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PPWSA

# Phnom Penh Water Supply Authority

## HOW DO YOU MAKE WOPs HAPPEN?

## MODELLING OF COMMUNICATION THROUGH TWINNING ACTIVITY BETWEEN PPWSA AND BIWASE



Presented by Mr. LONG NARO  
Deputy General Director of PPWSA

PPWSA

1st International Conference of the Global Water Operators' Partnerships Alliance  
Raising Awareness and Communicating the Urgency to Act  
Zaragoza, Spain. 3-4 December 2009



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# Contents of Presentation

- Briefing about our country
- Briefing about our utility
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# THE KINGDOM OF CAMBODIA



**Area: 181,035km<sup>2</sup>**  
**Water: 2.50% (4,520km<sup>2</sup>)**  
**Population: 13,388,910**

## *Note :*

- ◆ 1863-1953: Under French Protection
- ◆ 1955-1970: Kingdom of Cambodia
- ◆ 1970-1975: Khmer Republic
- ◆ 1975-1979: Khmer Democratic (Pol Pot Regime)
- ◆ 1979-1993: People's Republic of Kampuchea
- ◆ 1993-Now : Kingdom of Cambodia

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# PHNOM PENH: FROM PEARL OF ASIA TO GHOST CITY



## 💧 17-Apr-1975 to 7-Jan-1979: Pol Pot occupation

- The black era of Cambodia
- 3 million people were killed, most are high educated people
- Water Supply Facilities were abandoned and deteriorated

## 💧 7-Jan-1979 to 30-Sep-1993: Civil War

## 💧 1993 until Now: Reconciliation and Reconstruction of Nation

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# CAMBODIA : THE COUNTRY OF WONDER



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**Weak cost recovery**

**Low willingness  
To pay**

**Inefficient  
operation**

**Situation  
before  
Improvement  
1993**

**Customer  
dissatisfaction**

**High NRW  
Low investment**

**Poor service**

# We Do or We Die ?

## WHAT IS THE CHANGE ?

**Government Support**

**External Assistance**

**Internal Efforts**

- Financial Autonomous
- Approved Water Tariff
- Everybody has to pay
- UNDP/WB/ADB/JAPAN/FRANCE.
- Total = 130 millions USD
- Restructure the Management
- Change of Culture
- Self-Reliance Program

# PPWSA Performance

## THEN & NOW

1993	INDICATORS	2008
20	Staff/1,000 connections	4
65,000	Production capacity, m <sup>3</sup> /d	300,000
20%	Coverage area	90%
10 hr/d	Supply duration	24 hr/d
0.2 bar	Supply pressure	2.5 bars
26,881	Number of connections	178,200
72%	NRW	6.19%
48%	Collection ratio	99.9%
150%	Operation ratio	39.04%
N/A	Return on revenue	23.89%
N/A	Return on net asset	6.96%
N/A	Current ratio	2.74 times
N/A	Debt service coverage	3.18 times
N/A	Accounts Receivable	22 days

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# Communication Through Partnership

- Partnership among operators :
  - Networking (SEAWUN supported by ADB )
  - Twinning Program ( Study case of PPWSA+BIWASE)
  - Collaboration ( With the national and provincial level)
  - Specific Technical Assistance ( with the provincial level)
- Partnership between operators and Consumer :
  - Giving information to the consumer to understand the water supply system . ( Water Process , Distribution System and water quality)

# Communication Through Partnership

- Consumer awareness through the media, education and direct discussion with the consumer. ( Front desk, door to door, TV and attached information in the billing).
- Community participation
- Let them to understand the rule and regulation of the utility ( not only to the consumer but also with the staff of the utility).
- Feedback back from the public.

# Communication Through Partnership

## Re-gain the public trust



Convenient Payment



Public Information

Customer Service



Water Meter Verification



Customer Response



Water Quality Control



Feedback from Public



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# Modelling of Communication Through Twinning Program

- Between Binh Duong Water Supply Sewerage Environment Company Limited (BIWASE) and Phnom Penh Water Supply Authority (PPWSA)
  - Type of Agreement : Twinning Program (MOU)
  - Date of Agreement : 31-07-2007 to Oct. 2009
  - Financing Supporter : ADB
  - Subject for the Twinning : Improvement of NRW and Revising of Water Tariff.

# Modelling of Communication through Twinning Program

## – Activities of the twinning :

- Dispatch PPWSA team to make the survey of the existing condition in BIWASE
- Out come from the survey : 3 additional subjects to be included in the twinning : Customer service, Management and Training centre.
- 1<sup>st</sup> Dispatch of BIWASE to PPWSA to exchange the experience on water billing, procurement, financial management and NRW reduction.
- 2<sup>nd</sup> Dispatch of BIWASE to PPWSA to exchange the experience on customer service, NRW reduction and training management.

# Modelling of Communication through Twinning Program

- Final dispatch of PPWSA team to BIWASE for the evaluation of the twinning program
- Outcome of the twinning :
  - Restructuring within BIWASE by creating 3 additional departments within BIWASE headquarter : Customer service department, Human resource and training department and NRW department.
  - NRW department : more staffs adding from 6 staffs to 20 qualified staffs equipped with vehicle and leakage detection equipment.
  - Water loss reduced down from 12.9% in 2008 to 11.7% in 2009 after completion the training. (1% loss = 120 000 USD/year)

# Modelling of Communication through Twinning Program

- Water Tariff revised from flat tariff to progressive water tariff.
- Lesson Learn:
  - Exchange of experiences (Learning by doing )
  - Difficulty in communication
  - Committed and supported from the government for the improvement for BIWASE.
  - Addressed to the right point of the improvement
  - Save cost on the twinning implementation .

# Modelling of Communication through Twinning Program



Sharing of Experiences



OJT at site



Class Training

Twinning  
PPWSA &  
BIWASE



Evaluation both party

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# Modelling of Communication through Twinning Program

Why ADB chooses PPWSA for making the twinning program with BIWASE ?

- Culture and environment of the two utilities are mostly the same.
- PPWSA has very good performance.
- PPWSA has achieved in the water business.
- PPWSA has good relationship with the donors and good partner within SEAWUN and other international water supply utilities

# Conclusion

## The Key of Success of the Twinning

- Commitment of the utility
- Culture and Environment.
- Accept to receive the assistance
- Political support
- Twinning should not consider as profit



Thank You

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