

COLLABORATIVE STAKEHOLDER ACTION PLAN

Water Wise Campaign

Draft as of August 16, 2002

Problem Statement (WHY):

There is a growing understanding that the 'social' aspects of water services are as important as the technical, financial & legal aspects. Many technically orientated projects have failed due to the lack of appropriate 'social' interventions. The changing mindset in this regard needs to be backed up with commitment to providing adequate resources (financial and human) to a relevant range of action programmes and research for ongoing improvements in this arena.

Social aspects include elements such as: political will; community relations for projects; training and education (in schools and with adults); community-driven approaches; customer management; participatory decision-making & consultation; awareness-raising campaigns; behavior change programmes; media management; and comprehensive social marketing campaigns etc.

Many organizations in the water services sector (particularly in the developing nations)

- do not have any/ enough appropriately skilled and dedicated staff
- have not committed adequate budgets for 'social' aspects
- activities are often ad hoc in nature; not objective or outcome based, poorly planned and relatively unprofessional in execution
- often a blanket 'one size fits all' approach is used which doesn't take the needs of segmented audiences into account,
- often the materials produced are culturally inappropriate and don't cater for literacy and language requirements
- activities are often not integrated across the organization and across different elements of the communication

Many of these organizations, including local government who are increasingly accountable for service delivery, have expressed the need for assistance - and hence the proposed action plan below.

Objective of this Action Plan (WHAT)

To develop and implement a 1-3 year pilot education and behaviour change campaign in the Gauteng province in South Africa addressing the value of water and its sustainable use. A comprehensive group of stakeholders are to be included for the most inclusive and effective long term results and return on investment.

The aim is to build capacity for improved community relations, social marketing and education programmes and to maximize the synergy of all stakeholders working together to achieve this aim, It is recognized that we have to move from token activities to constructive and deeper engagement with customers and recipients of services, and to move from mere awareness-raising activities to comprehensive, positive behavior change programmes.

Participants at the Implementation Conference (WHO)

Full range of international and South African potential stakeholders: Local Government, Johannesburg Water Utility, Gauteng Association of Local Authorities, Provincial Government, National Government, Media (television, radio, print, publishers), Water Research Commission, SA National Civics Organisation, SA Municipal Workers Union, ERWAT, ESKOM, Mvula Trust, SANGOCO, TCTA, UN HABITAT, Development Bank of Southern Africa, SA Council of Churches, Institute of Municipal PROs, Institute of Local Government Managers, Youth Water Action Team

Immediate output goals for the Implementation Conference (HOW)

- Pool and exchange knowledge based on past lessons learned and current activities.
- Develop a framework for best practice principles for community education & behaviour change programmes. Decide on most appropriate approaches; benchmarking areas; most effective and cost effective communication mechanisms etc.
- Develop a framework for a business plan and implementation plan for the campaign programme - For donor funding applications and proper planning.
- Develop common principles for the materials to be developed (e.g. for segmented target audiences; in multiple languages and culturally relevant.)
- Develop a framework for a knowledge management component of this campaign. E.g. Establish the most appropriate mechanism for storing information electronically (if possible) with easy and affordable access worldwide, and establish mechanisms for ongoing knowledge sharing and building.

After the Implementation Conference (HOW; WHO)

- Donor funding to be secured
- Official and political commitment from stakeholders
- Further project planning on a multi-stakeholder level
- Project implementation on a multi-stakeholder level, with the project management role conducted by Rand Water.
- Ongoing monitoring, evaluation and benchmarking during the project implementation.
- Ongoing Knowledge Management programme.

Future Inter-Governmental Action:

In the same way that millennium targets were established for water and sanitation, governments worldwide should be lobbied to recognize the importance of the social aspects of water services. Draft agreements should be put forward to be adopted at Kyoto in March 2003. E.g. ;

- Inclusion of water issues (including civic aspects such as the need to pay for services) in school curricula
- A certain percentage of budget should be allocated to educational campaigns, community relations and social marketing campaigns each year.

Relevant international sustainable development agreements:

- Agenda 21, Chapter 18, 1992
- CSD 6 Decision, 1998
- Ministerial Declaration, The Hague, 2000
- Bonn Freshwater Conference, 2001
- International Year of Freshwater, 2003
- Relevant components of the “Draft Plan of Implementation for the World Summit on Sustainable Development” (12 June 2002):
Para 60 (a) 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.
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