

Communication Strategies In Water Sanitation Programmes In the Region of Aragón

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WASTEWATER TREATMENT -THE ARAGON APPROACH-



Aragón Statistics

Demographic Data

SPAIN

ARAGON

- **Area:** 505,988 km² 47,720 km² (10%)
- **Population:** 42,717,064 inhab 1,230,090 inhab (3%)
- **Density:** 84.42 inhab/km² 25.78 inhab/km²
- **Municipalities:** 8,107 730
1,545 agglomerations



WWT PROJECT

Technical Aspects

	Pyrenees	>1000 eq-in
WWTPs	296	132
SEWERS Km	52	500
MUNICIPALITIES	62	171
EQUIVALENT INHABITANTS	152.757	597.971
PERCENTAGE TREATED	5,2 %	21%

WWT PROJECT

Management Model



Public Works Concession for a period of 20 years

PPP Model

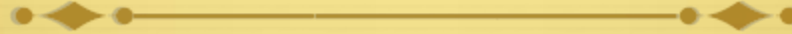
Sanitation Tax

The background of the slide is a light yellow color with a subtle pattern of faint, overlapping postmarks and stamps in various colors (red, blue, green). These stamps are mostly illegible but appear to be from different countries and times, adding a vintage or historical feel to the design.

WHY

**a Communication
Strategy?**

Anticipate Behaviours



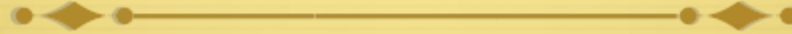
Allied

Indifferent

Interested

Opponent

Communication



- **Link between what you and others have to say**
- **Helps people understand how to to turn vision into reality - Policy into Action**
- **It encourages everyone by being able to demonstrate their achievements**

Effective Communication



- Takes into account political, socio-economic and legal circumstances
- Takes into account language and culture
- Is trustworthy and credible
- Informs, convinces and encourages
- Treats people with respect

Strategy



- **Strategy is an Art, never a Science; it is the Art of the conscious mind in action**
- **Focuses on RESULTS**
- **Focuses on long-term goals and objectives, and actions to achieve them**
- **Takes into account external and internal environment**
- **Considers gaps between where you are now and where you would like to go, and what you need to achieve your objectives**
- **Considers who are the stakeholders and encourages them to be part of the solution, not part of the problem**

Goal



- ✦ **Ensure good ecological water status**
- ✦ **The goal is a statement of intent, to which programs, projects and activities are intended to contribute. The objective is a the positive, improved situation that the program, project or activity is accountable for achieving.**
- ✦ **AND.....It needs to be SMART!**

SMART Goal



Specific – Objectives should specify what they want to achieve

Measurable – You should be able to measure whether you are meeting the objectives or not

Achievable – Are the objectives you set, achievable and attainable?

Realistic – Can you realistically achieve the objectives with the resources you have?

Time – When do you want to achieve the set objectives?

IDENTIFY



✦ **BENEFICIARIES**

✦ **WORST AFFECTED,
HARD-HIT**

✦ **ANY CAUSE**

✦ **INDIVIDUALS OR
GROUPS**

STRATEGY

Identify Stakeholders



- **Decision-makers**
- **Prescriptors / Content Advisors**
- **Sponsors**
- **Users**
- **Legislator**
- **Opinion Groups**

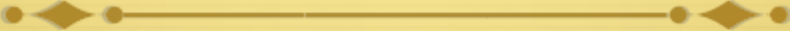
STRATEGY

Tactics



- **Information (Imposition)**
- **Persuading (Co-operation, Negotiation)**
- **Encouraging (Implication, Compromising)**
- **Neutralization**

Communication Structure



- **SPEAKING** : Descending Communication
- **LISTENING** : Ascending Communication
- **DOING TOGETHER** : Horizontal Communication

Communication Structure



Speaking

Listening

Doing Together

What

Why

Who

To Whom

When

Where

How

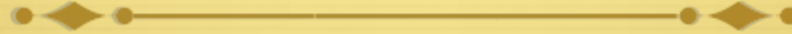
Communication Channels



- **Press Conferences**
- **Debates, Conferences, Discussions, Presentations...**
- **Paper-based Advertising: leaflets, brochure, posters (mailing, static, mobile), newspapers (local, regional, national), books, specialized magazines...**
- **Audiovisual Media: Radio and Television (local, regional and national)**
- **Internet technologies: Webpages, Forum, Blogs**



Results



- **Evaluation**
- **Bottlenecks**
- **Mistakes**
- **Modifications**

Thank you

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DE ARAGON**

Instituto Aragonés del Agua