

Implementation Conference: Stakeholder Action For Our Common Future

**COLLABORATIVE STAKEHOLDER ACTION PLAN (Draft)**

**Title: Develop public education campaigns on water, its sustainable use and conservation and promote through various media (Internet, CD Rom, community radio, print).**

<p><b>1. Background</b></p> <p>Education campaigns cover a broad range of activities that include: awareness raising; behavior change programmes; media management; community relations; training &amp; education initiatives in schools and in adult communities; comprehensive social marketing campaigns etc. The aim is not to move from mere awareness-raising &amp; education to positive behavior change</p>	
<p>Relevant sustainable development agreement(s)</p>	<p>Agenda 21, Chapter 18, 1992  CSD 6 Decision, 1998  Ministerial Declaration, The Hague, 2000  Bonn Freshwater Conference, 2001  International Year of Freshwater, 2003</p>
<p>Relevant components of the “Draft Plan of Implementation for the World Summit on Sustainable Development” (12 June 2002)</p>	<p>Provide access to potable domestic water, hygiene education and improved sanitation and waste management at the household level through initiatives to encourage public and private investment in water supply and sanitation, that give priority to the needs of the poor, within stable and transparent national regulatory framework provided by governments, while respecting local conditions involving all concerned stakeholders and monitoring the performance and improving the accountability of public institutions and private companies; and develop critical water supply, reticulation and treatment infrastructure, and build capacity to maintain and manage systems to deliver water sanitation services, in both rural and urban areas (Paragraph 60a).</p>
<p><b>2. Content</b></p>	
<p>Goal(s)</p>	<p>A. <i>Global level initiative: Develop a mechanism for a <b>Global electronic and interactive knowledge management and learning hub</b>: a central forum for WSS communicators to assemble campaigns and programmes; enable sharing of information about education campaigns: lessons learned, case studies, etc.</i></p> <p>B. Local level initiative: Conduct a 2 year pilot programme for a comprehensive, outcome-based Multi-Stakeholder Water Wise Education Campaign.</p> <p>C. <i>Multi-media water management training programme, eg in the South African region as</i></p>

	<i>part of the International Year of Freshwater campaign (2003)</i>
<b>Outputs</b>	<ul style="list-style-type: none"> <li>• Increased availability of education material and tools via replication, dissemination, translation (examples of replicable projects include Mvula Trust model in South Africa, training and work projects for Community Leakfixers (SMME))</li> <li>• Education and awareness campaigns should address the basics e.g. how water gets to my tap; the water cycle; how to ready my bill; the value of water and why we should pay for it; hygiene and sanitation; the wise use of water etc.</li> <li>• Campaigns should be part of wider projects to train communities to manage and maintain their own water projects.</li> <li>• Campaigns should be part of wider projects to develop and manage professional ‘<i>Social Marketing Campaigns</i>’ to promote positive water behaviours and outcomes.</li> <li>• Implement Performance Management Systems that allow people to benchmark their own development</li> </ul>
<b>Social, economic, environmental impact</b>	Improving local government capacity towards sustainable development; financial sustainability of local government; public participation and information.
<i>Contribution to: poverty eradication, social inclusion and empowerment, good governance and gender equity</i>	
Work programme: steps Including timetable	<p>Create a subgroup to finalise the work programme</p> <p>Identify existing public awareness and education material and tools and develop international database (“<i>library</i>”)</p> <p>Enlist support of publishers (or holders of copyrights) for the programme; if copyright is donated then material can be made available free of charge</p> <p>Run stakeholder forums with regular meetings. Benefits include: ongoing information sharing e.g. best practice case studies &amp; industry developments.</p> <p>Ensure material is culturally appropriate</p> <p>Identify needs in different countries / languages</p> <p>Make material available for cheap dissemination eg on a website for download, on CD ROM</p> <p>Include translations where possible</p> <p>Legislate water issues as part of the school curriculum – supported by sponsored resources for teachers in the classroom.</p> <p>This could be linked with / be made part of UNEPs Freshwater Portal on the Internet, UN-system wide</p>

	World Water Report Promote and disseminate the “ <i>library</i> ”
Beneficiaries (including location / scope)	Local government, NGOs, public / private sector companies, schools and general public.
<b>3. Organisational</b>	
Who (incl. which stakeholders; roles and responsibilities of stakeholders involved)	Local stakeholders would include the following: <ul style="list-style-type: none"> <li>DWAF; Water Research Commission; Dept of Provincial &amp; Local Government; Dept of Finance; Dept of Education; Gauteng Association of Local Government; Gauteng Provincial Government, senior representatives from each of the 16 Metros and municipalities within the province; SA Development Bank; SA Municipal Workers Union; SA National Civics Organisation; NGOs such as the Mvula Trust; other CBOs; faith leadership e.g SA Council of Churches; major media groups such as the SABC and the Independent Newspapers group; enviro educational publishers like READ and Jacana; Government Communication &amp; Information Service; Institute of Municipal PROs and the Institute of Local Government Managers.</li> </ul> International organizations: <ul style="list-style-type: none"> <li>Gender &amp; Water Alliance; World Bank’s UN Water &amp; Sanitation Unit for Africa based in Nairobi; International Water Association; AWWA (Water Wiser site); UN structures; Collaborative Council for Water &amp; Sanitation, Ondeo Suez, Severn Trent</li> </ul> Anybody who has developed awareness raising and educational material in the past (eg utilities, companies, governments, NGOs, education publishers, trade unions etc) Trade Unions / Public Services International (engaged with UNEP, ILO in programme to assess workplaces, incl. water use issues) UN-HABITAT Water Demand Management Project
Facilitating organisation	
Implementing organisations	RandWater
Advisory organisations	
Monitoring	Need to be identified
Evaluation: intermediate; final	Need to be identified
Reporting	Need to be identified
Knowledge Management: before; during; after	Need to be identified
Finance	South African Government UN Habitat Water Demand Management projects. International Aid Need for resources for the networking, pooling,

	<p>database creation</p> <p>Donations of copyright as stakeholders' in kind contributions</p>
<b>4. (Inter)governmental action</b>	
<p>Necessary government action? National level (which country/countries)</p>	<p>Lobby for recognition of importance of WSS educational campaigns to be adopted at Kyoto in 2003; need for inclusion in school curricula; a certain percentage of budget should be allocated to educational campaigns each year.</p>