

2014

IMPROWARE – ANY DROP OF WATER

Participation, Capacity Building, Dissemination

Sustainable Water
Integrated Management (SWIM) -
Support Mechanism



Project funded by
the European Union

Water is too precious to waste

[REPORT]

IMPROWARE is part of the Sustainable Water Integrated Management Programme (SWIM), a Regional Technical Assistance Programme launched by the European Commission to contribute to the extensive dissemination and effective implementation of sustainable water management policies and practices in the Southern Mediterranean Region.

Ultimate goal of IMPROWARE is the development of cost-effective, environmental friendly and easily replicable pilot models for waste water treatment and to offer insight into innovative methodologies to increasingly integrate the reuse of waste water in the planning and development of water resources management systems.

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Participation, Capacity Building, Dissemination

IMPROWARE encourages innovative approaches to water resources protection, starting from the active involvement of the local stakeholders, whose role is a key issue for the success of the project and for the future diffusion of the tested practices and policies. For this purpose, a dedicated part of the activities (Working package 5) sets out Participation, Capacity Building, Policy and Technical Guidelines, Dissemination. The aims are:

- Strengthening the participatory approaches and communication strategies among the key stakeholders in order to promote innovative approaches to water resources protection;
- Encouraging multi stakeholders dialogue, to identify needs and engage stakeholders to achieve IMPROWARE goals;
- Developing a participatory communication strategy that responds to the needs of stakeholders, including agricultural resources and the extension of services on communication for development in Egypt and Tunisia;
- Raising awareness on the project and its benefits through a local media campaign;
- Drawing the attention of policy decision makers and stakeholders in the Partner Countries on the existence of new, innovative solutions to tackle water scarcity issues.

The participatory approach has been a key element in order to meet the actual needs of each of the local societies component, living around the two demonstration sites. In this framework, a set of dedicated workshops were held in Tunisia and Egypt to promote the active participation of local stakeholders in the project's activities and also to assess information and communication needs at institutional and Civil Society Organization (CSO) levels. Moreover, the project promoted the participatory planning of a communication campaign through the involvement of the governmental and CSO stakeholders on two main pillars:

- Raising awareness on water saving in the local public opinion;
- Empowering and building trust towards Water Management Institutions.

The Communication Campaign, implemented during 2014, was set up with local stakeholders in order to ensure its sustainability through the empowerment of local actors.

Activities in Tunisia

Several focus groups on Participation were held in Tunisia, in 2013. The first one was related to the Demonstration Project in the site of Korba with local stakeholders. The aim was to collect information on the point of view about two main issues: The Governance of the Water Cycle in Korba; The appropriate



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communication strategy in order to develop a Communication Plan in Tunisia. The Second Focus Group meeting aimed at identifying solutions to improve transparency concerning the treatment of Public Water. As a result, an Action plan for the Communication activities has been set up, with the involvement of NGOs, that helped to schedule and organise meetings during 2014 with students of Tunisian Primary and Secondary schools (*in the pictures, above, a moment of theatre and below, a drawing on water saving - School of Ariana*) and a specific workshop involving only farmers from Korba. An important call for better water quality and more effective participation of Civil Society, both on technical issues and on the flow of information in the area of project, have raised.



The Communication Campaign "ANY DROP OF WATER", launched in Tunis in April 2014, has been part of the participatory process developed through the series of meetings mentioned above with the local and institutional key players since October 2013. Its aim is to present the results of recent research and to inform about the current state of IMPROWARE project.

The issue of water scarcity and the need to increase its availability is central to the initiative of the EU-SWIM program and a critical topic in Tunisia, Egypt and the entire

North African Region. With "ANY DROP OF WATER" IMPROWARE aims to generate, develop and expand the public interest on the issue and give important contribution to current debates on Regional Water Resources. "ANY DROP OF WATER" established a solid base in order to optimising the use of treated water through the public education system.

The campaign was developed by the Communication component of the project IMPROWARE on active participation of local stakeholders, communication and capacity building, aiming at strengthening the dialogue between the technical components of the project, the Authorities in Egypt and Tunisia, citizens and local organisations of the affected areas of the project.

A key moment of the "ANY DROP OF WATER" will be the International Symposium "Policies and Techniques for a Sustainable Present", held in Tunis on 1st-3rd October 2014. The Symposium, intends to contribute to the empowerment of Decision-Makers and Civil Society in the Mediterranean Region to tackle the increasing demand for Water Resources, adaptation to Climate Changes and action against Desertification through a structured dialogue with Stakeholders of the Region.

Activities in Egypt

Following the initial stage of Stakeholder analysis, delivered through primary and secondary researches, the Communication strategy in Egypt has been adapted to the local context taking into account two main issues: the large territorial scale of the Country and the complexity of the Egyptian Institutional system. Indeed, it has been highlighted an asymmetry between, on one hand, the complexity of the centralised decision-making Institutions and National Stakeholders working on the water issue and, on the other hand, a limited organisation and “short” relational networks of Nobariya local community. A new strategy has been re-defined accordingly, focusing on:



- The empowerment of Intergovernmental cooperation and involvement of National Stakeholders (high level stakeholders) as a key premise for further involvement of local stakeholders;
- The differentiation of the multimedia campaign targeting different publics with targeted messages;
- The definition of a path for local participation.

A High Level Stakeholders Meeting has been held in 2013, in order to collect Input from high level Governmental stakeholders and define the macro scenario for the implementation of the communication activities (SWOT Analysis). Several meetings on the Participation Process Involving local stakeholders (Local Authority, NGOs, Association of Industries, Local Industries Association, Women Association, Local Industries Representatives) have been held in 2013 and 2014, in order to create the basis for a more effective local actions. In 2014, also a “Learning By Doing” Training session on participatory approach and communication strategy has been held, in order to underline the role of participation as an essential tool for the achievement of sustainable development.

Capacity Building actions (*In the picture above, a moment recorded in Nobariya*) have been carried out targeting different kinds of public. A E- Learning opportunity has been promoted in order to involve National and Local institutions workers, students and experts on water issues. Additional Capacity Building actions have been planned and are ongoing with Local Authorities and Local NGOs, in order to empower the local Civil Society on the basics of water cycle management.

The Communication Strategy has been based on mass campaigns to raise awareness in the local public opinion on water saving and on targeted campaigns, aimed at empowering and building trust within and towards Institutions and Organizations in charge of water issues. The strategy involved several tools, including a Local Campaign in Nobariya for Raising-Awareness on Water issues with groups of Children and Women.

As part of the activity of dissemination, IMPROWARE participates in public events involving representatives of other ENPI Countries. In Egypt a special event with the public presentation of the project during the World Environment Day took place.