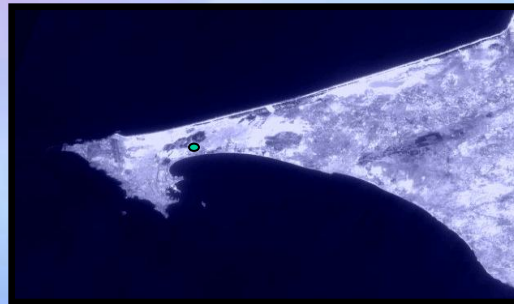


SENEGALAISE DES EAUX



SENEGALAISE DES EAUX

SDE, the Senegalese Water Company created in 1995 and has :

- ▶ A ten year “Affermage” (Lease Type) and Performance Contract which was won through an international tender. A contract renewed in 2006 for 5 years.
- ▶ Responsibility for the production and distribution of drinking water in the major cities and towns of the country.
- ▶ 503 870 customers representing around 5 million consumers.
1138 staff. (September 2009)



PILLARS OF EXTERNAL COMMUNICATION OF SDE

First African water utility to be certified ISO 9001-2000 in 2002, was certified ISO 9001-2008 in July 2009.

- ▶ **Strong will to be a modern and citizen corporation, permanent improvement of performances, in order to always better serve its customers.**
- ▶ **Communication focused on openness towards its customers and various partners, as well as using new technologies to better meet their expectations.**
- ▶ **SDE's will to listen to its customers and partners in order to improve its performance.**

RELATIONS WITH CONSUMERS' ASSOCIATIONS AND THE MEDIA

As part of its communication activities, the company practices great openness towards consumers' associations and the media.

- ▶ Two major meetings are held every year with Consumers' Associations. This is an opportunity to present SDE's activities and plans and discuss with consumers on issues of concern to them.**
- ▶ We are readily available to talk to the media, especially in case of problems to do with water supply. We also organize visits to the company's sites for journalists.**

ORGANIZATION OF SITE VISITS

- ▶ **Visits for MPs in 2008 and Senators in 2009. The MPs and senators are members of parliamentary committees in charge of water issues and it is important that when relevant bills are tabled before the House they may vote in full cognizance of the issues.**
- ▶ **Open Day (18th June 2009) for neighbors of SDE's largest plant. More than 1,000 visitors were given information on the plant's activities and the water treatment stages, and sensitized on safety and the environment.**



MAJOR EXTERNAL EVENTS

Events involving the public are good communication opportunities which the corporation always uses to make its activities better known.

World Water Day; SDE always takes the opportunity to communicate on its activities, notably through visits to its production sites.

International Water Show. We focus on water supply to Dakar, the issue of suburban water quality, state of the art technologies used by SDE, sustainable development, etc.

Dakar International Trade Fair. The company won further renown at the latest Dakar International Trade Fair held from 20th November to 1st December 2008. It won the Award for best corporate exhibition .



CUSTOMER SENSITIZATION

Customers and the public at large are informed on the services provided by SDE and good behaviors to keep the water potable through various actions, including:

- ▶ **Customer information and sensitization posters in commercial desks:** This included 5 posters on the following themes:
 - 1-Getting connected to potable water is simple
 - 2-Choose your mode of payment
 - 3-Do not waste water
 - 4-Water is precious, use it with care
 - 5-Permanent monitoring of water safety

The posters are complemented with leaflets and videos on the same themes shown on television sets in the same customer care sites.

- ▶ **Advertorials on SDE are periodically broadcast on television.**

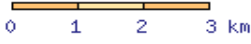
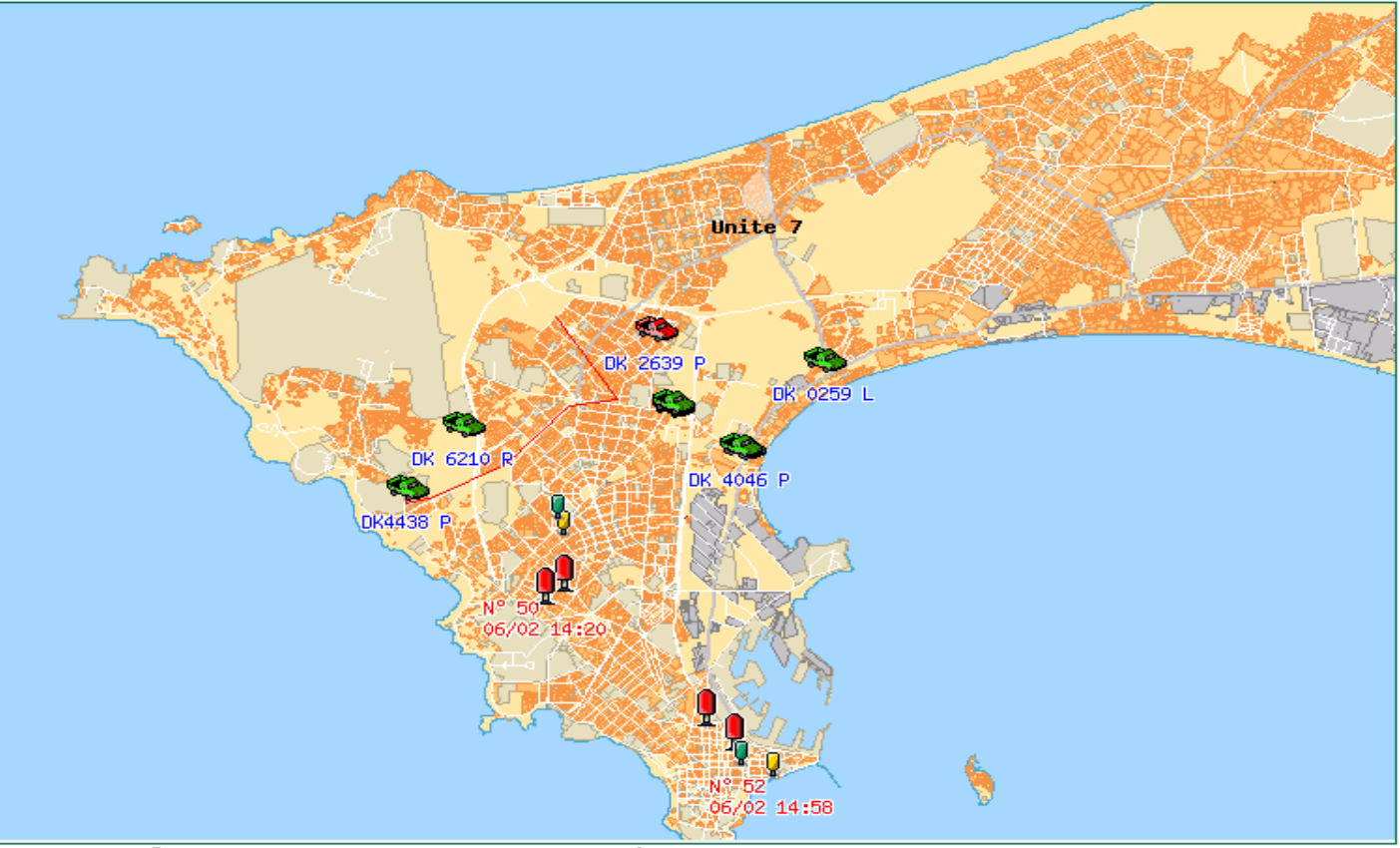
USE OF NEW TECHNOLOGIES FOR BETTER CUSTOMER SATISFACTION

The supervision cockpit for network interventions: This integrated system based on new technologies was set up in 2004.



- Côte
- Commune d'arrondissement
- Quartiers
- Routes
- Bâtiments publics
- Aires de stockage
- Itinéraires
- Véhicule disponible
- Véhicule occupé
- Véhicule planifié
- Incident en attente
- Incident pris en charge
- Incident isolé
- Incident dépanné
- Incident remis en service

Dakar



CITIZEN CORPORATION ACTIONS

Several activities are carried out to give Senegalaise des Eaux the image of a citizen corporation fulfilling its social responsibility. Such operations provide good opportunities for communication to show a positive image.



CITIZEN CORPORATION ACTIONS

SDE supports Gorée Island's environmental approach. The originality of this action lies in the upcoming ISO 14001 certification of the island :

- A reference for Senegal, or even Africa,-A showcase of environmental management, an example for other local governments, for any leader visiting the island and for the thousands of students (future leaders) on school trips to the island all year long,
- A good illustration of what a private company like Sénégalaise Des Eaux can contribute to local governments in the area of sustainable development.



CITIZEN CORPORATION ACTIONS

Free distribution of 250,000 books in French and Wolof (most widely spoken national language) in partnership with the NGO Association Internationale Lecture pour Enfants (AILE) to children in poor areas in various cities of Senegal.

Three such operations took place in 2005, 2007 and 2009.



CITIZEN CORPORATION ACTIONS

Training of 60 young plumbers from poor areas in Dakar by SDE, with support from the Urban Youth Employment Promotion Programme (PEJU) and GTZ (German Cooperation). This is an initiative by a citizen corporation supporting authorities in their policy to promote youth employment.



The young plumbers trained under this initiative were selected after being nominated by consumers' associations and area associations in Dakar and its suburb.

INTERNATIONAL VISIBILITY

Last year, our Communication Department became the Department of Communication and Cooperation, to better coordinate relations with other water utilities on the African continent.

- ▶ **Regular visits by delegations from other African water utilities to SDE for benchmarking purposes with focus on the management system, customer care and operations. Exemplary Partnership Convention between SDE and ONEA (Burkina Faso): The Convention, signed in December 2006 in Dakar by the two Managing Directors, is aimed at sharing SDE's experience in Quality Management under the referential ISO 9001-2000. This fruitful partnership (ONEA was ISO 9001-2000 certified in November 2008) continues this year.**
- ▶ **Strong presence at major international events: We attend events organized by the African Water Association, such as its 14th Congress in February 2008 in Cotonou, Benin.**



An exemplary cooperation

(Décembre 2006)

- ▶ **EXPERIENCE SHARING FRAMEWORK**
- ▶ **IMPLEMENTING A COOPERATION PROGRAMME BETWEEN ONEA AND SDE IN THE FIELD OF TRAINING, CONSULTANCY AND EXPERT ANALYSIS**
- ▶ **SETTING THE PRACTICAL MODALITIES FOR IMPLEMENTING COOPERATION PROGRAMME**



SCOPE OF INTERVENTION

- ▶ **MISSIONS AND TRAINING**
- ▶ **EXPERTISE AND TECHNICAL ASSISTANCE**
- ▶ **TECHNICAL AND FINANCIAL PARTNERSHIP**
- ▶ **SHARING OF INFORMATION AND DOCUMENTS**



Benchmarking visits to SDE and focus on ISO 9001 version 2000 Quality Approach

- IMPLEMENTATION IN SIMILAR COMPANY
- THE ADDED VALUE OF QUALITY MANAGEMENT SYSTEM
- INTEGRATED QUALITY APPROACH AND MANAGEMENT
- ANSWERS TO ONEA'S QUESTIONS



**FOLLOWING SDE'S EXAMPLE TO BETTER
MANAGE PROCESS AND QUALITY SYSTEM**

FOR ONEA

Benchmarking with SDE lever of change regarding quality approach (ONEA CERTIFIED ISO 9001/2000 in November 2008)

- **ONEA's staff** : more motivated and numerous improvement proposals

- **ONEA's management** : a good example of implementation of ISO 9001/2000 in a water Company. Readjustement of the Quality System Management

- ***Relevant work by SDE's auditors : aspects to improve : actions plans***

- ONEA's management more fit, thanks to the contacts with SDE managers, to exchange on relevant topics as communication and Quality System Management

FOR SDE

Developping fruitful partnership with similar african water companies

- Promotion of solidarity and feeling of sharing the same destiny (global development of african continent)
 - Cross fertilisation and best practices sharing for performances improvement
 - Developing spirit of opennes
- Ownership of the process of the company, the employees being prepared, through the exchanges, to explain them to visitors**





EXPERIENCE SHARING

Partnership, key to performance



POSITIVE TRENDS IN CUSTOMER SATISFACTION

Apart from targeted surveys held on a regular basis, major surveys carried out in 2002 and 2007 showed positive evolutions of customer appreciation of SDE's image and communication.

	2002	2007	%	
Did you you feel well informed on SDE activities ?	41,30%	61%	19,70%	
Overall, do you have a good opinion of SDE ?	75,50	83,90	8,40%	

CONCLUSION

Communication actions are multifarious. African water and sanitation utilities should better take this aspect into account by setting up communication departments led by professionals in order to improve their performance.

- ▶ **Better consideration to Communication which should not be regarded as the poor relation in an environment where operations departments are better taken into consideration.**

Need to communicate even stronger for our utilities, given the vital character of the product and our public service mission

- ▶ **Promotion of actions showing the social responsibility of water utilities is also vital, since this dimension is increasingly gaining weight in the appreciation of customers and various partners**
- ▶ **Necessity to show imagination and innovation so that our actions may have a real impact.**

COMMUNICATION HELPS TO BE BETTER EQUIPPED TO MEET THE EXPECTATIONS OF CUSTOMERS AND VARIOUS PARTNERS.

Thank you for your attention !

