

WSSCC NEW BRANDING

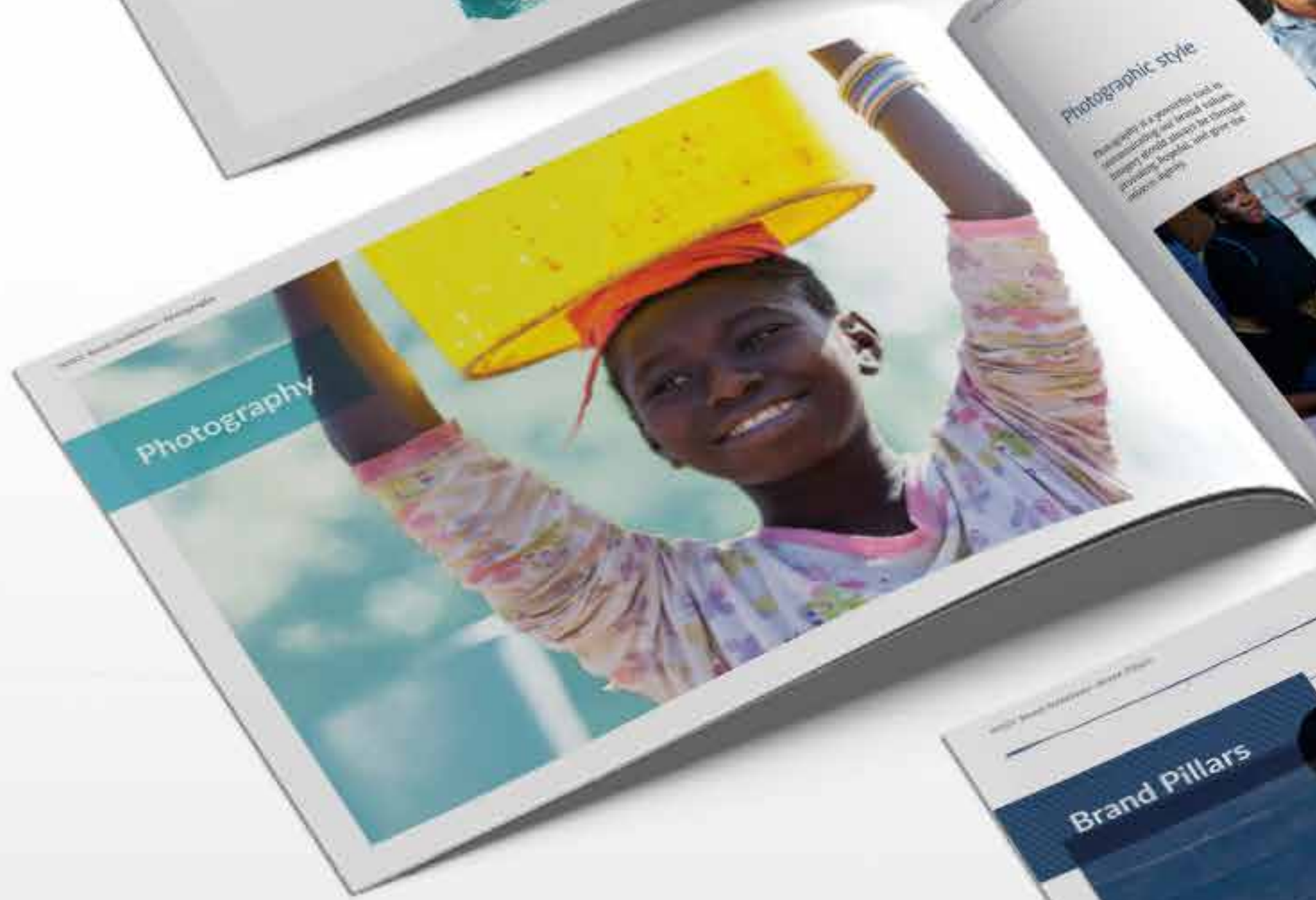
The Water Supply and Sanitation Collaborative Council's vision is of a world where everybody has sustained water supply, sanitation and hygiene.

I designed a new logo that references the previous version, but considers the full scope of WSSCC's work while simultaneously portraying a progressive and modern organisation.

The client was delighted with the new logotype, which was complimented by a comprehensive set of improved brand guidelines, files and templates.





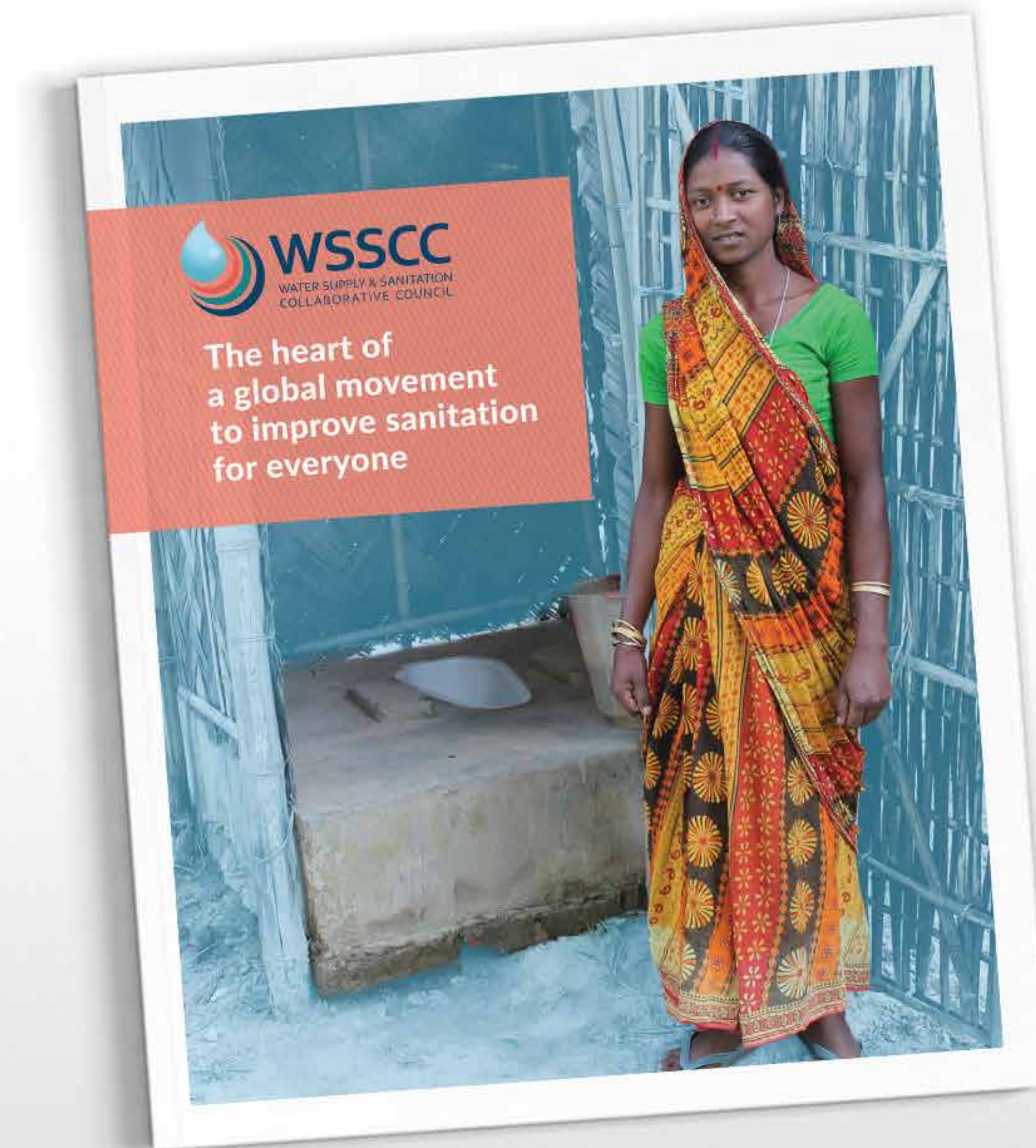




WSSCC BROCHURE

As part of the second wave of brand activation I used the new branding to create their introductory brochure. This applied the extensive thinking behind the secondary colours for the first time which will provide the backbone of WSSCCs deliverables for years to come.

I also then created an interactive e-publication which could be embedded on their website to reach a wider audience.



The Global Sanitation Fund

WSSCC's financing arm, the Global Sanitation Fund (GSF) is the only global fund solely dedicated to improving sanitation and hygiene. To date, we have committed over \$100 million in programmes in 13 countries with the same of the poorest sanitation and hygiene needs.

Through the GSF, we support community-led programmes that can transform the way families and individuals think about sanitation and hygiene. By supporting collective behaviour change activities, GSF partners are creating the conditions for tens of millions of people to live in open defecation free environments and access improved toilets and handwashing facilities. Across GSF-supported countries, a diverse network of thousands of stakeholders, including

households, local leaders, community committees, local governments, NGOs, academic institutions and local entrepreneurs, work together to create lasting solutions.

We know that traditional, top-down approaches that build or subsidise toilets aren't sustainable over the long term. That's why our approach focuses on transforming community standards to create lasting change. Through smart design and engagement with governments at all levels, GSF supported programmes work in thousands of villages and achieve results in relatively short timeframes. They also act as a catalyst for further progress by showing stakeholders what can be achieved with modest investments in community solutions.

Our Results

8.21 MILLION PEOPLE

IN 13 COUNTRIES HAVE IMPROVED TOILETS

9.92 MILLION PEOPLE

LIVE IN OPEN DEFECATION FREE ENVIRONMENTS



13.46 MILLION PEOPLE
HAVE HANDWASHING FACILITIES

Current GSF-supported programmes aim to:

- Help over 22 million people access improved toilets
- Enable over 36 million people to have 85,000 communities to live in environments free of open defecation
- Help over 28 million people access sustainable handwashing facilities
- Engage over 100,000 communities through the community-led total sanitation approach



GSF in Action: Madagascar

With support from the GSF, Madagascar has become an international leader in the effort to end open defecation. In just a few years and with a relatively modest investment, the country has achieved extraordinary gains in improving living conditions and health for millions of Malagasy people.

Since 2010, the GSF-supported programme in Madagascar has facilitated behaviour change activities in over 17,000 communities throughout the country. In these communities, over 1.4 million people have stopped practicing open defecation, over 530,000 have gained access to improved toilets, and close to 5 million have gained access to handwashing facilities.

Now the government of Madagascar is working to extend this success to all of its citizens. In 2014, the Prime Minister declared that the country was committed to becoming Africa's first open defecation free country by 2019.

Collaboration

To achieve lasting progress in sanitation, collaboration is essential. Changing millennia-old sanitation practices requires many different sectors to work in concert, from community leaders to NGOs to governments.

WSSCC is the engine of collaboration for the sanitation sector – a convener and a hub for every organization and individual working to end the sanitation crisis. We serve as a village square, bringing together experts, innovators, world leaders and community workers at international conferences and online. We help these partners share their knowledge and find new opportunities to work together.

In 10 countries, we convene and support national WASH coalitions that advocate for and implement stronger programmes and policies. We work with national governments to shape strategic plans for improving sanitation and hygiene, ensuring that they learn from and build on the work of others in the field.

We work to activate the private sector, from multinationals, corporations to entrepreneurs in developing countries. We help these partners understand where their resources, voice and expertise can make the greatest difference.



Collaborative advocacy

With a variety of partners, WSSCC advocates for progress on sanitation and hygiene.

For example, WSSCC works with the Global Poverty Project (GPP) and its Global Citizen Festival to ensure commitments to sanitation and hygiene by governments and partners from developing and developed countries. In 2014, the Prime Ministers of Madagascar and Nepal committed \$320 million in public finance for sanitation. The partnership with GPP breaks ground through its innovative ability to connect the entertainment industry with educational activities and concerned organizations.

Other global partners for collaborative advocacy and technical work include Sanitation and Water for All (SWA), UN-Water, the UN Millennium Campaign, WaterAid, The World Health Organization, UNICEF, and the Executive Office of the UN Secretary-General, plus many partners at the national and regional levels.

At the global level, we bring together voices from around the world to advocate for the millions of people living without access to sanitation. Our efforts played a central role in ensuring that sanitation is a priority in the Millennium Development Goals, and have contributed to shaping the post-2015 Sustainable Development Goals for sanitation, including its target to end open defecation worldwide by 2030.

Hand-in-hand with our partners and members in 130 countries, we are building a world where all people – regardless of their location or economic or social status – have access to decent sanitation and hygiene.



Photo credit: Global Citizen Festival. Photo credit: Global Citizen Festival. Photo credit: Global Citizen Festival.



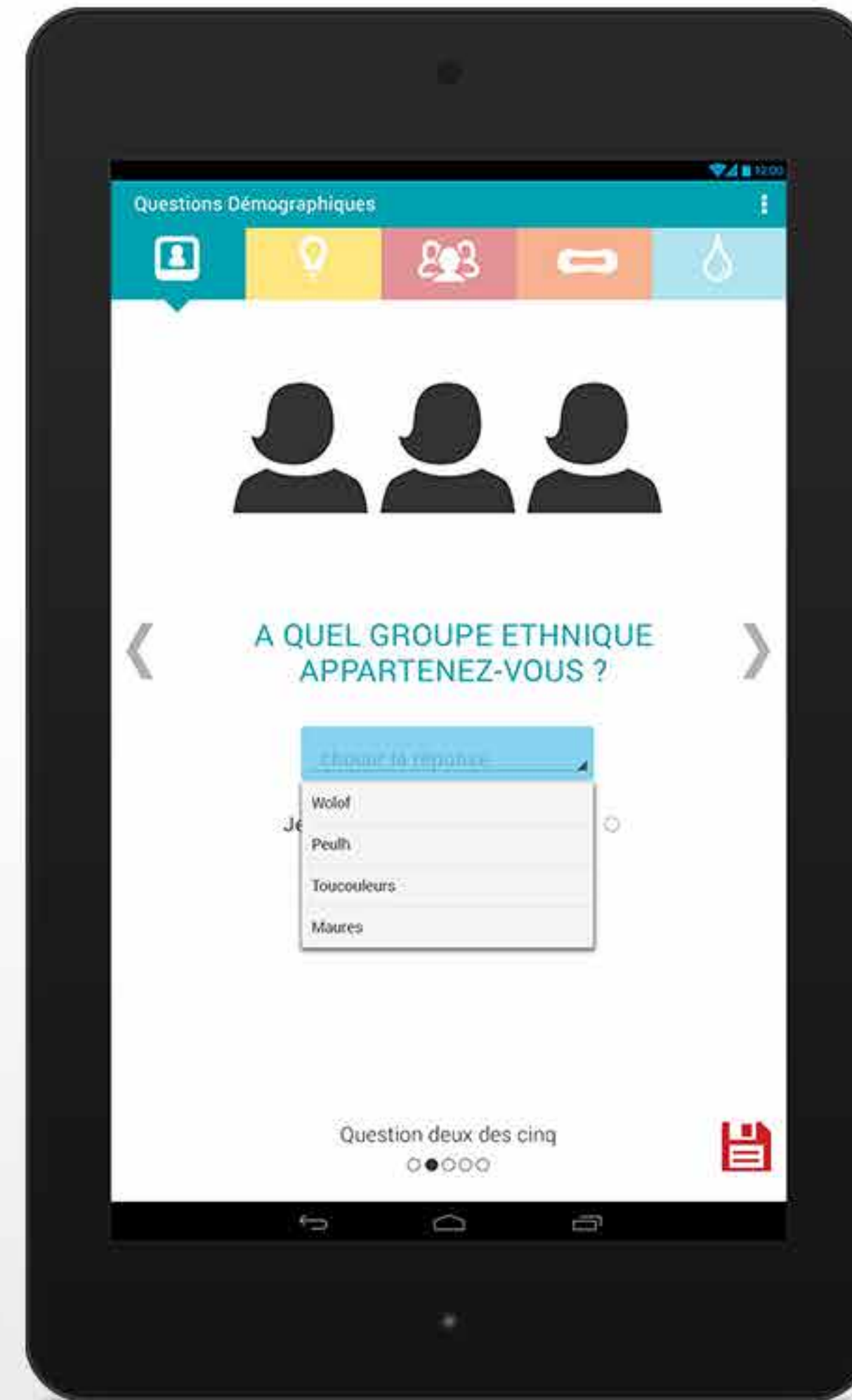
WSSCC TABLET MHM QUESTIONNAIRE

WSSCC has been running the ground-breaking initiative Menstrual Hygiene Management for a few years. It's aim is to break taboos surrounding a natural human process to help make women girls happier, healthier and safer.

They realised they needed a way of compiling all of the information they collected from working in the field. I designed an app for them to load onto their tablets and let the women and girls fill out the information themselves. It was a challenge to consider that many of their audience is not fully literate, so we explored and implemented icons and infographics to aid them.

At the end of the day, the WSSCC staff member could upload the data collected to a specialised site which collated the information gathered in a simple and accessible way.







Questions à poser
quelles
Group
Cote d'Ivoire
175



Enquête du WSSCC
sur la gestion de
l'hygiène menstruelle

cliquez pour démarrer



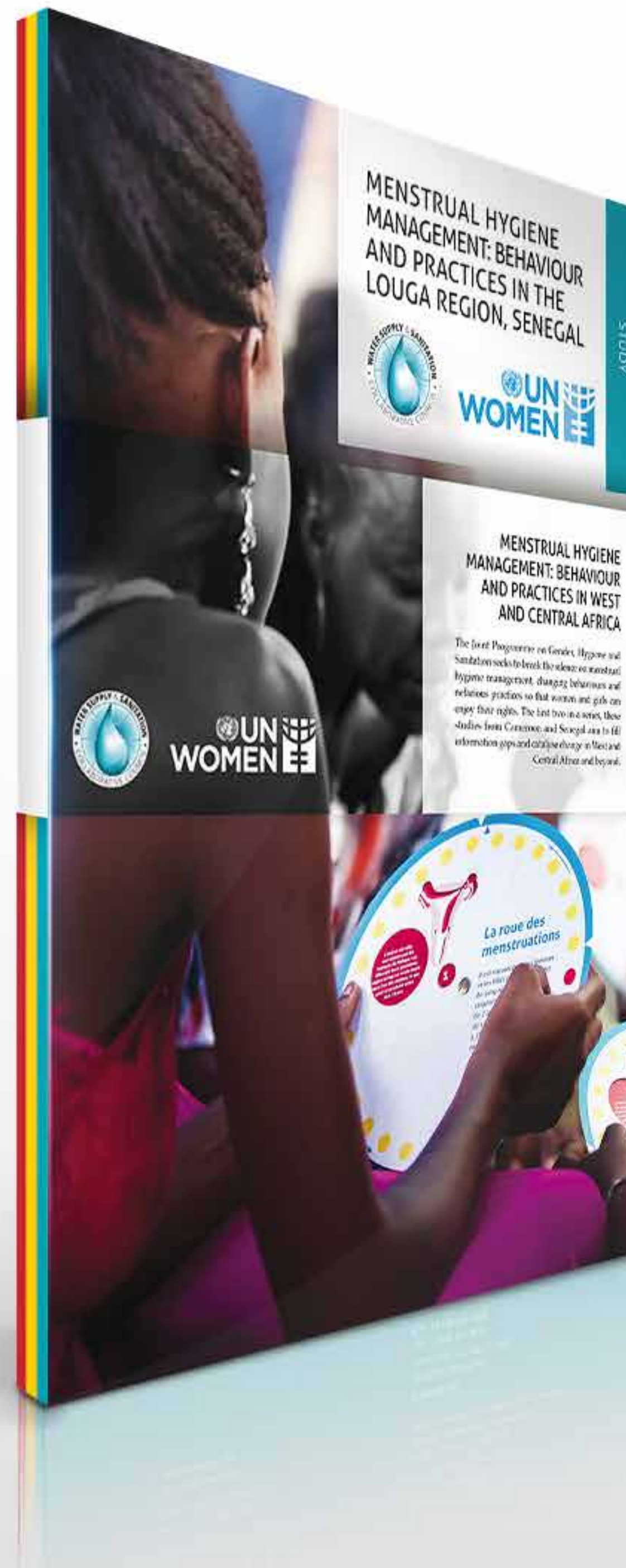
WSSCC MHM CASE STUDIES

This project was the product of the information gathered by using the MHM app.

A series of three reports were produced for the three areas of North Africa that the WSSCC team visited. Each used colours to differentiate the reports on the outside, and link them on the inside.

For a Sanitation & Hygiene conference I created a bellyband that held the three reports together in an inexpensive way.

Each report was produced in English and French, the bellyband was bi-lingual.







IMPACT OF MENSTRUATION ON THE LIVING CONDITIONS OF WOMEN AND GIRLS

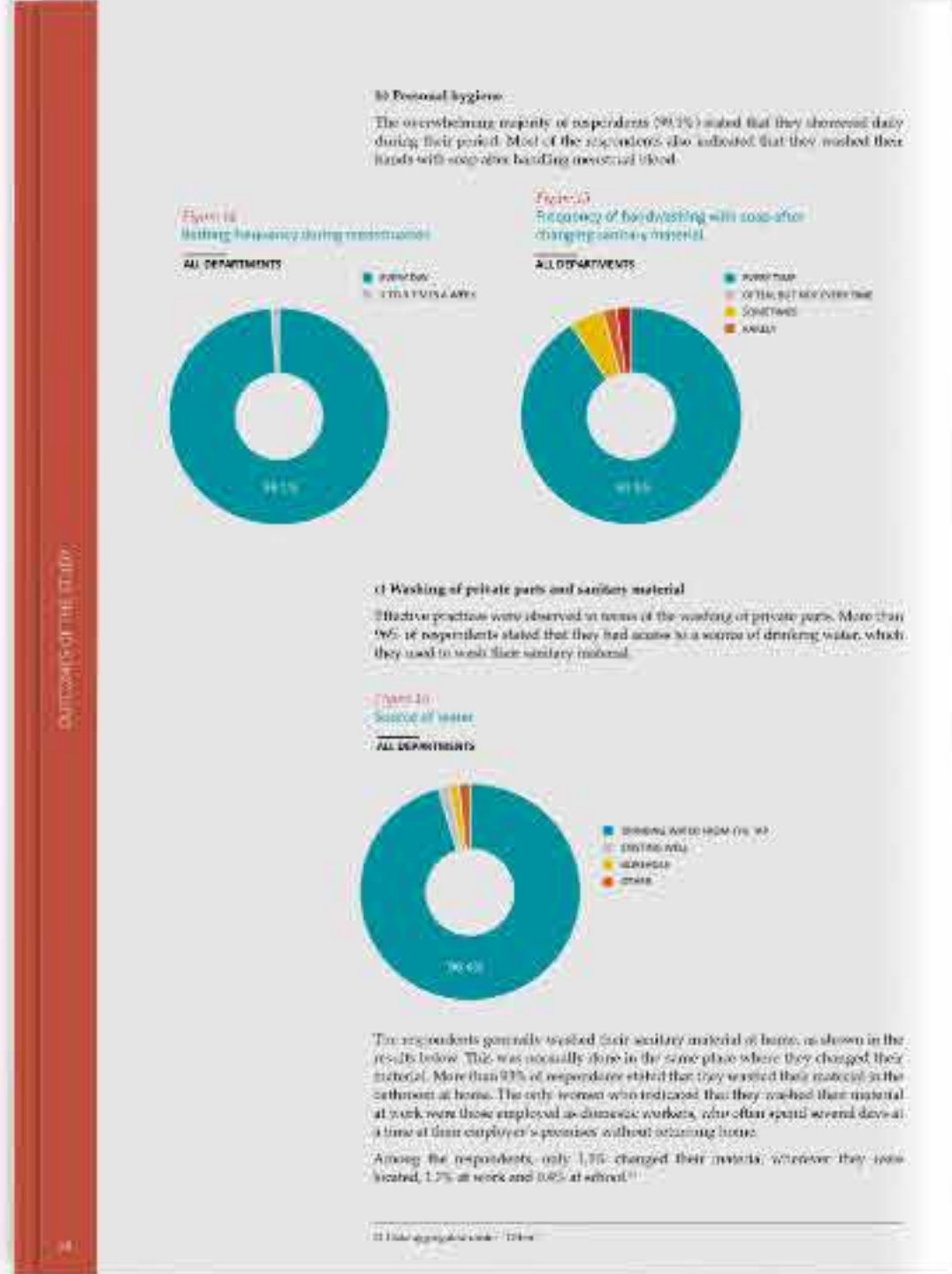
Menstruation and adulthood

With the onset of 'menarche' or the first period, a girl is considered an adult and suitable for marriage. Early marriage is prevalent in several ethnic groups in Senegal. In 2010, around 25% of women aged 15-19 in Senegal were married.²² In this study conducted in five large regions in northern Senegal, 73% of the girls aged 14-19 stated that they were married, like or like the person who attended the MMD Lab stated that 'even as a young girl (we had) sex (and) got pregnant or to marry someone'. (Narration from Doukkali)

A recent study conducted in France revealed that 'adolescent girls (16-19) girls questioned do not see menstruation as a major milestone on the path to adulthood, but rather as a commonplace event in a more global process. (...) Rather than a sign or femininity, menstruation seems (in their view) to be a sign of good health.²³ Through access to the right information, girls are able to understand - before the onset of their first period - that the phenomenon is a natural, biological process that should not cause the fear or concern observed among the respondents in this study. Furthermore, it should not be viewed as the transition from adolescence to adulthood.

It is important to mention the legal position concerning age and marriage. Article 16 (para. 1) of the Universal Declaration of Human Rights states that "Men and women of full age, without any limitation due to race, nationality or religion, have the right to marry and to found a family. They are entitled to equal rights in marriage, during marriage and at its dissolution." Para. 2 states that "Marriage shall be entered into only with the free and full consent of the intending spouses." The Convention on Consent to Marriage, Minimum Age for Marriage and Registration of Marriages outlines this principle. Article 1 states that "No marriage shall be legally entered into without the full and free consent of both parties, such consent to be expressed by them in person after due publicity and in the presence of the authority competent to solemnize the marriage and of witnesses, as prescribed by law." In Senegal, the law has historically been changed, raising the age of consent to marriage for girls from 16 to 18.

²² Mapping Early Marriage in West Africa, a joint effort of International Child Health Centre and the City Council of Dakar, Senegal, September 2010.
²³ L'impact de la menstruation: Une expérience de vie et de santé. Recherche de terrain en santé publique. Denis Decroix, a M.D., Ph.D., M.P.H., M.Sc., Faculty of Medicine, University of Namur, 2006.



Hygiene during menstruation

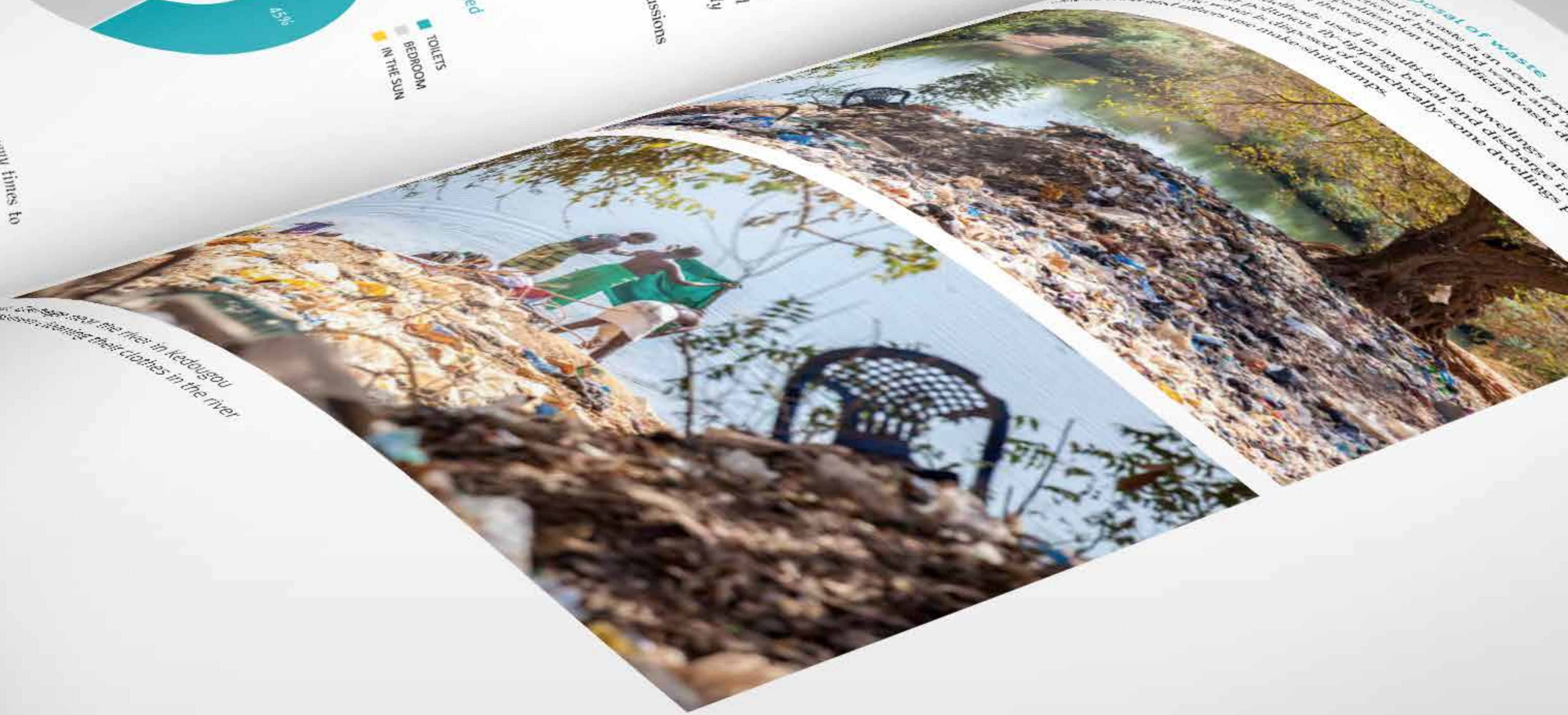
During your period, how many times to you change your sanitary material? Do you often do you change your sanitary material? How often do you change your sanitary material? Do you often do you change your sanitary material? Do you often do you change your sanitary material?

69% of respondents said that they showered at least twice a day when they were menstruating. It should be noted that 69% of the girls and women in rural and urban areas. In detail:

- 69% of respondents said that they showered at least twice a day when they were menstruating.
- It should be noted that 69% of the girls and women in rural and urban areas.
- In detail:



Washing their clothes in the river in Keduogou



Waste and disposal of waste

However, data show that 45% dry it in toilets, 17% in the bedroom, and 38% in the sun. However, data show that 45% dry it in toilets, 17% in the bedroom, and 38% in the sun.

IDF WDD CAMPAIGN 2016

The International Diabetes Federation organises World Diabetes Day every year - the world's largest diabetes campaign with events in more than 100 countries.

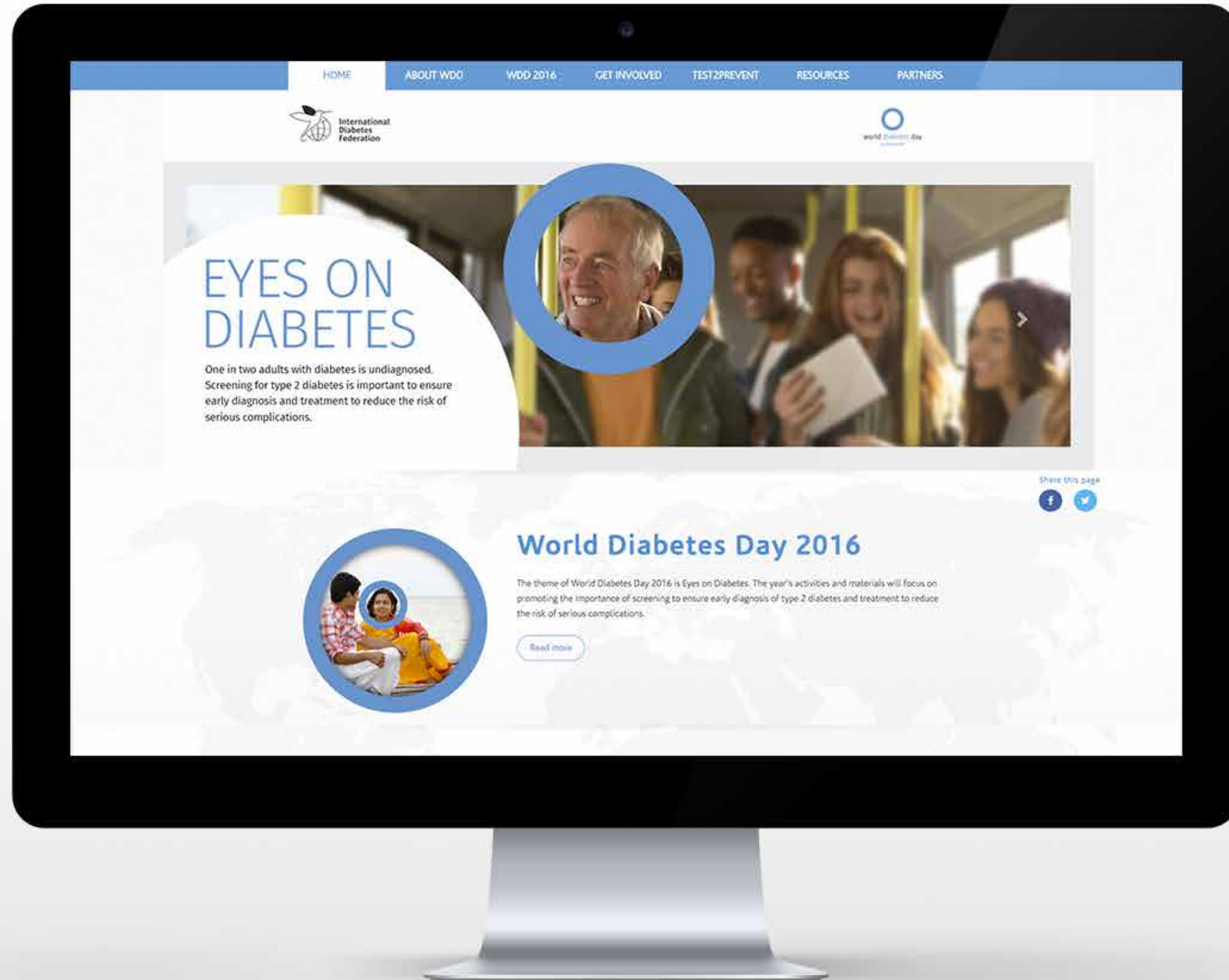
On the theme of 'Eyes On Diabetes' I created a series of campaign materials that could be downloaded and printed out, or shared on social media. Space was included so that any of IDF's 'partners' could include their logo.

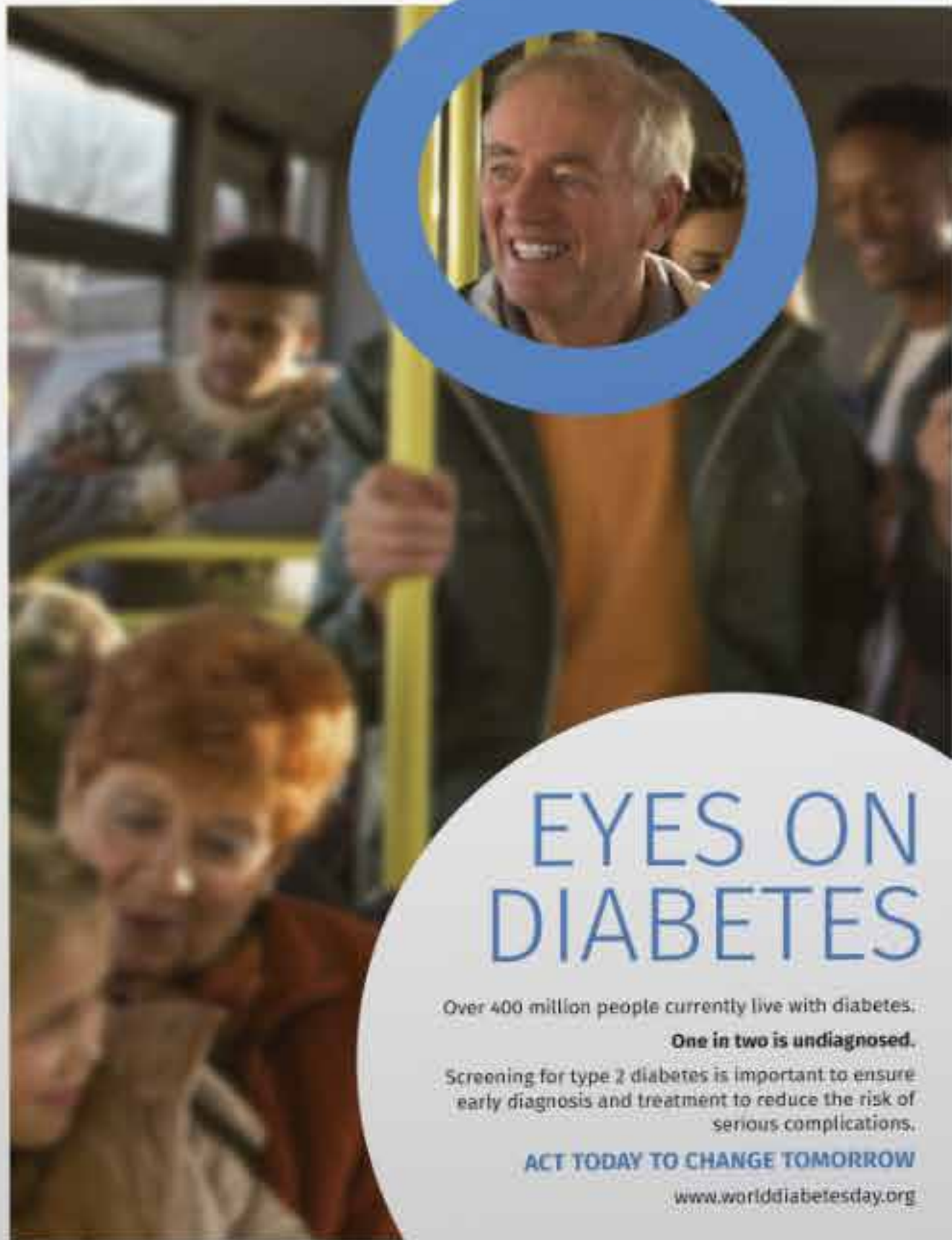
The materials were created in English, French and Spanish.

The materials included: Posters, infographics, web banners, social media posts, an interactive e-pub toolkit, micro-site, a BMI questionnaire and a twitter event 'heat map'.

122,000 tweets and instagram posts were tracked by the 'heat map' on the first day.

IDF were so happy with the 2016 campaign that we pitched, and won, to do the 2017 campaign.





EYES ON DIABETES

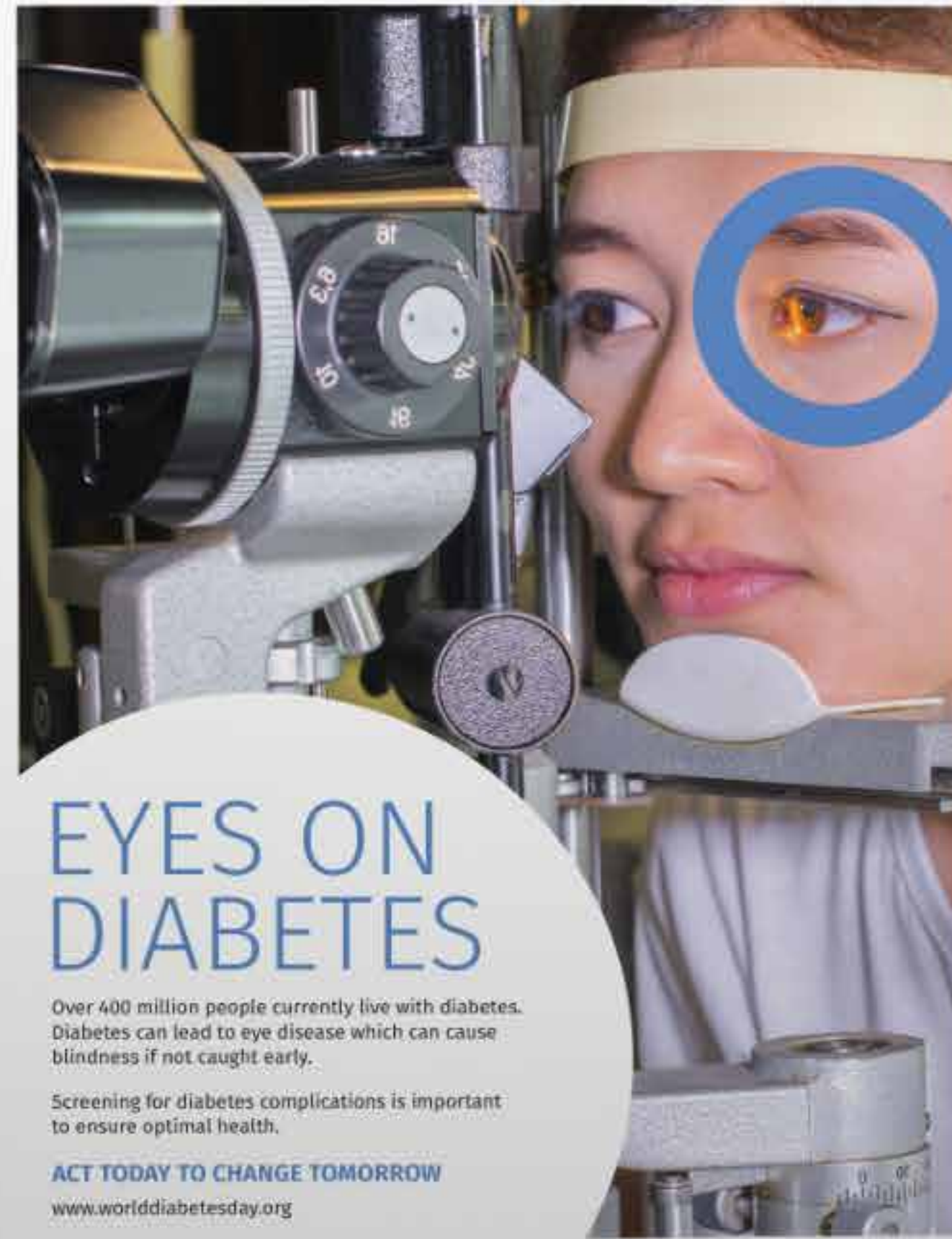
Over 400 million people currently live with diabetes.

One in two is undiagnosed.

Screening for type 2 diabetes is important to ensure early diagnosis and treatment to reduce the risk of serious complications.

ACT TODAY TO CHANGE TOMORROW

www.worlddiabetesday.org



EYES ON DIABETES

Over 400 million people currently live with diabetes. Diabetes can lead to eye disease which can cause blindness if not caught early.

Screening for diabetes complications is important to ensure optimal health.

ACT TODAY TO CHANGE TOMORROW

www.worlddiabetesday.org



EYES ON DIABETES

THE ISSUE

415 MILLION ADULTS WITH DIABETES
640 MILLION BY 2040



THE CHALLENGE

1 IN 2 ADULTS WITH DIABETES IS UNDIAGNOSED. MOST OF THESE CASES ARE TYPE 2 DIABETES.

WHAT DOES THIS MEAN?

MANY PEOPLE WITH UNDIAGNOSED TYPE 2 DIABETES ALREADY HAVE COMPLICATIONS:

- RETINOPATHY
- CARDIOVASCULAR DISEASE
- KIDNEY DISEASE
- NEUROPATHY



SYMPTOMS OF DIABETES INCLUDE:

- EXCESSIVE THIRST
- WEIGHT LOSS
- FREQUENT URINATION
- LACK OF ENERGY
- BLURRED VISION

A SOLUTION

SCREENING FOR TYPE 2 DIABETES IS IMPORTANT TO ENSURE EARLY DIAGNOSIS AND TREATMENT



DIABETES RISK SCORES ARE SIMPLE AND COST-EFFECTIVE METHODS OF IDENTIFYING PEOPLE WITH UNDIAGNOSED TYPE 2 DIABETES

ACT TODAY TO CHANGE TOMORROW

www.worlddiabetesday.org



EYES ON DIABETES

THE ISSUE

415 MILLION ADULTS WITH DIABETES
640 MILLION BY 2040

PEOPLE WITH TYPE 1 AND TYPE 2 DIABETES ARE AT RISK OF LIFE-THREATENING COMPLICATIONS



THE CHALLENGE

DIABETES IS A LEADING CAUSE OF:

- BLINDNESS
- CARDIOVASCULAR DISEASE
- KIDNEY FAILURE
- LOWER-LIMB AMPUTATION

WHAT DOES THIS MEAN?

GLOBAL HEALTH SPENDING TO TREAT DIABETES AND MANAGE COMPLICATIONS WAS ESTIMATED AT **USD 673 BILLION** IN 2015 (12% OF GLOBAL HEALTH EXPENDITURE)



A SOLUTION

DIABETES COMPLICATIONS CAN BE PREVENTED OR DELAYED BY MAINTAINING BLOOD GLUCOSE, BLOOD PRESSURE AND CHOLESTEROL LEVELS AS CLOSE TO NORMAL AS POSSIBLE



MANY COMPLICATIONS CAN BE PICKED UP IN THEIR EARLY STAGES BY SCREENING PROGRAMMES THAT ALLOW TREATMENT TO PREVENT THEM BECOMING MORE SERIOUS

**SCREENING FOR DIABETES COMPLICATIONS IS ESSENTIAL
ACT TODAY TO CHANGE TOMORROW**

www.worlddiabetesday.org



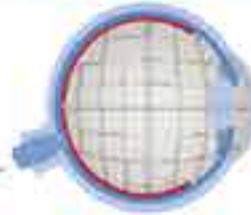
EYES ON DIABETES

THE ISSUE

415 MILLION ADULTS WITH DIABETES **640 MILLION** BY 2040

EVERYONE WITH DIABETES IS AT RISK OF LOSING VISION

DIABETIC RETINOPATHY OCCURS AS A DIRECT RESULT OF CHRONIC HIGH BLOOD GLUCOSE (HYPERGLYCAEMIA), CAUSING DAMAGE TO THE SMALL BLOOD VESSELS OF THE RETINA
DIABETIC RETINOPATHY CAN LEAD TO BLINDNESS



RISK FACTORS FOR DEVELOPING RETINOPATHY:

- DURATION OF DIABETES
- HIGH BLOOD GLUCOSE LEVELS
- HIGH BLOOD PRESSURE



THE CHALLENGE

DIABETES IS A LEADING CAUSE OF BLINDNESS

OVER ONE THIRD OF PEOPLE WITH DIABETES WILL DEVELOP VISION LOSS

WHAT DOES THIS MEAN?

THE PERSONAL AND SOCIAL COSTS OF VISION LOSS THREATEN TO OVERWHELM HEALTH AND SOCIAL CARE SYSTEMS



A SOLUTION

EARLY DETECTION AND TIMELY TREATMENT OF DIABETIC RETINOPATHY CAN PREVENT VISION LOSS

REGULAR EYE SCREENING BEGINS WITH PRIMARY HEALTH PROFESSIONALS



**SCREENING FOR DIABETIC RETINOPATHY MUST BECOME AN INTEGRAL PART OF DIABETES CARE
ACT TODAY TO CHANGE TOMORROW**

www.worlddiabetesday.org



EYES ON DIABETES

Support WDD online

- Share WDD key messages
- Promote WDD website
- Promote the campaign on social media
 - like, share and retweet
- Promote the campaign on your website
- Share WDD posters and infographics
- Share WDD visuals on social media channels
- Use the WDD headers on social media channels
- Take a blue circle selfie and share it on social media channels
- Submit your WDD photos

Follow World Diabetes Day on social media

- Join us on Facebook
- Follow us on Twitter and create your own #WDD tweet or share our messaging
- Join the conversation on IDF's Diabetes public
- Share and post WDD videos on YouTube

The official hashtag of the campaign is #WDD

Topic Hashtags: #Diabetes #DiabetesComplications
 #DiabeticRetinopathy #DiabetesAwareness #11.9.16 #HourOfDiabetes
 Twitter handle: @WDD16



EYES ON DIABETES

KEY MESSAGES

Screening for type 2 diabetes is important to modify its course and reduce the risk of complications

Diabetes is a huge and growing burden: 415 MILLION ADULTS were living with diabetes in 2015 and this number is expected to increase to around 642 MILLION or one in ten adults by 2040!

Up to 70% OF TYPE 2 DIABETES CASES CAN BE PREVENTED or delayed by adopting healthier lifestyles, equivalent to up to 160 million cases by 2040!

With increasing levels of poor nutrition and physical inactivity among children in many countries, type 2 diabetes in childhood has the potential to become a GLOBAL PUBLIC HEALTH ISSUE leading to serious health outcomes!

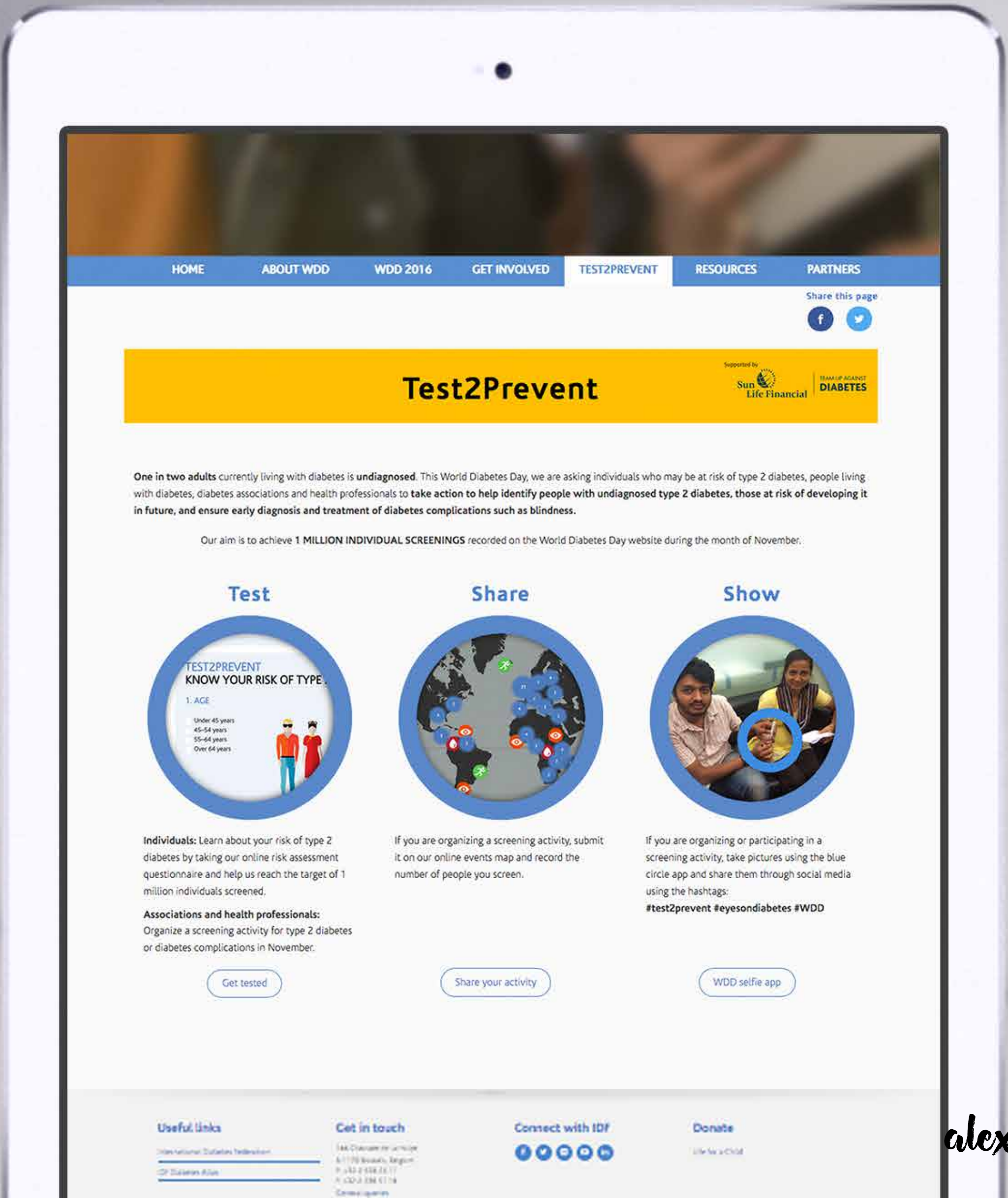
ONE IN TWO adults with diabetes is UNDIAGNOSED!

Many people live with type 2 diabetes for a long period of time without being aware of their condition. By the time of diagnosis, diabetes COMPLICATIONS may already be present.

12% OF TOTAL GLOBAL EXPENDITURE on health is currently spent on adults with DIABETES!

The number of PEOPLE WITH DIABETES in LOW- AND MIDDLE-INCOME COUNTRIES will continue to grow, posing a threat to sustainable development. For example by 2040, the number of people with diabetes in Africa is expected to DOUBLE!

alex dring



alex dring

TRAD SEMINAR TOUCHSCREENS

TRAD Group is one of the largest scaffolding companies in the UK. They rented a space in a central London location to hold a client seminar; for current and prospective clients alike.

I proposed the idea of creating touchscreens that would let the attendees explore two of the TRAD divisions in an exciting and engaging way. While the attendees could use them at their leisure on their own, they could also be used by TRAD staff as a visual aid when discussing a certain product or project.

Each screen contained extensive high quality imagery and videos, the screens were also wifi enabled to allow the user to go to TRAD's website and sign up for their newsletter.







TRAD
SCAFFOLDING COMPANY LTD

“Ours is a unique company, forged over forty-five years through sheer hard work, application and professionalism. We have become one of the largest scaffolding groups in the UK by challenging ourselves and our people to be the best at what we do. Acting with integrity, we strive to give our clients the most efficient, safest and professional service possible”

DES MOORE
TRAD GROUP MANAGING DIRECTOR

- ABOUT TRAD
- PROJECTS
- CLIENT VIEWPOINT
- PRODUCTS
- PLAY IT SAFE CAMPAIGN

PART OF THE GROUP OF COMPANIES

< PREVIOUS NEXT > ●●●●●

COMPANY STRUCTURE

TRAD Scaffolding has a unique and very successful operating structure with each of its three divisions working independently with its own staff. Each division serves its own long-standing customer base.

With the full support of the ALTRAD Group, the three scaffolding divisions are run by Divisional Directors, Chris Smith, Peter McShane, and Tony Mileham.

Chris Smith and Peter McShane's divisions are based at Bromley.

Collectively, each division is responsible for a combined turnover of over £30 million per year. The three divisions employ over 50 office staff with a workforce of over 300 operatives.

See where our divisions are by touching the map.

- HEATHROW OFFICE
- BARKING DISTRIBUTION YARD
- BROMLEY-BY-BOW HEAD OFFICE

45 years+
OF REPEAT BUSINESS

£30 million+
PER YEAR TURNOVER

FOOTBALL CLUB ROOF HOSPITAL FITTING

CHELSEA FC STAMFORD BRIDGE

CLIENT: CHELSEA FC
ADDRESS: CHELSEA
PROJECT VALUE: £304K

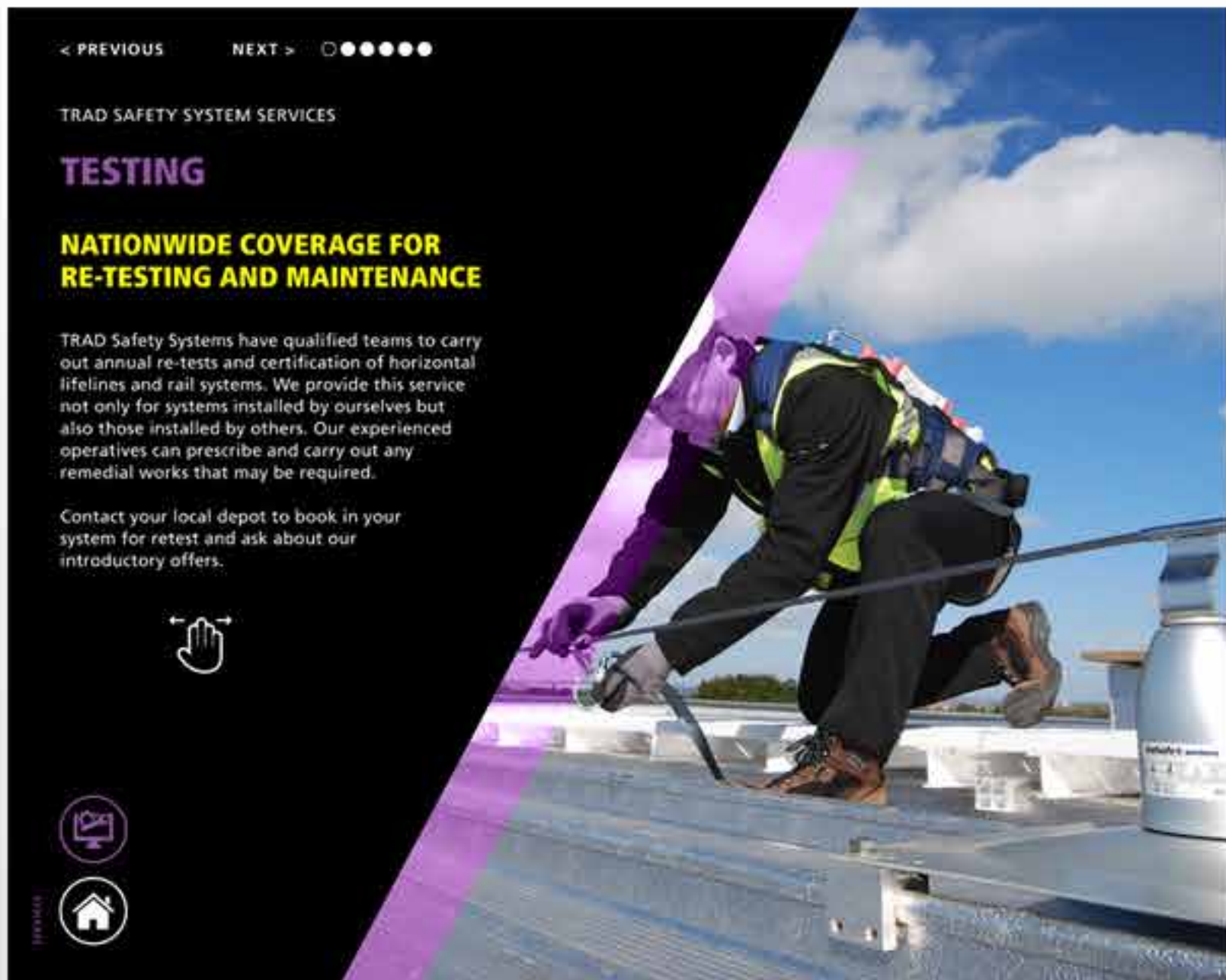
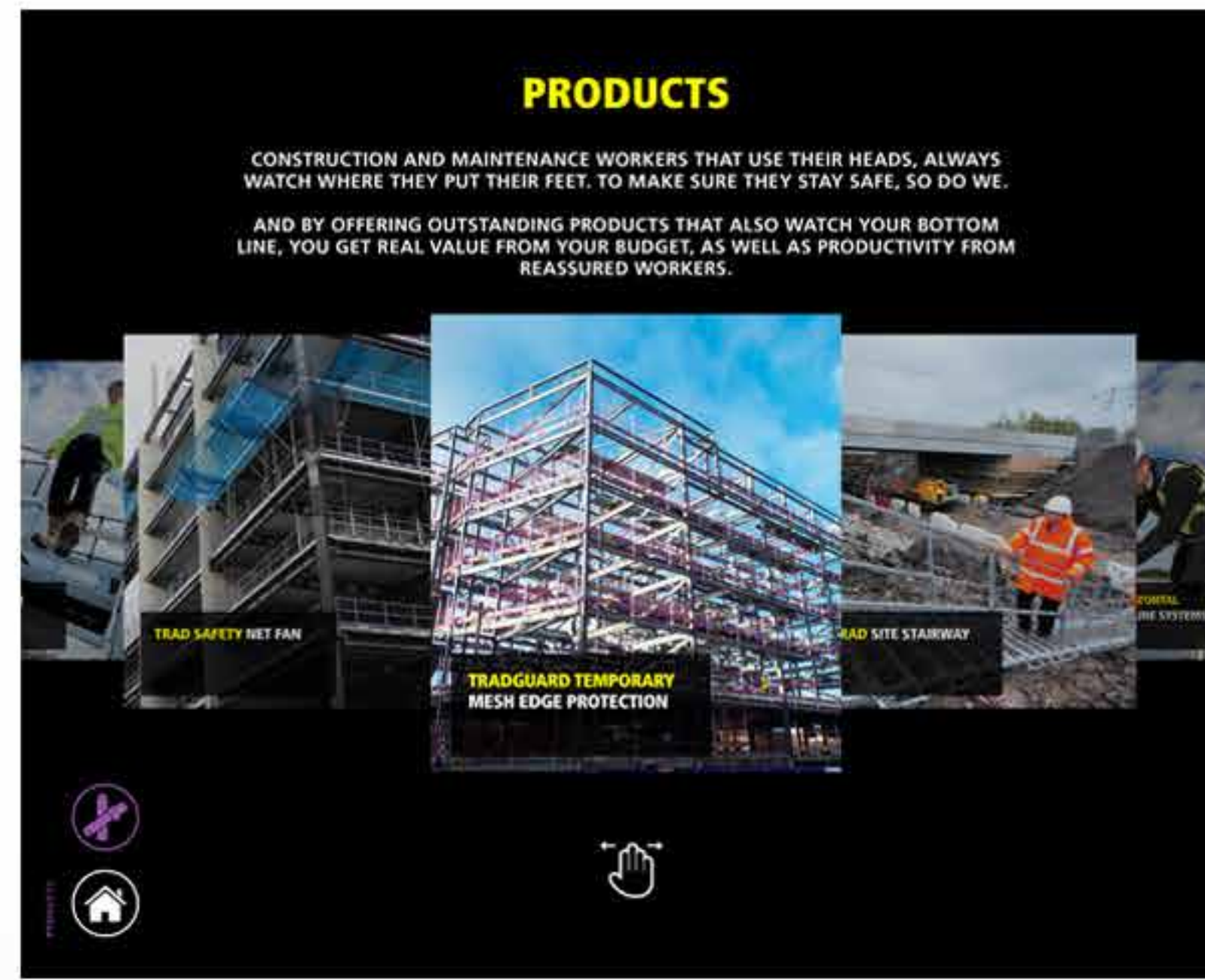
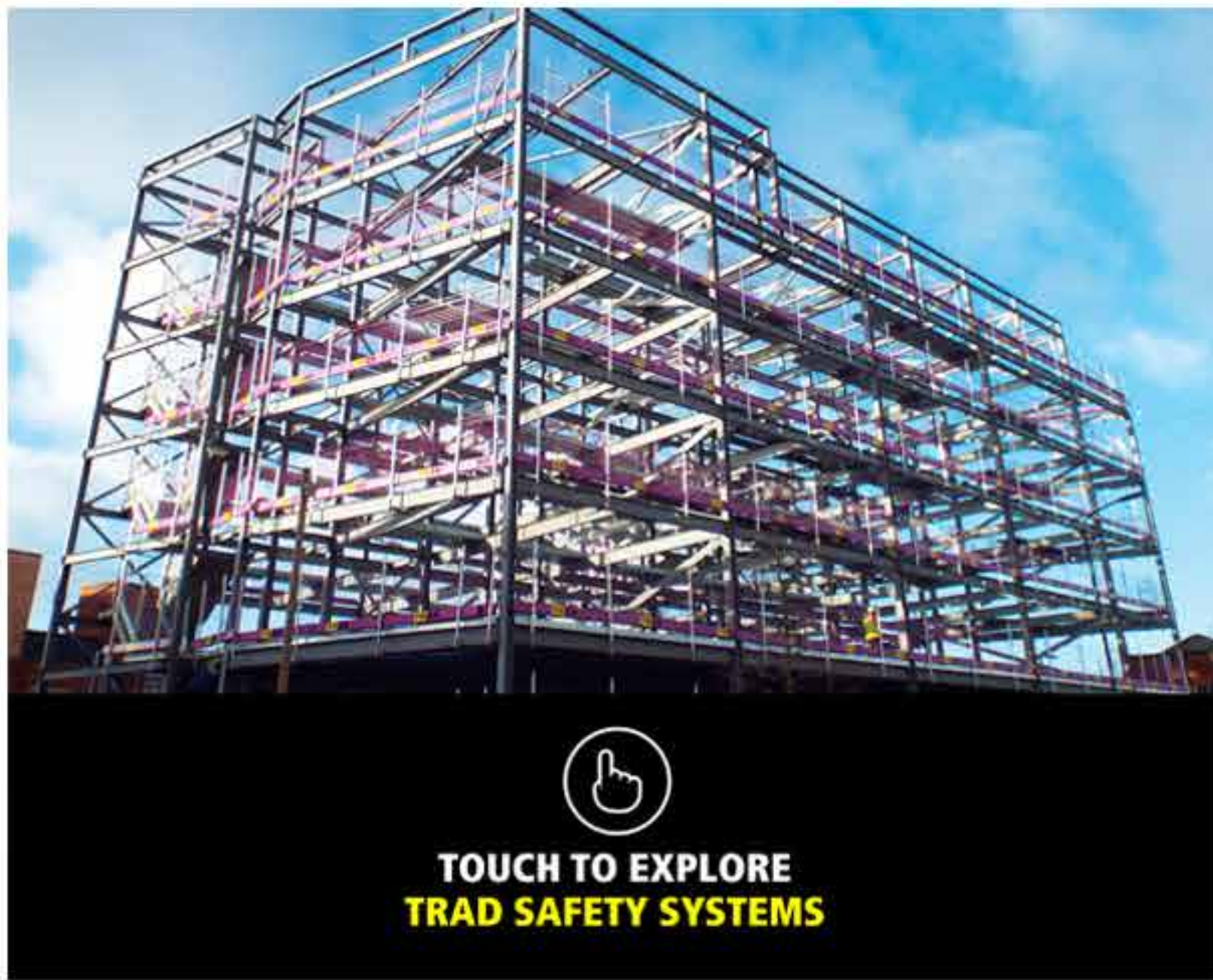
Given the football theme of our 'Play it Safe' campaign, it seemed fitting that TRAD Scaffolding was successful in securing the scaffolding package for the new lighting systems around the roof at Stamford Bridge.

With difficult access into the ground and only seven weeks to erect and dismantle over 28,000m², we opted for a system scaffold to meet the tight deadline.

We were also asked to provide some cantilever scaffolds at high level to access the roof edge on the East Stand. This required extensive planning in regards to project safety.

We thank our workforce for their diligence in completing this prestigious project.

alex dring



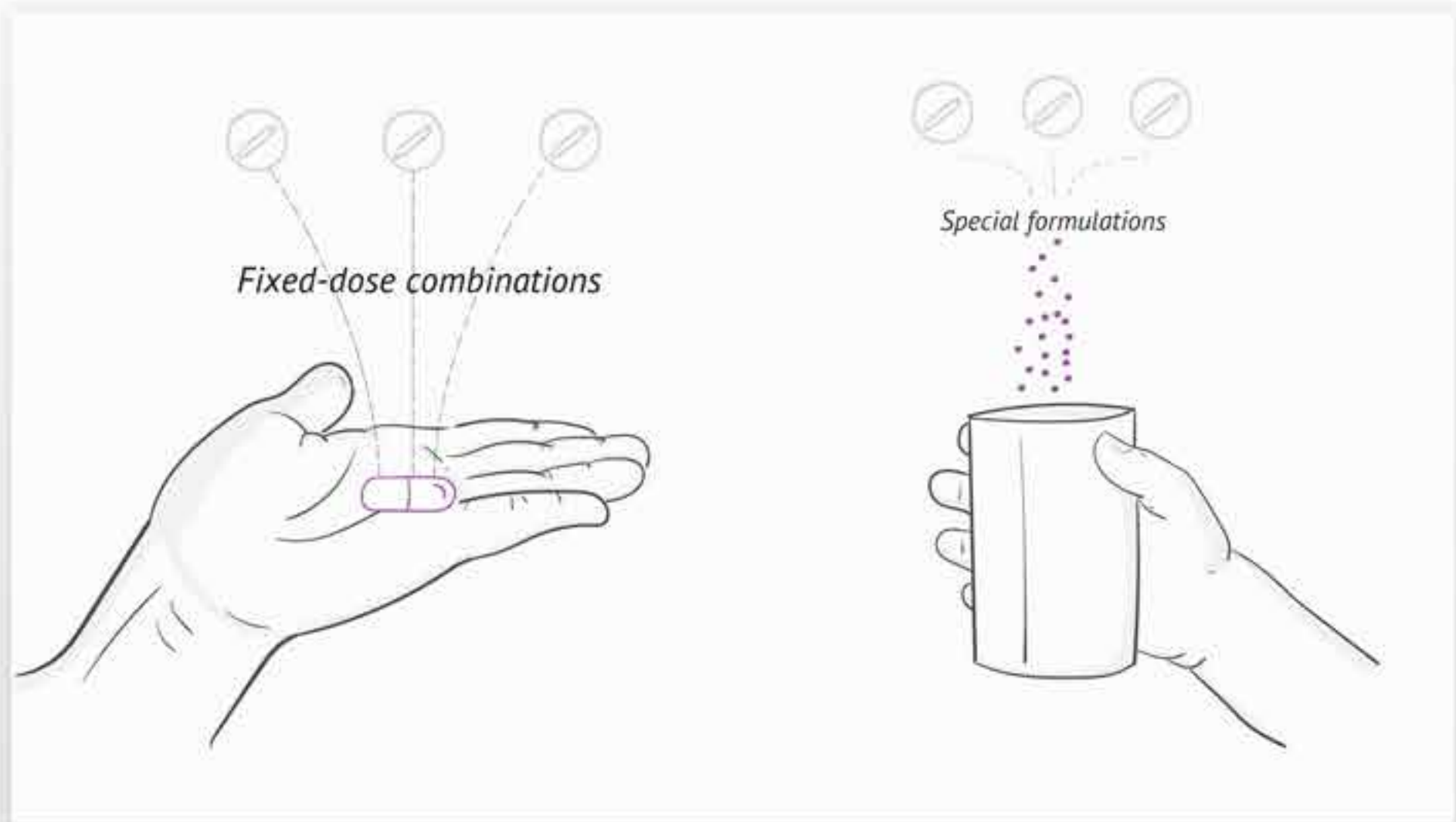
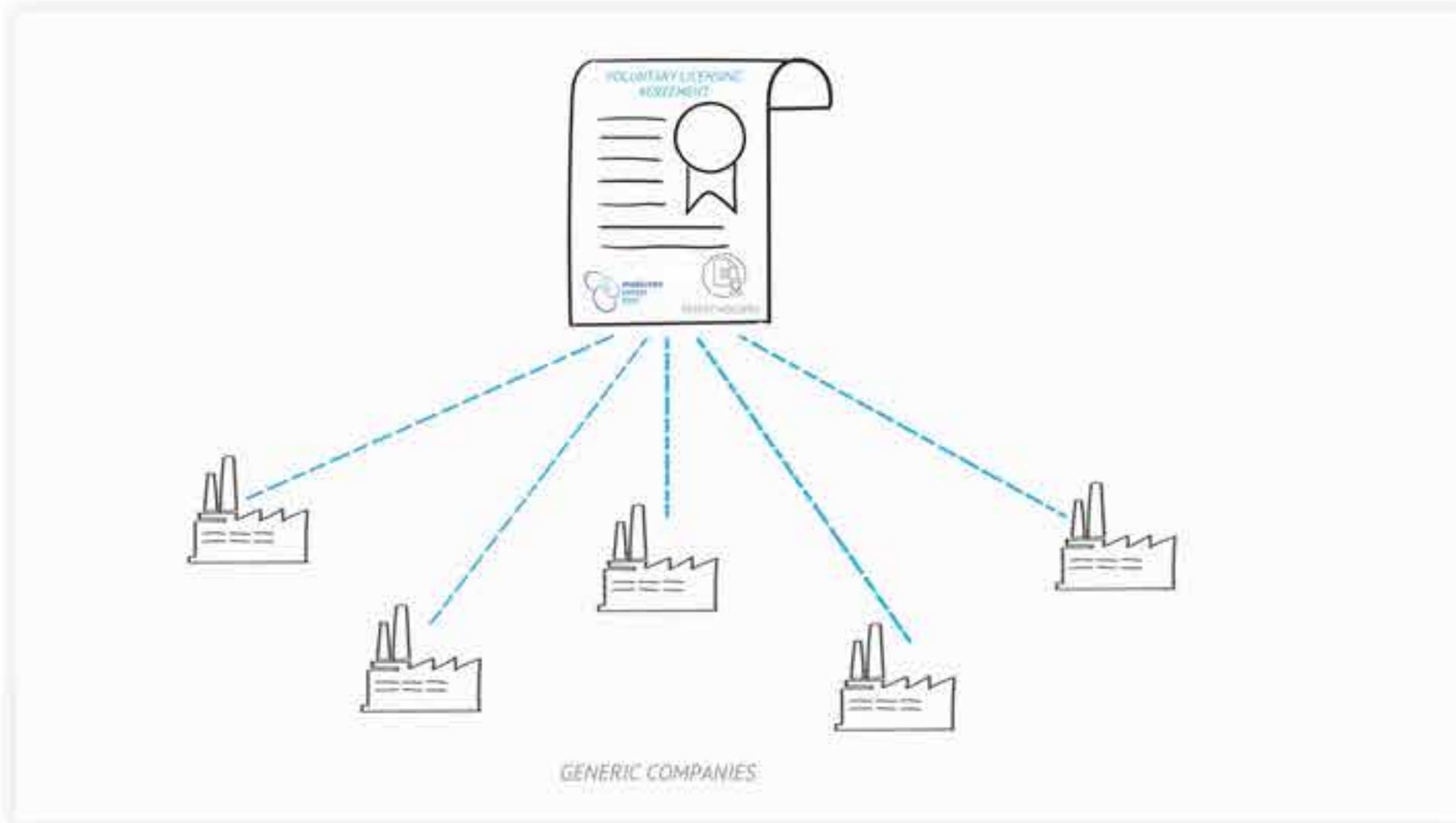
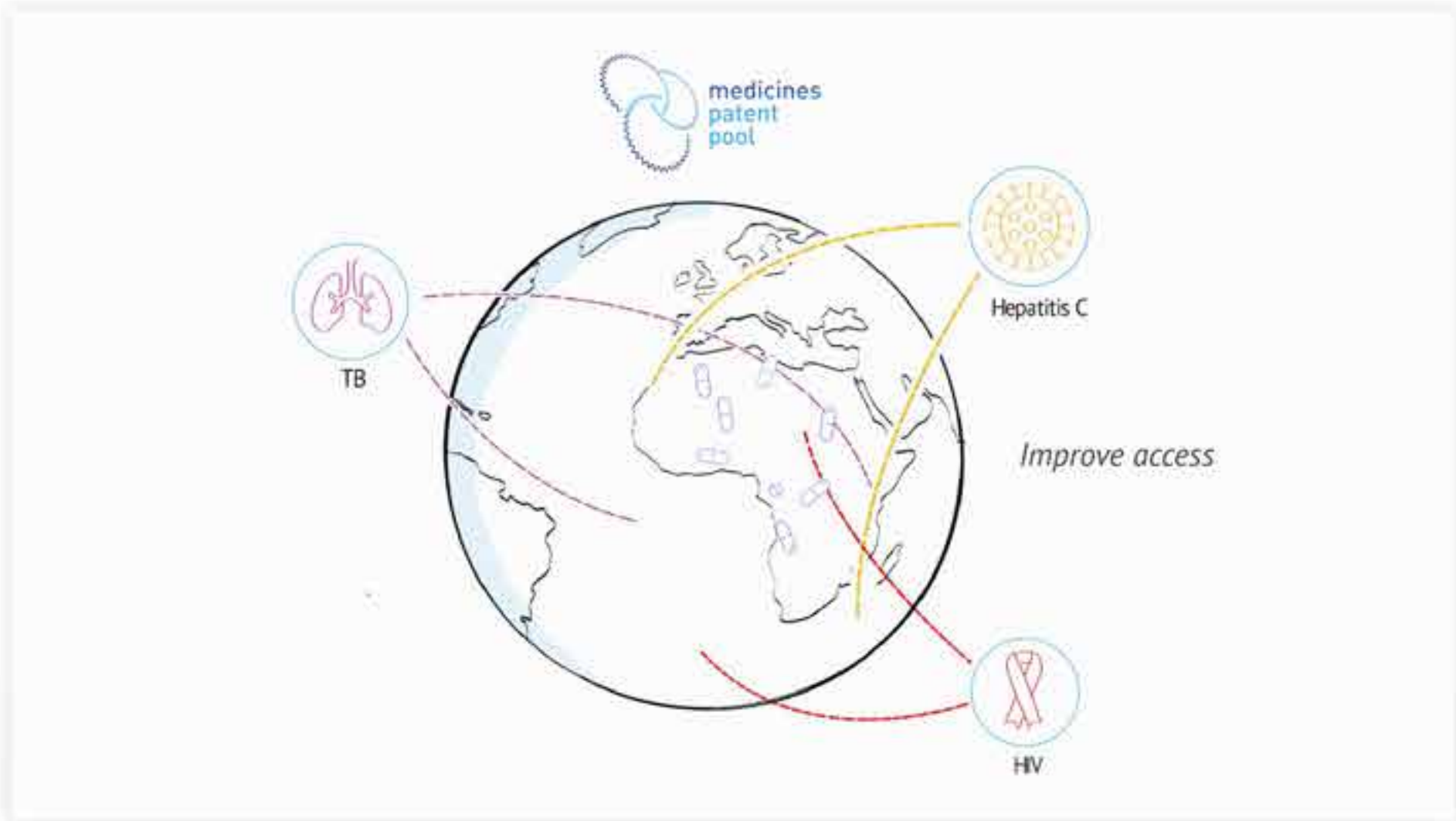
MPP WHITEBOARD VIDEO

Medicines Patent Pool is a one-of-a-kind organisation that enables lower income peoples access to life-saving medicines. To a layman, how they achieve this seems like a very complicated process.

To increase understanding of what they do, I helped create a whiteboard video explaining their process.

Working closely with an animator I produced an easy to understand video to help MPP explain themselves and attract new patent holders to be part of the Medicines Patent Pool.





medicines patent pool

MPP is funded by UNITAID



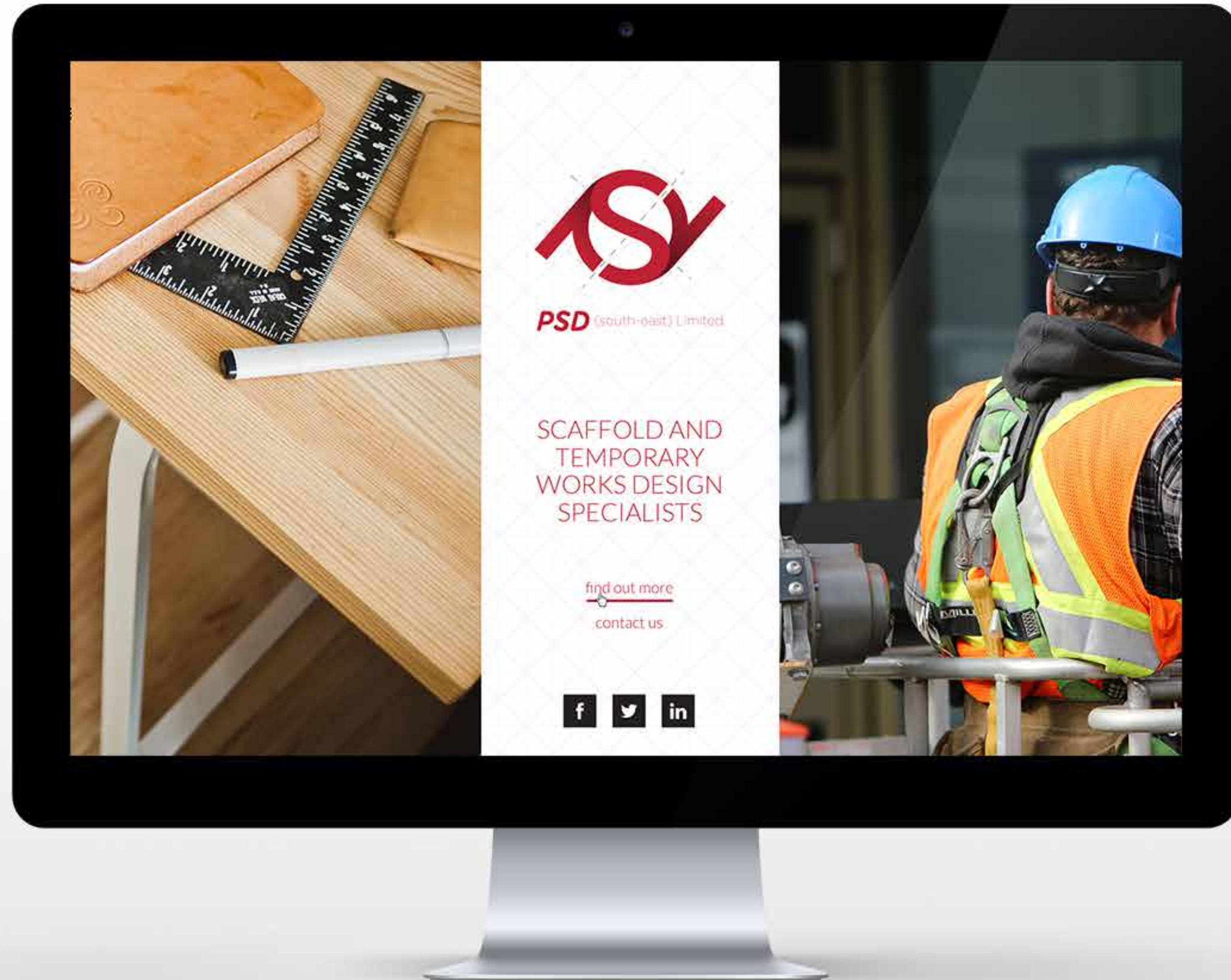
PSD WEBSITE

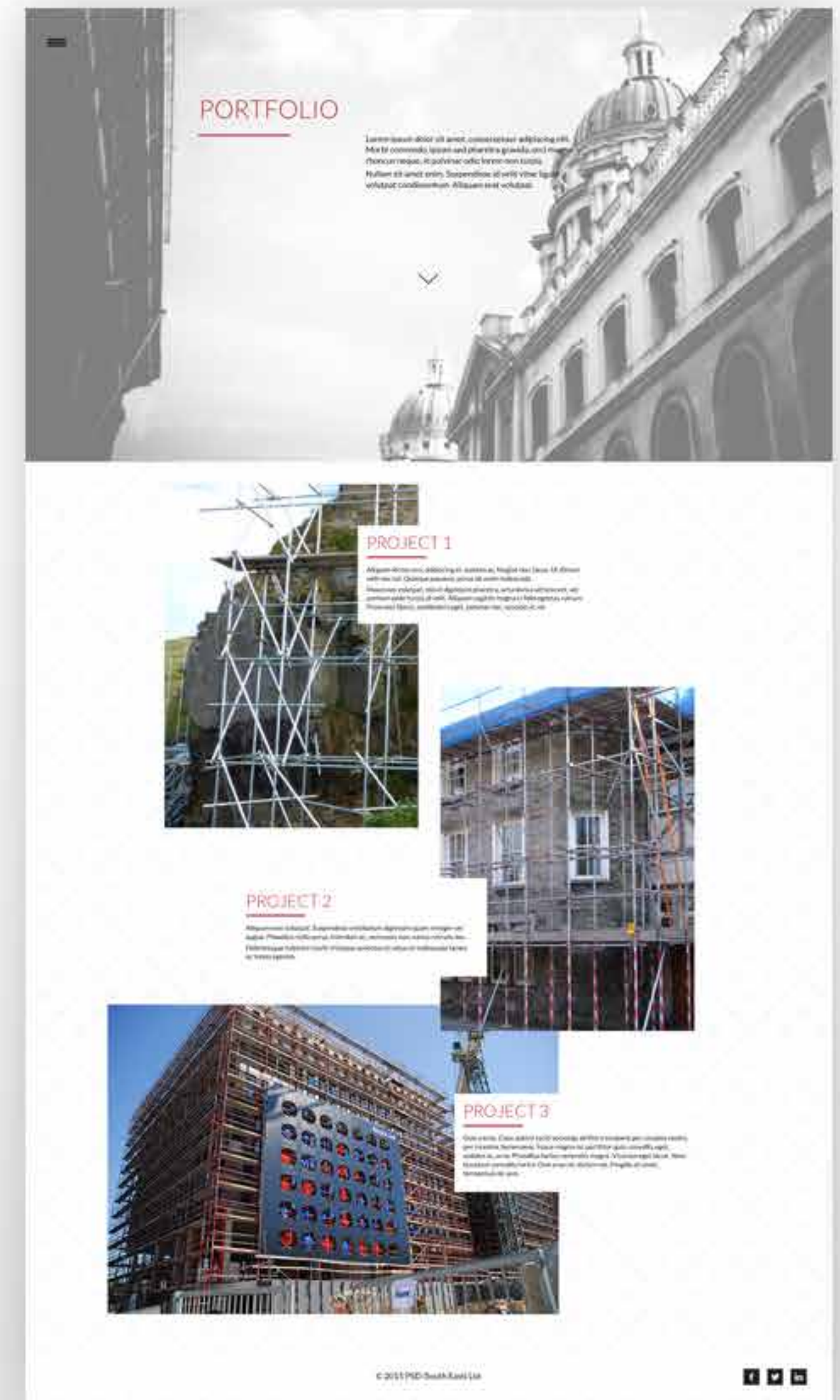
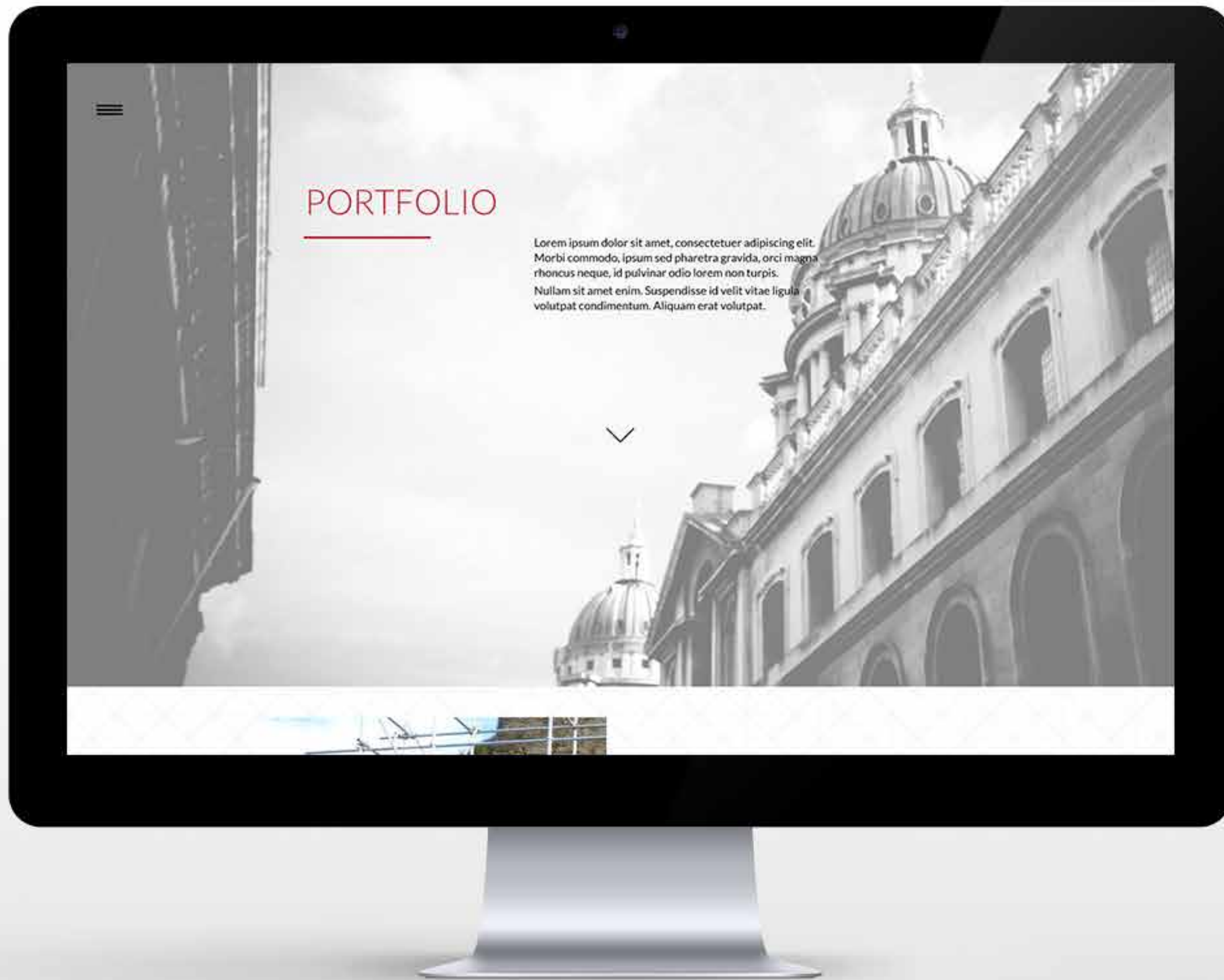
Prime Scaffold Designs Limited was experiencing growth, but still did not have a website to show off their skills and successes.

I created a clean, modern design that reflected the precise nature of their craft and showed off their best work to it's full advantage.

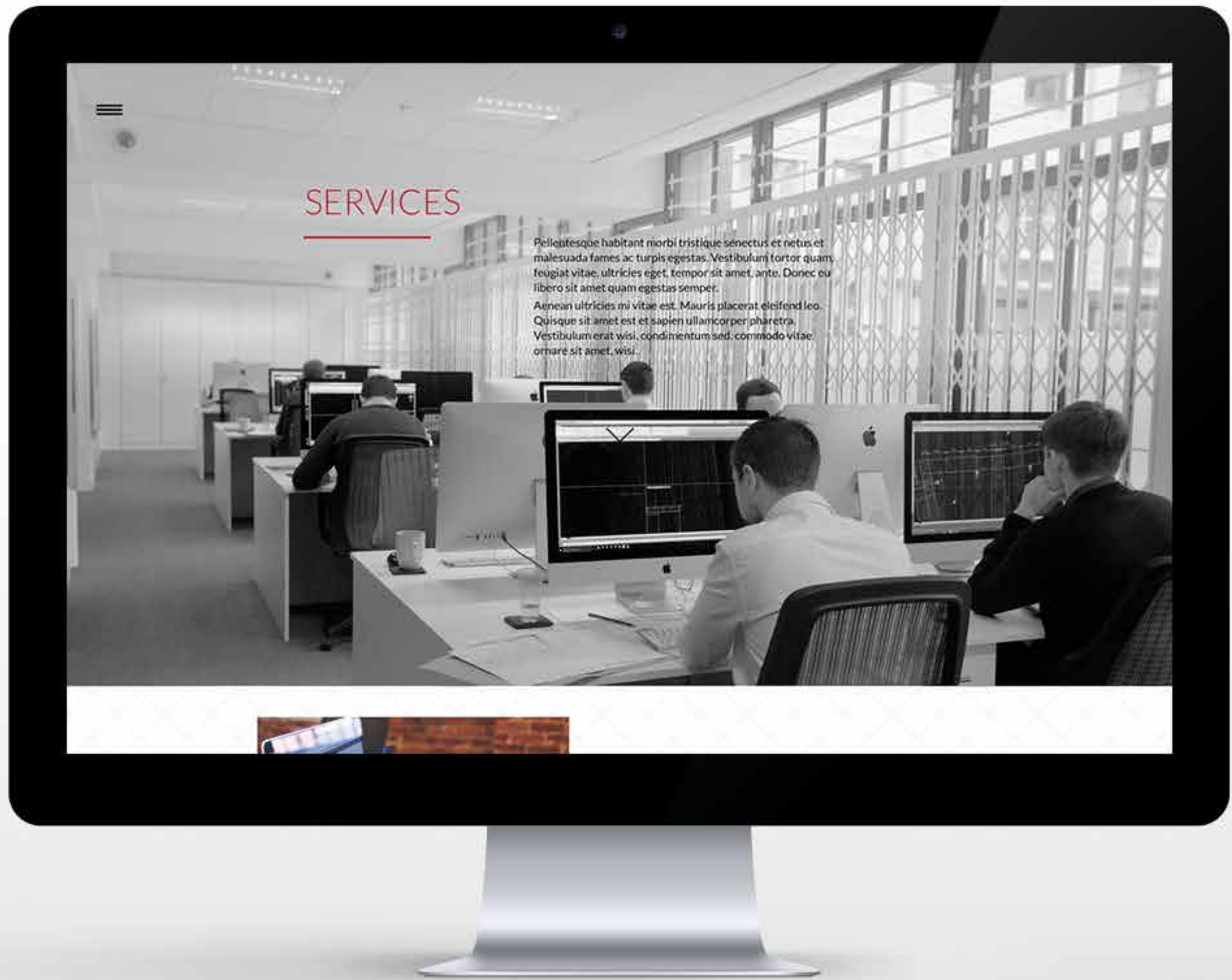
A fully responsive site with a split screen video homepage to highlight that their service doesn't end (literally) on the drawing board, but goes to site as well.

The main body of the site uses high impact full screen black and white imagery for each section page, and uses the red from their logo as a strong highlight colour.



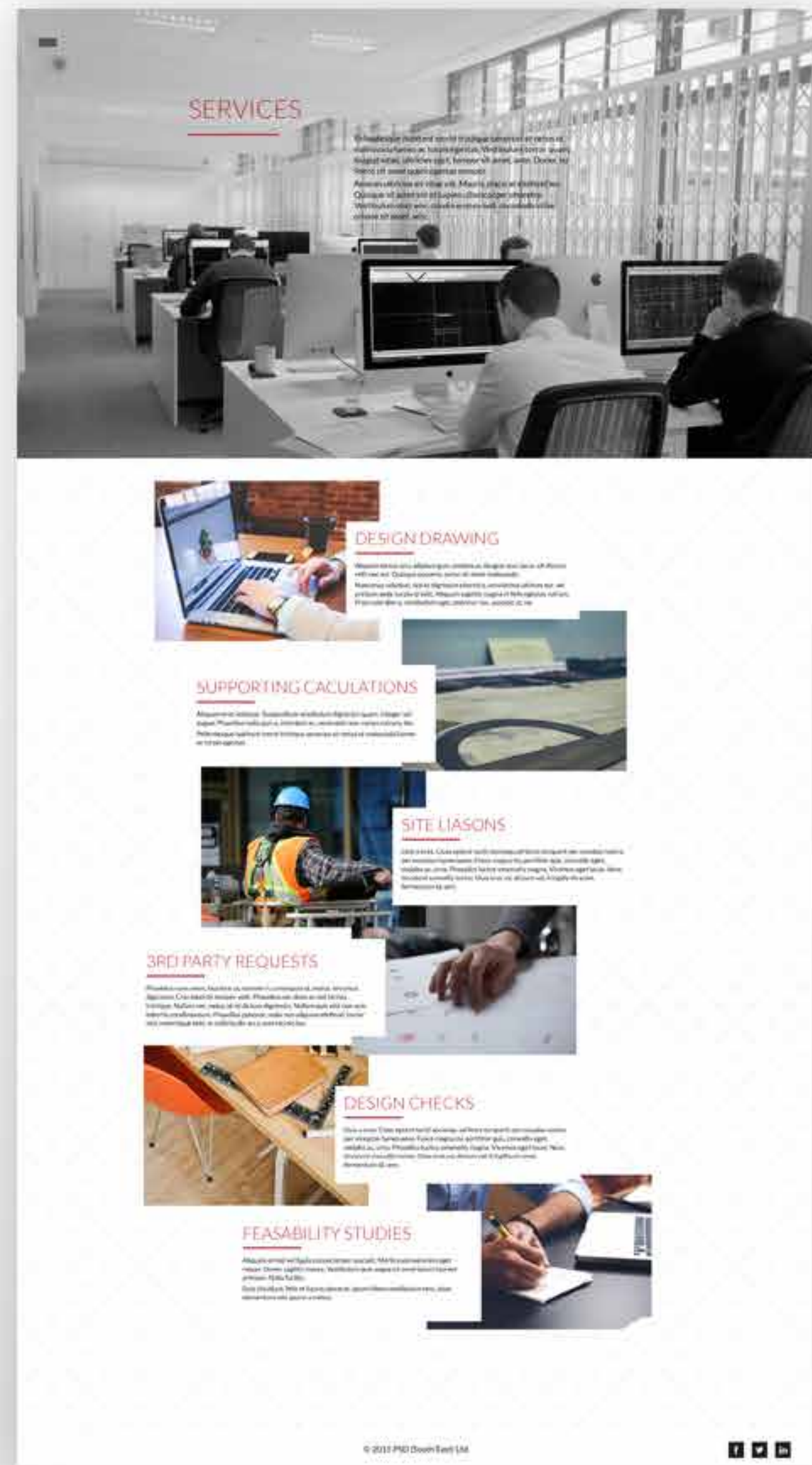


alex dring



SERVICES

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo. Quisque sit amet est et sapien ullamcorper pharetra. Vestibulum erat wisi, condimentum sed, commodo vitae, ornare sit amet, wisi.



SERVICES

Placeholder text for the main service description.



DESIGN DRAWING

Placeholder text for Design Drawing service.

SUPPORTING CALCULATIONS

Placeholder text for Supporting Calculations service.



SITE LIASONS

Placeholder text for Site Liasons service.

3RD PARTY REQUESTS

Placeholder text for 3rd Party Requests service.



DESIGN CHECKS

Placeholder text for Design Checks service.

FEASIBILITY STUDIES

Placeholder text for Feasibility Studies service.