score.



## DRIVERS OF NUTRITION

Child care practices | Health | Environment (water and sanitation) | Food security

Children under 5 with simultaneous access to adequate levels of nutrition have...

**2 of 4** Higher Mean Height

**3 of 4** 13.4% Lower Stunting Rate

No access to any drivers  
**41.4% Stunting Rate**

## IMPROVE QUALITY OF SERVICES



**27%** drink unsafe groundwater **14%**  
(B40 Households) (T60 Households)

Due to inadequate protection from environmental contamination

Contamination stems from poor quality septic tanks and untreated domestic wastewater, as well as from landfill and industrial effluent.

### SOLUTION

Enhance monitoring for water quality risks for all source types, and make this information publicly available; (ii) Strengthen regulatory control for small-scale water providers to ensure that regulations on drinking water quality are met



Rates of open defecation have declined at similar rates between the B40 and T60 since 2002, but B40 households were more likely to move to basic latrines, contributing to the widening gap in access to improved sanitation between the B40 and T60.

### SOLUTION

Target subsidized credit and savings schemes for household sanitation through existing targeting systems that are working well to identify low-income households for social assistance e.g. Unified Database (UDB)



**78%** Urban area households use an improved toilet connected to a septic or sewerage system

Only 2% of those are connected to sewerage

An estimated 95 percent of fecal waste still makes its way into the nearby environment due to poor quality on-site septic tanks, lack of adequate emptying and disposal, or dysfunctional wastewater.

### SOLUTION

Holistic and inclusive approach to planning for citywide sanitation (city-wide inclusive sanitation)



Traditional WASH interventions may bypass some of the dominant fecal contamination pathways that affect small children

### SOLUTION

Adapt water and sanitation interventions to be more "child-centric."

"baby WASH" can focus on:

1. Safe play space and play objects for children (free of animal feces and other pathogens)
2. Handwashing of children + caregivers
3. Safe disposal of child and animal feces
4. Safe storage and treatment of drinking water, especially water used for preparation of weaning foods
5. Use of child cups not bottles as they can harbor bacteria



## MULTI-SECTORAL CONVERGENCE



Progress toward reducing stunting in Indonesia can be enhanced by coordinated multisectoral interventions that address effectively the four key underlying determinants of nutritional status

Geographic targeting and program convergence: target areas where undernutrition and underlying deprivations are high. In these areas, interventions should be co-located to achieve service improvements across multiple sectors that impact stunting

# Doing More with Less

## Smarter Subsidies for Water Supply and Sanitation

Water touches every aspect of development and flows through nearly every SDG. Solving many of the largest development challenges requires extending reliable access to safely managed drinking water services to 2.1 billion people, and safely managed sanitation services to 4.5 billion.

### Most existing water supply and sanitation subsidies are:



#### Pervasive

Common across countries, irrespective of region or income level



#### Expensive

Governments spend around \$320 billion per year (up to 2.40% of regional GDP)



#### Poorly Targeted

An average of 56% of subsidies are captured by the wealthiest 20% of the population, while a mere 6% are captured by the poorest 20%\*



#### Nontransparent

Facilitate rentseeking by governments and service providers



#### Distortive

Contribute to inefficiency, threaten service sustainability, and encourage overexploitation of resources

### Yet if well designed, subsidies can be powerful and progressive tools ensuring that all people benefit from water supply and sanitation services.



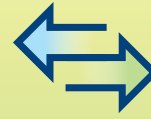
#### Smart

- The majority of subsidies go to water, urban, and networked services. A better balance across water and sanitation, rural and urban, and different types of service can make subsidies work harder.
- Subsidies can encourage better operational efficiency through performance incentives
- A single instrument is unlikely to attain all policy goals simultaneously



#### Targeted

- Measures to make water supply and sanitation affordable for those in need can ensure that no one gets left behind
- Effective targeting is increasingly possible through technological innovation



#### Implemented Effectively

- A communications strategy is essential to build advance backing and for successful implementation
- Understanding the institutions, incentives, and interests that shape subsidy reform is vital to cultivating supportive political coalitions
- When a subsidy is temporary, an appropriate exit strategy must include some form of support for the most vulnerable
- Complementary policy measures can make scarce public resources go further



\* Percentages from an analysis of 10 developing countries.

# High and Dry

## Climate Change, Water and the Economy



TODAY'S AVAILABLE WATER

**97%** of the world's water is saltwater

FRESHWATER

**1%** Surface **30%** Groundwater **69%** Ice & Glaciers

PROJECTED INCREASE IN DEMAND, NEXT 3 DECADES—"PRESSURES"



**50-70%**  
in Water Demand



**40-50%**  
More demand for Food Systems



**85%**  
Increase in the Energy Sector

FYI...



**ONE IN FOUR** cities have experienced water insecurity

THE "PUSH FACTOR"

A 1% reduction in precipitation is associated with a 0.59% increase in the urbanization rate



FORK IN THE ROAD—DECISIONS TO MAKE ON HOW WE DEAL WITH PRESSURES



**Building Climate Resilience**

- Better allocation
- Planning/Regulation
- Prices and permits



**"Water Proofing"**

- Storage capacity



**Investments in Infrastructure**

- Storage capacity
- Water reuse systems
- Urban planning
- Risk Management

IF WE **IMPLEMENT CHANGE**,  
BETTER PATH

**Import Food**

- Prevent increases in food insecurity
- Better use of water resources

**Urban Planning**

- Better allocation
- Planning/Regulation
- Prices and permits

**Water pricing**

- More efficient water use
- Water rights and water permits
- Incentives to eliminate waste

**Climate Smart Agriculture (CSA)**

- Planting crops suited to higher temperatures and longer droughts
- Alternate wetting and drying that minimize energy and water use
- Improving crop yields

**Allocating water to different uses**

- Decisions regarding the value of allocating water to different uses

IF WE **DON'T**  
IMPLEMENT CHANGES

- Water resources are being degraded in the attempt to force increases in food supply

- Cities expanding through informal settlement into flood-prone areas
- No municipal water, sanitation, and flood protection

- Poor use of water
- No incentives

- Inappropriate crops
- Overuse of water

- Bad practices
- Waste

**GAIN**  
in GDP



**LOSS**  
in GDP

Improved water stewardship pays high economic dividends. This makes a change in water policies a "no-regrets" measure.





WORLD BANK OPEN KNOWLEDGE



OPEN  
ACCESS  
POLICY

+



OPEN  
KNOWLEDGE  
REPOSITORY

## Research and Analysis on Development



Books

Journal Articles



Reports

Working Papers



Associated Datasets



South Asia  
**Africa**  
East Asia & Pacific  
Latin America & Caribbean  
Europe & Central Asia  
Middle East & North Africa



Health  
Climate Change  
Poverty Reduction  
Infrastructure  
Emerging Economies  
Education  
Energy  
Gender & Equity  
Water Jobs

FREE AND OPEN



# WHY?

So they can be...

shared



re-used



combined



# TO

improve the lives  
of those living  
in poverty



help solve the  
world's most pressing  
development issues



DISCOVER. ACCESS. INNOVATE.



[openknowledge.worldbank.org](http://openknowledge.worldbank.org)



## OUR STORY



**1971** John Goodman, TARP Founder and former Vice Chairman, and a colleague at Harvard University start the company.

The Coca-Cola **"Measuring the Grapevine - Consumer Response and Word of Mouth"** study quantifies that an unhappy customer will tell about 10 people, whereas a satisfied customer might or might not tell one person.

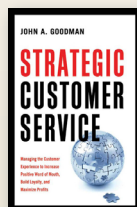
**1981**  
*Coca-Cola*

**1986** TARP develops Apple's first 800# system.



TARP is the first to study online measured **"word of mouse"** complaints and satisfaction.

**1998**



**2009** John Goodman publishes his latest book **Strategic Customer Service**, which challenges many aspects of conventional wisdom and reveals how CX can increase loyalty, win more customers... and improve the financial bottom line.



**1979** The White House and the assistant to the President for Consumer Affairs commissioned TARP to study customer service complaint handling.

TARP conducts the first contact center satisfaction surveys at *American Express* and helps establish the Executive Customer Relations function.



**1984** **BusinessWeek**

Business Week publishes cover story, *"Using Service for Marketing,"* crediting TARP for creating the 800-service numbers concept for companies to manage customer complaints and feedback.



**1994** In his book *On Achieving Excellence*, Tom Peters says that TARP is **"perhaps America's premier research firm."**

TARP enhances its research offerings by fusing research with **behavior changing solutions** aimed at front line employees.

**2006**

**2013** TARP's **"TouchPoint Study"** sheds light on what touchpoints are most important to customers and the current state of contact handling effectiveness.



Release the Profit of Interaction™

From our beginnings in 1971, TARP has been setting the standard for measurement and guidance to help our clients improve customer service performance, customer value, and, overall, what we call *"The Profit of Interaction™"*. TARP pioneered the science of quantifying and managing the customer experience and applying that knowledge to help clients realize bottom-line results.

## Percentage of adults with diabetes in the United States receiving medication, 2007–09



**No medication**



**Oral medication only**



**Insulin only**



**Insulin and oral medication**

### COUNSELING POINTS

- Weight management, proper diet, and physical activity are important lifestyle changes.
- Healthy food choices should reflect lipid, blood pressure, and blood glucose goals.
- Avoid missing meals when taking oral hypoglycemic drugs (sulfonylureas, meglitinides).
- Stomach upset may be reduced if medication is taken with a meal.
- Multi-dose insulin regimens require attention to diet and physical activity.
- Blood glucose monitoring data is useful in making insulin regimen changes.
- Avoid multidose insulin regimens with oral sulfonylureas/meglitinides.
- Insulin and pioglitazone combinations may be associated with significant edema.

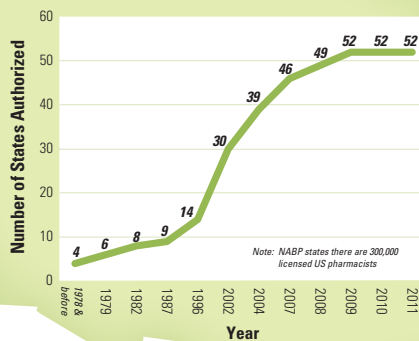
Sources: <http://diabetes.niddk.nih.gov/dm/pubs/statistics/index.aspx#Diagnosed20>

Charles D. Ponto, PharmD — Professor of Clinical Pharmacy and Family Medicine, West Virginia University.

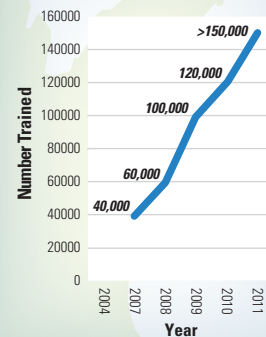
Betsy Elswick, PharmD — Clinical Associate Professor, West Virginia University.

For more information about diabetes see page XX.

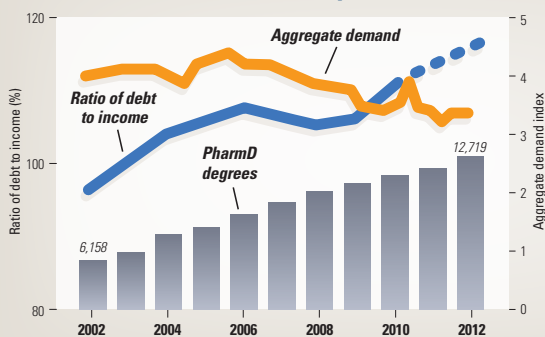
## Number of States Authorizing Pharmacists to Administer Influenza Vaccine



## Number of Pharmacists Trained to Administer Vaccines



## PharmD degrees, demand, and debt to income ratio, 2002–12



Sources: [www.nejm.org/doi/full/10.1056/NEJMp1310778](http://www.nejm.org/doi/full/10.1056/NEJMp1310778) [www.pharmacymanpower.com](http://www.pharmacymanpower.com) [www.aacp.org](http://www.aacp.org)



### Aggregate demand

The demand for pharmacists has fallen slightly from moderate demand to demand in balance with supply.



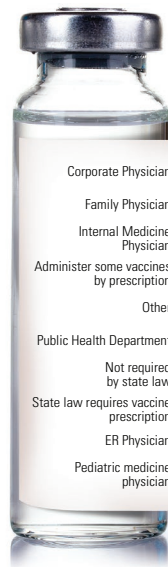
### Ratio of debt to income

The ratio of the average debt of a graduating student pharmacist to the average annual income in the profession is increasing.



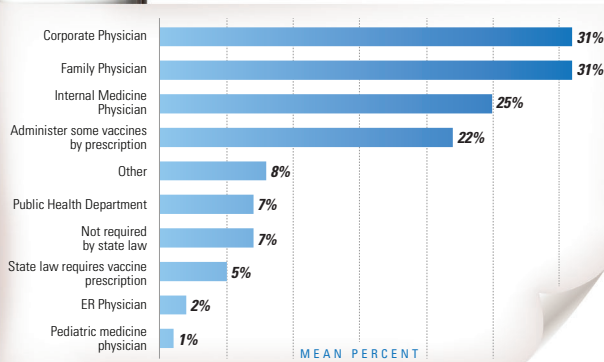
### PharmD degrees

The number of PharmD degrees conferred has more than doubled over the past decade.

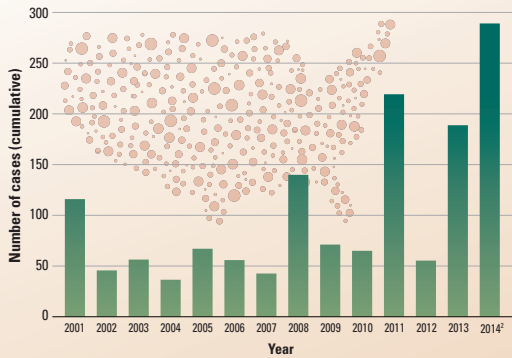


## From whom do pharmacists get vaccine protocols?

(n=1565)



## Measles cases in the United States, 2001–14<sup>1</sup>



<sup>1</sup> Preliminary data as of May 23, 2014

<sup>2</sup> Provisional data reported to CDC's National Center for Immunization and Respiratory Diseases



288 cases of measles were reported to CDC in the first 5 months of 2014



90% of all cases were in people who were not vaccinated or whose vaccination status was unknown



Symptoms of measles include fever and rash along with cough, runny nose, or pink eye

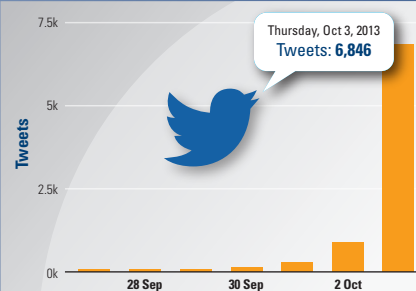


Pharmacists should counsel patients about the importance of getting vaccinated and offer to provide the vaccine if possible.

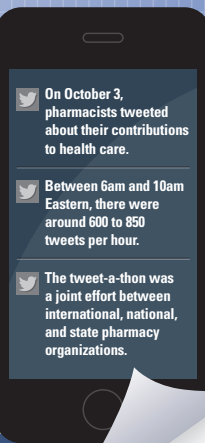
Source: [www.cdc.gov](http://www.cdc.gov)

## Pharmacy tweet-a-thon activity for October 3, 2013

### Daily tweets using #pharmacist



Source: Recognize Pharmacists as Healthcare Providers



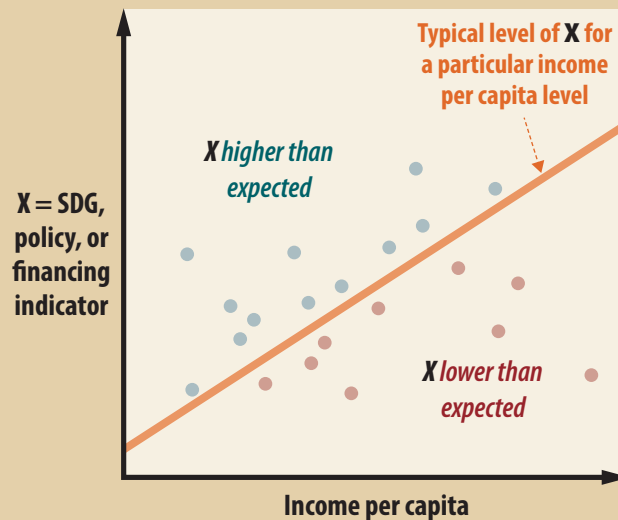
See page XX for a sampling of tweets and to read more about the tweet-a-thon.

## Framework for Country Development Diagnostics Post-2015

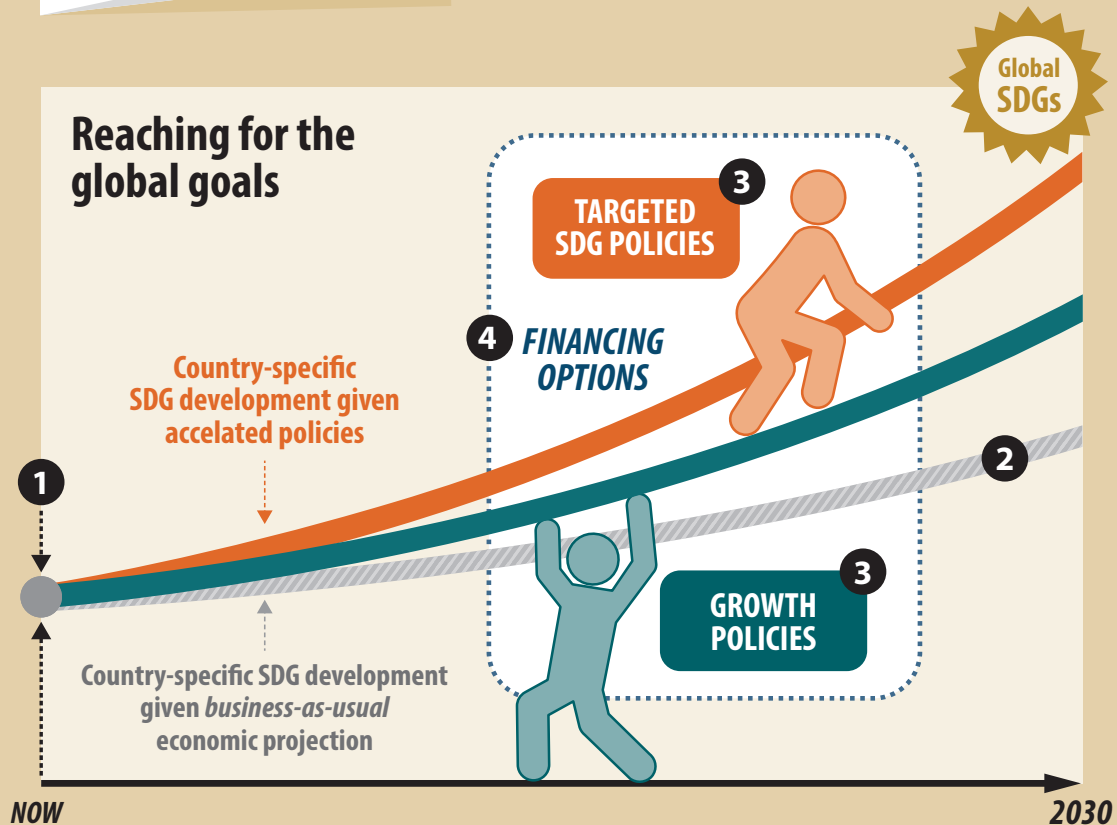
### Framework steps

- 1 Benchmark current levels of SDGs relative to other countries, given income per capita.
- 2 Project SDG levels until 2030, following *business-as-usual* economic development.
- 3 Benchmark current levels of SDG determinants relative to other countries, and discuss potential changes in policies.
- 4 Benchmark current levels of financial indicators relative to other countries, and discuss ways to expand fiscal space for SDG accelerating policies.

### Is your country lagging behind?

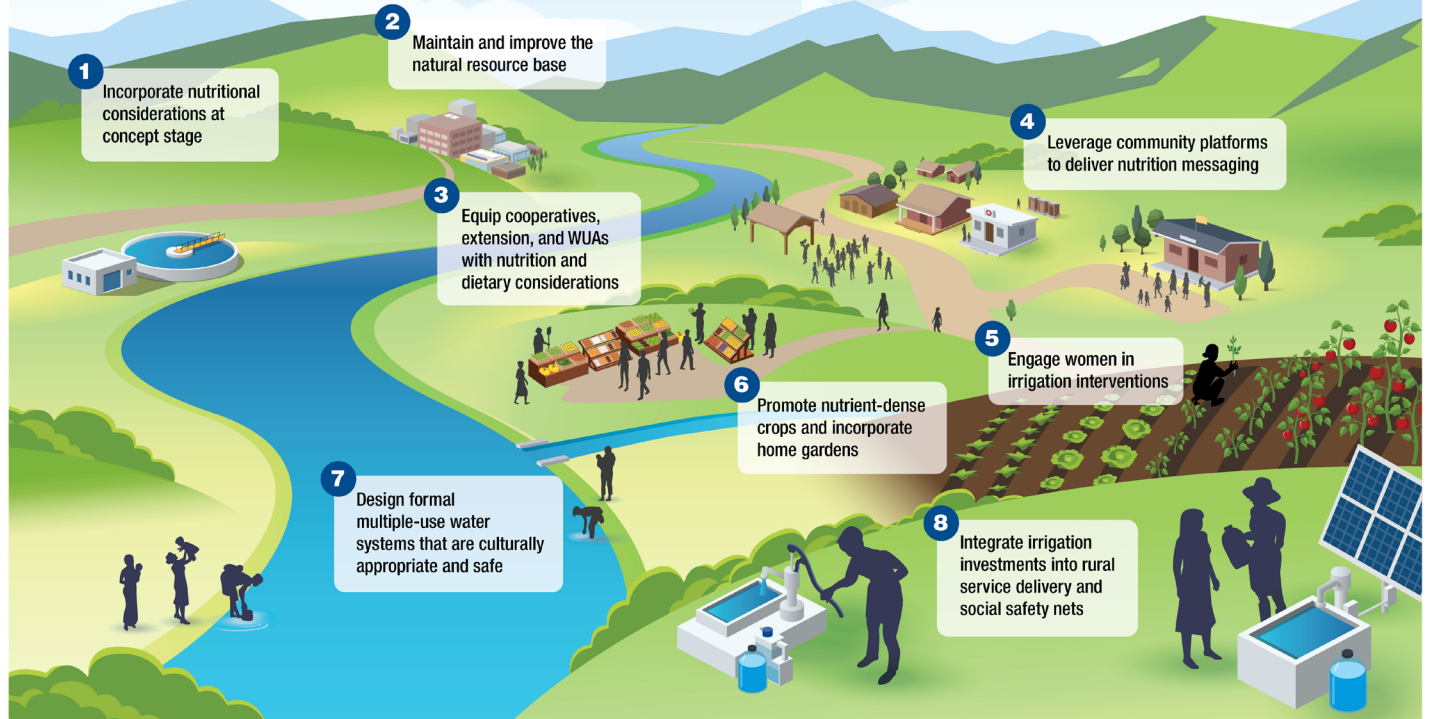


### Reaching for the global goals



# Entry Points for Improved Nutritional Outcomes

The current body of evidence on the links between irrigation, water management, and nutrition provides important clues as to what nutrition sensitive enhancements are needed to achieve greater impacts on early child nutrition. The following approaches are recommended to increase the nutritional impact of irrigation and water management investments.



# Energy Efficiency Investments for Urban Water and Wastewater Utilities



**Electricity costs...**  
the largest "controllable"  
operating costs. **Up to 82%** of the non-labor  
operating costs.



## Save Now!

Investments in  
energy efficiency  
can **reduce energy  
costs by 20-40%**

## Big Savings

Investments in  
energy efficiency  
typically have a  
simple **payback  
between 2  
months to 5  
years**. What are  
you waiting for?







## Time is Money

A simple shift can save up  
to 225%: Load  
management involves the  
simple shift of pumping  
hours from peak to  
off-peak periods.  
The peak electricity tariff can be  
225% higher than the off-peak tariff.  
**Timing your pumping operations is  
a quick way to save money**



## Start saving money today

1	 Energy audit
2	 Load management
3	 Replace pumps, install variable frequency drives and capacitors
4	 Remote sensing (ICT), pressure management, smart pumps, and SCADA systems