

1st International Conference of the Global Water Operators' Partnership Alliance

“Raising Awareness and Communicating the Urgency to Act”

Zaragoza, Spain.
3-4 December 2009

FINAL REPORT

United Nations
Department of Economic
and Social Affairs
(UNDESA)



WATER FOR LIFE
2005-2015

United Nations Office to Support
the International Decade for Action
“WATER FOR LIFE” 2005-2015

UN WATER
UN-Water Decade Programme
on Advocacy and Communication

1st International Conference of the Global Water Operators' Partnership Alliance

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1. INTRODUCTION

The 1st International Conference of the Global Water Operators' Partnership Alliance took place from 3 to 4 December 2009 at the Seminary of the Zaragoza City Council, Spain. The event was jointly organized by the UN-Water Decade Programme on Advocacy and Communication, which is implemented by the United Nations Office to Support the International Decade for Action 'Water for Life' 2005-2015, and the Global Water Operators' Partnership Alliance of the United Nations Human Settlements Programme (UN-Habitat) with the support of the Government of Aragon, the Municipality of Zaragoza and the Ministry of the Environment and Rural and Marine Affairs of Spain.

1.1. ABOUT THE ORGANIZERS

UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC)

Given the urgent water challenges confronting today's world and the amount of resources that these challenges are putting at risk, in December 2003 the United Nations General Assembly proclaimed the period 2005-2015 International Decade for Action 'Water for Life'.

The primary goal of the 'Water for Life' Decade is to promote efforts to fulfil by 2015 international commitments made on water and water-related issues. Such commitments should, among others, reduce by half the proportion of people without access to safe drinking water and basic sanitation and stop countries from exploiting water in a non-sustainable way.

The UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC), which is implemented by the United Nations Office to Support the International Decade for Action 'Water for Life' (UNO-IDfA) and hosted by UNDESA (United Nations Department of Economic and Social Affairs), facilitates information, implements communication, awareness-raising and advocacy activities in the framework of the Decade. The Office develops a wide range of advocacy and outreach materials targeted at different audiences to sustain global attention and political momentum in favour of the water and sanitation agenda at all levels.

The Global Water Operators' Partnership Alliance (GWOPA)

The decision to establish the Global Water Operators' Partnerships Alliance (GWOPA) stems from concern about the risk of missing the water and sanitation targets of the Millennium Development Goals (MDGs). Utilities urgently need capacity support if they are to fulfil their crucial role in meeting the Millennium Development Goal targets for water and sanitation. Water Operators' Partnerships hold great potential for helping utilities play their role fully. Twinning is not new, but the focus on Water Operators' Partnerships is particularly pertinent today.

Upon request by the former UN Secretary-General, UN-HABITAT has led the development of GWOPA as a global network of partners with a common commitment to helping water utilities help one another. GWOPA helps establish direct and effective partnerships and networking among operators at global, regional, sub-regional and national levels, facilitating a process of "learning by doing" amongst them. Residing within the water utilities of the world is the practical knowledge and expertise that water operators need today. Sharing this living library of knowledge to bridge capacity gaps is what Water Operators' Partnerships are all about. The mechanism enables operators to systematically communicate among themselves and to share their experiences and learn from each other's practices for the benefit of all on a not-for-profit basis.

1.2. EVENT RATIONALE AND OBJECTIVES

As the providers of drinking water for the majority of the world's population, water operators have great power to communicate, show by example, and inspire their customers about the urgent need to act in solidarity towards common environmental and development goals. Increasingly, water operators' are engaging in awareness campaigns, international development, corporate social responsibility efforts, and sharing their skills through water operators' partnerships.

The role of water operators as leaders in the efforts to attain the Millennium Development Goals and other international commitments on water and sanitation was the focus of this 2-day meeting. The meeting focused on communication strategies and water operators' partnerships as the essential tools of water operators in playing their full role in this urgent global effort.

The meeting was intended to analyze the efforts of water operators in attaining the Millennium Development Goals and other international commitments on water and sanitation, explore the role of water operators in shaping public opinion, and identify best practices and information-exchange methods, among others.

Objectives of the international meeting

Specific objectives of the meeting included the following:

- To identify and explore the modalities of different legal and financial mechanisms that exist to support south-south and north-south water operators' partnerships, and to enhance access to them.
- To discuss how the Global Water Operators' Partnerships Alliance can best help water operators develop peer-to-peer exchanges on a not-for-profit basis.
- To discuss the use of water operators partnerships as a corporate social responsibility and communications tool.
- To identify and establish specific opportunities for collaboration on good communication practices between water operators and the general public.
- To promote the role of water utilities as communication agents on the urgency to act to improve water and sanitation.
- To make recommendations on the effective use of identified good practices for improving communication strategies of water utilities, and especially of small water operators.
- To introduce and launch a communication campaign for water operators on the urgency to act and especially for World Water Day 2010.
- To provide an opportunity for water operators of different regions of the world to exchange experiences and ideas on these important issues.

1.3. PROGRAMME AGENDA

The programme agenda is included in Annex 1.

2. STRUCTURE, DYNAMICS AND CONTENTS

The meeting was structured around an opening session followed by three consecutive thematic panels, two working sessions and a final synthesis and closing session.

2.1. OPENING SESSION

At the opening session Mr. **Jerónimo Blasco Jáuregui**, Counsellor of Culture and Main Projects at the Zaragoza City Council, delivered a welcome speech to participants presenting the importance of the work of the city of Zaragoza to improve water quality and water efficiency as well as the Ebro river bankside's transformation.

Mr. **Rafael Romeo**, president of the Hydrographic Confederation of the Ebro River Basin (CHE), also welcomed the participants and presented the role and experience of the Ebro River Confederation. He emphasized the importance of adapting the universally accepted principle of Integrated Water Resources Management (IWRM) to local situations and called attention to the need for better integration of the principles of solidarity and social participation.

Mr. **Alfredo Boné**, Ministry of the Environment at the Government of Aragon and President of the Water Commission of Aragon, congratulated the organizers and pointed out the importance of water management in the context of climate change. He also commented the importance of distinguishing between the service itself and service providers and introduced to the audience the integrated wastewater management plan of the Government of Aragon.

Ms. **Josefina Maestu**, Coordinator of the UN-Water Decade Programme on Advocacy and Communication, welcomed the participants and thanked partner organizations for their support to the organization of the meeting. She introduced the event, its objectives, structure and expected outcomes (Presentation included in Annex 5).

Mr. **Faraj El-Awar**, Programme Manager at the Global Water Operators' Partnerships Alliance of UN-Habitat, also welcomed the participants and presented GWOPA's efforts to improve the capacity of water operators around the world by enabling more peer to peer support between them (Presentation included in Annex 5).

Ms. **Federica Pietracci**, CSD Major Groups Programme Coordinator at the UN Department of Economic and Social Affairs (UNDESA), presented the Water Smart campaign. Led by UNW-DPAC, the Water Smart Campaign (Additional information is included in Annex 11) is a communication campaign addressed to water and sanitation operators. The campaign involves them in a series of awareness raising activities on the urgency to act on specific water issues through various campaign elements (Presentation included in Annex 5).

2.2. THEMATIC SESSIONS

Thematic sessions were designed to encourage a fluent process of dialogue among participants and facilitate the exchange of views on key issues.

Sessions were structured around a series of interventions from different panellists presenting selected country cases, experiences and lessons learned. At the end of each session, participants were able to contribute during debate.

Session 1: WOPs as a platform for developing communication and corporate social responsibility strategies

During Session 1, the following speakers intervened:

Mr. **Cheikh Tidiane Fall**, Director of Communication and Cooperation from Sénégalaise des Eaux (SdE), delivered a presentation (presentation included in Annex 5) about the case of this company. He particularly highlighted strategies applied by the SdE to sensitize their population about water issues and about how money is invested by the company. He also presented an example of partnership agreement between SdE and ONEA (Office National de l'Eau et de l'Assainissement du Burkina Faso). This partnership has motivated demand for new partnerships in the region.

He concluded that, due to communication strategies applied, customers are happy about the level of information they receive from the company and this has increased customer satisfaction. He pointed out that awareness also needs to be raised about the positive impact of these communication practices. Finally, he emphasized the importance of corporate social responsibility strategies to the mission of a public service. (Presentation included in Annex 5).

Mr. **Siemen Veenstra**, Project Director at Vitens Evides International, highlighted during his presentation that we should not debate about private versus public service delivery but

about what we can learn from both sectors. He emphasized the importance of water operators and of partnerships for creating an enabling environment for expertise and experience sharing. He highlighted the importance for customers to feel that they belong to a global programme as the GWOPA with a win-win situation for both sides (mentor and recipient utility).

He also introduced the different partnerships Vitens Evides has in Vietnam, Mongolia, Ghana, etc., presented various partnership experiences and the importance of long term commitments. He stressed the importance of sharing lessons learned and best practices to learn from others and of moving from north-south partnerships to south-south partnerships in order to achieve sustainability. He concluded his presentation by raising a question for debate: How do we develop long-lasting relationship for WOPs? (Presentation included in Annex 5).

Key Points from Session 1 Plenary Discussion

- Small water operators should be reached by WOPs as they play a key role in providing access to water in rural and poor urban areas. In this regard, communication strategies are key in reaching new types of operators and political commitment is vital for ensuring WOPs' democratization.
- Rural and poor areas can be reached by WOPs through technical assistance. Vitens, for example, has its core business located in urban areas but reach rural areas by providing technical assistance through a partnership with the national water supply institution of Mozambique. Also ASSEMAE, from Brazil, has made a commitment to reach out this specific typology of water operators.
- Water supply in rural areas can be increased through cross-subsidized tariffs between urban and rural areas. In Morocco, for example, the experience of ONEP shows that it helps to ensure water supply in rural areas.
- The participation of the State is essential for ensuring that poor people are reached.
- WOPs should also consider capacity-building of human resources as there is a major lack of skilled human resources in most developing countries.
- WOPs should be part of an IWRM strategy. It is necessary to manage and communicate about the entire water cycle, which also includes sanitation.

Session 2: Communication and Information Practices

During Session 2, the following speakers intervened:

Mr. **Andries Motsele**, Brand Manager Coordinator at Rand Water, South Africa, underlined the need of achieving behavioral change and presented Rand Water and specially its Water Wise Campaign, including the messages promoted, audiences targeted, tools used and education campaigns implemented. He also introduced the Rand Water Foundation and its main projects (presentation included in Annex 5).

Ms. **Pilar Gómez**, Head of Department of Image and Public Relations at Canal de Isabel II (a Madrid based public utility), introduced this Spanish water utility, and focused on the different communication tools they have developed. She particularly emphasized the usefulness of the different communication and education materials they have produced for countries from the LAC region; this provides a great opportunity for partnerships (Presentation included in Annex 5).

Ms. **Josefina Maestu**, Coordinator of the UN-Water Decade Programme on Advocacy and Communication, presented main findings of a survey carried out by UNW-DPAC on current information and communication practices from a sample of water operators. Survey analysis identified the types of information provided to customers by the water operator as well as information received from customers and means used. The analysis focused then on strengths and weaknesses of current information, communication, education and CSR practices and made some recommendations in each field. (Presentation included in Annex 5)

Key Points from Session 2 Plenary Discussion

- It is essential to expand services to the poor. For this, communication efforts should focus more on participatory approaches: customers need to be considered, not only as recipients, but as active actors. In this regard, the Egyptian Holding Company for Water and Wastewater (HCWW) presented an initiative in which poor people apply to a mutual fund to ensure coverage; communication actions and regular meetings in public areas helped a lot in fully developing this initiative. Also, RPWN, in Philippines, has increased access to water to the poor through a strategy which includes regular community meetings before and after office hours.

- Increasing access to the poor also requires an evaluation of who are the real poor and who can pay for services. In Cambodia, for example, PPWSA has developed a partnership with France to improve direct access to water to the poor which pays particular attention to transparency and communication.
- Communication campaigns should go beyond actions on how to save water and focus more on raising social participation and improving water governance.
- Sharing information is essential as it provides an overview of current status and allows taking stock of what has been learned to date.
- Education campaigns should also target adults. In Egypt, for example, HCWW targets children in their education campaigns as channels to change family behaviours.
- Communication strategies should go a step further and provide tools to empower people.
- Learning and teaching programmes should also address the political class in order to create a more enabling environment for improved access to water and sanitation.
- There is a lot to learn from experiences and practices from the South. WOPs should also consider South-South and South-North cooperation and not just North-South cooperation.

Session 3: Connecting WOPs Support Mechanisms: linking financial, legal and implementing platforms

The Global Water Operators' Partnerships Alliance is a network of partners helping to increase the use of peer-to-peer support - or 'Water Operators' Partnerships' - to enhance the capacity of Water Operators to meet the MDGs. GWOPA aims to make twinning between water operators a more common and impactful practice by sharing knowledge about effectively engaging in WOPs, offering capacity support and brokering, advocating about WOPs, and by providing financial advice and support.

The Global WOPs Alliance convened this specific session on financial, legal and implementing platforms in order to help connect stakeholders from the South wanting to engage in WOPs to these available support mechanisms.

Session 3 was divided into two rounds of presentations, followed by a working group session.

The first round of presentations evolved around the theme of WOPs support mechanisms.

Ms. **Anne Bousquet**, from the Global Water Partnerships' Alliance, presented the Oudini-Santini Law from France as an example of decentralized cooperation and support mechanism. She also introduced similar examples from other countries such as The Netherlands, Italy and Spain. She concluded by summarizing the role of the GWOPA in those cases (Presentation included in Annex 5).

Ms. **Annemari Ciurea**, from the Water and Energy Facility of EuropeAid, introduced the Africa, Caribbean, Pacific (ACP) – EU Water Facility and the different types of projects the facility can support (Presentation included in Annex 5).

Mr. **Steen Bjerggaard**, coordinator of Water Operators Partnerships from the International Water Association, presented the collaboration between IWA and GWOPA, introduced the advantages of WOPs, its definition and classification and highlighted some lessons learned from different types of WOPs (Presentation included in Annex 5).

The second part was a panel discussion, on 'How to make WOPs happen'. This discussion focused on the need for greater advocacy about WOPs. It is important that operators involved in WOPs share their experience and spread the word that WOPs is an efficient tool to fill the water operators' capacity gap. As a global network, GWOPA has the mandate to develop WOPs know-how and to provide overall guidance to water operators willing to get involved in peer-to-peer exchanges.

The following speakers intervened:

Mr. **Samir Bensaid**, Director General of the Office National de l'Eau Potable du Maroc, presented the partnership between ONEP and SNDE (Société Nationale d'Eau, Mauritania), its objectives, preparation and functioning (Presentation included in Annex 5).

Mr. **Long Naro**, Deputy Director General of the Phnom Penh Water Supply Authority (PPWSA), Cambodia, presented the PPWSA, the twinning programme between PPWSA and BIWASE (Binh Duong Water Supply Sewerage Environment Company Limited) and highlighted the results of communication efforts and their influence in consumer perceptions (Presentation included in Annex 5).

Key Points from Day 2 Plenary Discussion

- WOPs can be a tool to help operators play their full role in ‘Raising Awareness and Communicating the Urgency to Act’. In the Netherlands, for example, Vitens has created an engaged and motivated citizenry through the utility’s WOPs activities.
- Different partners are invited to share their diverse approaches to implementing WOPs with the Global WOPs Alliance to build up and learn from a broader repertory of practice. A full water cycle approach to WOPs, for example, is regularly implemented by World Waternet and ONEP, and is an approach meriting better documentation and sharing.
- WOPs take time. More than money, time is often a limiting factor in achieving meaningful results. WOPs can be short term, but often real change requires longer relationships. GWOPA is working with financing mechanisms to develop sources of longer-term funding to extend the peer support relationship and make needed investments.
- A number of tools i.e. funding and legal mechanisms already exist that can be taken advantage of to facilitate the spread WOPs. These include EU funding, and national funding and legal mechanisms. While these mechanisms may not have been created explicitly to support WOPs, GWOPA aims to work with these mechanisms and help operators use them to implement WOPs.
- Political support is essential for creating the enabling environment for improved utilities. WOPs mustn’t by-pass the decision makers and provide sufficient leeway to address political obstacles.
- Happy customers can be allies in efforts to mobilise political support: ‘Supportive customers, supportive politicians’
- Civil society, regulators and labour unions can play a key role in helping keep water sector honest and on-track, survive political transitions

2.3. Working group sessions

Plenary sessions were followed by working group sessions. Participants were divided into three groups (A, B and C) and each group into two rounds. Each group gathered together representatives from a particular region:

- A: representatives from Asia and the Pacific
- B: representatives from Latin America and the Caribbean
- C: representatives from Africa.

During working group sessions, participants had the opportunity to present their experiences and debate about the questions for reflection proposed by the moderators.

First working group session

During this session, participants shared experiences and lessons learned from information and communication practices. Main conclusions are summarised below.

Area 1: Target audiences. With whom do operators communicate and with whom should they communicate?

Water operators' communication efforts should not be limited exclusively to customers. Water operators should also communicate upwards, with regulators and governments in order to get their buy in.

Area 2: Nature of communication efforts

Communication should ensure a two-way dialogue. Communication efforts should consider users as partners and not just as "passive recipients".

Continuity of efforts needs to be guaranteed to build trust. In this regard, communication has to be reactive, respond to particular situations (e.g. when conflict arises), but also proactive, facilitate participatory planning through regular public consultation. Communication is a key tool to build confidence and public trust on water operators.

Communication efforts need to be inclusive, go beyond just communicating to the users, and consider all stakeholders.

Communication must consider differences in perceptions between urban and rural populations and between different socio-economic categories of users.

Direct contact with users is essential to ensure effectiveness of communication efforts.

Area 3: Communication levels

Internal communication needs to be improved, particularly between:

- The water utility managers and workers
- The board of directors and managers.

External communication needs to be improved, especially between:

- Water utilities and government
- Water utilities and users.

Area 4: Communication objectives

Communication strategies need to serve the Millennium Development Goals. Non-served populations have to be included and strategies should advocate for increasing political will to address this challenge

There is a specific need to work on communication strategies for the poor.

Communication efforts should raise social participation, improve transparency and empower people.

Area 5: Information aspects that need to be reinforced

A special effort needs to be made in order to ensure that information communicated is understandable and adapted to each targeted audience.

Information needs to be democratized to facilitate participation, and respond to the user's needs.

Area 6: Role of WOPs

Water Operators' Partnerships provide an excellent opportunity to learn from communication and information experiences.

Area 7: Measuring and communicating the impact

Impact of communication efforts can only be measured on the long term as they interlink with several factors.

Qualitative indicators, such as behaviour change, are difficult to measure. Research and development is needed to improve measurement of the effectiveness of campaigns.

Communicating the results of communication efforts motivate the users to contribute to objectives established in the communication strategy.

This summary of discussions was presented by the group's spokespersons in the morning of December 4 (presentations are included in Annex 6)

Second working group session

The second working group session dealt with one question: 'Where GWOPA should focus, according to its working group areas'.

The Global Water Operators' Partnerships Alliance aims to make twinning and other forms of peer support between water operators a more common and more impactful means for increasing the capacity of utilities to play their full role in meeting the watsan MDGs. Doing so requires understanding what water operators and their associations need in order to engage in WOPs more easily. The purpose of this working session was to enable GWOPA to learn from the experience and needs of water operators themselves – the 'implementers' of WOPs - on how the Alliance can fine-tune its activities to better facilitate the scaling up of WOPs. At the same time, GWOPA was interested in knowing what its members and partners could contribute to help the Alliance better serve its objectives.

The Questions asked in this Working Group session were, keeping in mind GWOPA's working areas: What Can GWOPA do for you? and What can you do for GWOPA?

Three parallel working groups were convened to respond to these questions. Their feedback is summarised below along the lines of GWOPA's main working areas.

Area 1: Supporting Regional WOPs

Regional and national WOPs are the building blocks of the Global WOPs Alliance as they are the instruments through which the majority of WOPs are implemented. GWOPA's activities – from knowledge management to advocacy - provide support to these decentralised WOPs platforms, helping them to carry out more - and more impactful -WOPs.

Separate to these ongoing functions, GWOPA also provides direct support for the establishment of national and regional platforms around the world, embedded within sustainable institutional frameworks. With WOPs platforms now active in the majority of

regions, GWOPA is turning its focus from establishment to the ongoing support functions below.

Area 2: Developing WOPs Know-How

Suggestions about GWOPA's knowledge management functions related to its leadership in compiling, distilling and disseminating knowledge about WOPs practice and enabling more direct, free exchange between operators.

In the first category, a priority step is providing a number of standard templates/models that make it easier for utilities to navigate through a twinning process and extract maximum benefit from it. Memoranda of understanding to formalize agreements, timelines, monitoring frameworks and performance improvement planning templates should be provided as the basis for utilities/platforms to adapt to their own needs.

A related task is collating and availing documentation on the range of approaches to WOPs, many of which are actively applied by GWOPA members and partners. Approaches which have been little highlighted so far in the WOPs literature are those focusing on the whole water cycle, integrating water supply and treatment (i.e. Worldwaternet), as well as the experience of certain public utility partnerships focusing on labour exchange and extension of services to the poor. Helping to spread these different approaches requires practitioners share documentation with GWOPA so that it may be disseminated through their channels. GWOPA calls on its members to share these practices with its secretariat so that it can make them available to others.

Similarly, developing meaningful knowledge to guide more effective WOPs and prepare convincing arguments to attract greater attention and resources to the practice, requires that current WOPs activities be documented, compiled and analysed. GWOPA requires practitioners of WOPs to systematically document and share this information. GWOPA should develop simple monitoring and evaluation templates to facilitate the gathering of this information.

Given its aim to increase peer to peer support between operators, GWOPA was also advised to provide greater opportunities for utilities to share their knowledge and experience with one another *directly* on a range of topics of utility interest, from climate change mitigation to recharge modelling to community-based management. GWOPA's forthcoming website shall be designed to enable users to generate and search for broad categories of utility-related information. International fora will continue to provide opportunities for face-to-face exchange.

Area 3: Provide Financial Guidance and Assistance

Helping operators and platforms tap into more funds to carry out WOPs is an important function of the Global WOPs Alliance secretariat. GWOPA was advised to complement regional WOPs financing sources (by which most WOPs are currently funded) by providing the following support:

- 1) Helping connect the regional/national platforms with appropriate international or extra-regional funding sources. As a notable example, the European Union's ACP facility partnerships window to be launched in 2010 was designed largely to enable peer to peer support and offers great potential for up scaling WOPs. GWOPA can serve as an intermediary between such facilities and regional platforms, helping advise and assisting the platforms in the preparation of applications.
- 2) Playing an advocacy and educating role with International Financial Institutions, primarily by building their familiarity and confidence in the practice to more readily support its implementation. An interesting suggestion was made to encourage major donors and development banks to require WOPs be applied in the training and skills development components of their larger sector loans to WOPs as a condition for investment. GWOPA would need to drive home the effectiveness and economy of the twinning approach and the fact that it is more likely to anchor capacity in a lasting way within the utilities who will be able to drive it in the longer term.
- 3) Similarly, the secretariat could work closely with IFIs to develop WOPs formats that they would be ready to finance. A "bankable" WOPs format could enable operators/platforms to design their WOPs for greater likelihood of certain types of financing.
- 4) Establishing its own financing facility to directly support the implementation of Performance Improvement Plans developed through WOPs, bridging the gap between short term WOPs and larger sector loans.

Area 4: Brokering WOPs

Encouraging and facilitating utility benchmarking was reiterated as an important role for the GWOPA secretariat. Benchmarking provides important basic information for ensuring impactful WOPs by helping utilities more clearly understand areas for improvement, identifying potential partners based on demonstrated expertise, as well as measuring the

impact of WOPs. Measuring the impact of WOPs was seen as important for establishing the credibility of the practice and securing greater funds for their implementation.

In addition to standard performance indicators (such as those used by the International Benchmarking network, whose indicators are used by GWOPA), partners expressed interest in helping the alliance develop supplementary indicators, including those relating to equity, labour and pro-poor orientation, that could help to establish a more holistic picture of utility 'performance'.

Establishing the credentials of a mentor utility could be further aided by adopting certification or labelling practices. GWOPA partners could help in the identification and application of these accreditations.

It was recalled that GWOPA was developing an online platform to facilitate direct brokering between operators, called GRUBS (the Geo-referenced Utility Benchmarking System), a beta version of which is set to be online in the first quarter of 2010. Utilities, associations and platforms can help populate this site by feeding GRUBS with their benchmarking data.

In discussing performance-based approaches to brokering, such as GRUBs, participants highlighted the other, less quantifiable, utility characteristics that can be essential in making a partnership work, and called on GWOPA to factor in these criteria in the matchmaking process. The usefulness of an initial courtesy phase prior to the formalization of a partnership was also emphasized.

Area 5: Capacity Building in Support of WOPs

GWOPA continues to deliver training and capacity building programmes in collaboration with its partners. Increasingly, GWOPA should move towards a facilitating approach for Training and Capacity Building and away from direct implementation. It should focus on using its networks and limited funds most wisely to extend the benefits of capacity building activities. Increasing the use of videoconferencing and other fora for remote learning was suggested.

Area 6: Convening and Partnership Building

GWOPA was developed as an Alliance of partners because it was acknowledged that no single organization holds the diversity of assets, capacities and viewpoints required to make WOPs happen on the large scale that was needed. The Alliance was conceived to build on the strengths of its different member organizations, united in the common goal of 'helping utilities help each other'. However participants pointed out that it needs to

continue to develop new partnerships and tap into its existing partner expertise to make the most of this approach. Ongoing partnerships with IWA, IB-Net, and Transparency International among others provide a strong basis to build on.

Participants felt strongly that GWOPA, having developed its principles and code of conduct in a transparent and participatory way, must actively defend these founding values in the practice of WOPs. GWOPA, with the aid of its partners acting as an integrity network, must work to uphold the WOPs name in order to build the credibility of the practice and its practitioners.

GWOPA was advised to organise an international water utilities expo with a critical mass of operators to create partnerships, raise funds and build respect for the WOPs label. Such an event would allow WOPs to graduate from its establishment phase to a phase of expansion.

Area 7: Advocacy and Communications

GWOPA was advised to communicate about WOPs in a straightforward way. The simple and powerful concepts behind WOPs have strong resonance potential and should be used more actively to market the practice, and to uphold its name. Simple language should also be used to engage operators not traditionally involved in this type of cooperation.

Advocacy on WOPs must be embedded in the central purpose of water operators to deliver clean, affordable, accessible water (cheap, clean and everywhere).

Effort is still needed to communicate about the Alliance itself. The specific niche of the alliance must be articulated clearly, so as to differentiate it from other networks and allay competition from potential partners who stand to contribute to its cause.

WOPs communications targets must be differentiated and products tailored to these distinct audiences. Given the important communications potential of wops, it was recommended that communications officers be involved directly in WOPs workshops. Communications officers can also make excellent resource persons to help build internal and external support for WOPs.

Specific advocacy efforts need to be made amongst northern utilities, associations and platforms to build up the base of mentor operators who can provide support. Spreading information to them about existing legal and financial mechanisms that they could tap into or about the effective adoption of WOPs by other mentors would be most helpful.

A bold suggestion was made to draft a UN resolution to adopt and spread WOPs.

The GWOPA was advised to engage different donors by taking the time to understand their motivations.

To achieve its main mandate, the Global WOPs Alliance intends to be inclusive and to serve directly its main members, the water operators. The approach of the Alliance is therefore a bottom-up one, as reflected in its governance structure. The Conference was an excellent opportunity for the Alliance to refine its working areas, gathering suggestions and advices from the participants, adding new topics or being comforted in some of its directions.

2.4. SIDE EVENT AND TECHNICAL VISIT

In the afternoon, on December 3, participants had the opportunity to learn about the communication strategy of the wastewater management plan of Aragon. The strategy was presented by Mr. **Rafael Izquierdo**, Director of the Water Institute of Aragon. After his presentation, some participants visited the Zaragoza purification plant and learned about the educational and communication strategies on the integrated water cycle of the Zaragoza City Council. Those strategies were presented by Mr. **Javier Celma**, Director of the Environment and Sustainability Agency of Zaragoza.

2.5. PRESENTATION OF CONCLUSIONS

Main conclusions were presented by Ms. **Josefina Maestu** for Day 1 and Mr. **Faraj El-Awar** for Day 2.

Summary of main conclusions for Day 1: Experiences and lessons learned from information and communication practices. Main conclusions are described in detail in chapter 2.3. of this report

Message 1: There is an important gap in communication and awareness-raising

- There is a specific need to work on communication models for the poor and also on communication inspiring solutions to support extension of services of water operators to poor people
- There is a need to put additional communication efforts on sanitation
- Medium size and small operators have also to be involved as they are the main providers for poor populations
- Communication strategies need to be put to the service of the MDGs and include non-served populations

Message 2: The focus in communication is strategic for operators

- Communication is a key tool for building public confidence and trust on water operators
- Communication is vital to the development of utilities for the mission of public service

Message 3: Communication should go a step further

- It should be used to raise social participation
- It should be used to improve transparency
- It should provide tools to empower people
- It should consider users as active actors

In this sense, communication should:

- Be inclusive, consider all stakeholders
- Be proactive, establish a regular public consultation and information mechanism
- Respond to the users' needs

Message 4: Communication should go beyond customers

- Communication should ensure a two-way dialogue
- Communication should also target governments, regulators, utility staff, etc.
- Communication should advocate to increase political will for improving access to water and sanitation

Message 5: Impact of communication practices needs to be measured and communicated

- Research and development is needed to improve measurement of the effectiveness of campaigns.
- Communicating the results of communication efforts motivate the users to contribute to objectives established in the communication strategy.

Message 6: The one size fits all approach is not applicable

- Communication approaches depend a lot on the environment
- Communication must consider differences in perceptions between urban and rural populations and between different socio-economic categories of users

Summary of main conclusions for Day 2: Focus to the GWOPA. Main conclusions are described in detail in chapter 2.3. of this report and structured around the following working areas:

Area 1: Supporting Regional WOPs.

Area 2: Developing WOPs Know-How. Suggestions were made about GWOPA's knowledge management functions related to its leadership in compiling, distilling and disseminating knowledge about WOPs practice and enabling more direct, free exchange between operators.

Area 3: Provide Financial Guidance and Assistance. Helping operators and platforms tap into more funds to carry out WOPs is an important function of the GWOPA secretariat. GWOPA was advised to complement regional WOPs financing sources by providing different types of support.

Area 4: Brokering WOPs. Encouraging and facilitating utility benchmarking was reiterated as an important role for the GWOPA secretariat.

Area 5: Capacity Building in Support of WOPs. Increasingly, GWOPA should move towards a facilitating approach for training and capacity building and away from direct implementation.

Area 6: Convening and Partnership Building. GWOPA needs to continue to develop new partnerships and tap into its existing partner expertise to make the most of this approach.

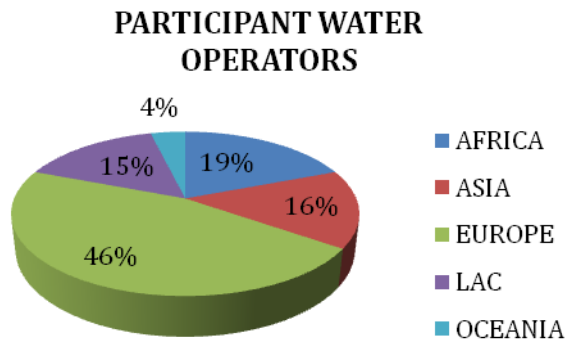
Area 7: Advocacy and Communications. GWOPA was advised to communicate about WOPs in a straightforward way.

2.6. CLOSING SESSION

The closing speech was delivered by Ms. Maria Dolores Campos, Counsellor in Environment of the Zaragoza City Council, who thanked the participants for their contributions and concluded by reminding the importance of these meetings in order to improve the situation (Speech included in Annex 10).

3. PARTICIPANTS

3.1. ATTENDANCE



The meeting convened water and wastewater utilities/operators and their public information and corporate responsibility officers, water associations and networks, support mechanisms, regional development banks and other donor organizations.

Attendees included:

- Representatives from water and wastewater operators and water operators' federations from Africa (Egypt, Kenya, Morocco, Senegal, South Africa), Asia and Oceania (Cambodia, Jordan, Malaysia, Pakistan, Papua New Guinea), Latin America and the Caribbean (Brazil, St. Lucia, Trinidad, Uruguay), and Europe (France, Spain, The Netherlands).
- Representatives and experts from the United Nations System, including representatives from the UN Department of Economic and Social Affairs (UNDESA), representatives from the United Nations Secretary-General's Advisory Board on Water and Sanitation (UNSGAB) and representatives from the United Nations Human Settlements Programme (UN-Habitat).
- Representatives from regional WOPs platforms and members of the GWOPA and its Steering Committee.
- Representatives from support mechanisms such as the Inter-American Development Bank (IADB) and the Water and Energy Facility of the European Union.
- Representatives from civil society organizations, including trade unions, consumer and citizen associations (e.g. Umeed-e-Nao Citizen Community Board), professional organizations (e.g. International Water Association) and NGOs (e.g. Transparency International, Engineering without Borders, Corporate Europe Observatory).

3.2. SPEAKERS

Opening session:

Josefina Maestu, *Coordinator of the UN-Water Decade Programme on Advocacy and Communication*



Ms. Maestu has represented Spain in the Environmental Committee of the UN Economic Commission for Europe (UNECE), the Mediterranean Commission on Sustainable Development, and backstopped the Spanish EU Presidency. She has been technical adviser to the UN Commission on Sustainable Development, UNEP, the World Bank and served on OECD task groups on water financing and tariffs. She served as adviser to the Minister of Environment of Spain, coordinated the economic analysis of water issues including the Water Framework Directive, and guided negotiations on international water agreements, including for river basin management. For five years, she was Secretary-General of the Mediterranean Water Network, where her responsibilities included considerable communications and advocacy. Her many publications cover such subjects as water tariffs and pricing, water services costs, public participation in water management, economic analysis of water use, water accounts, the European water pressure index, and cost-benefit analysis for water projects. Ms. Maestu has been appointed to serve UNO-IDfA as Coordinator starting from September 2009.

Faraj El-Awar, *Programme Manager, Global Water Operators' Partnerships Alliance, UN-Habitat.*



Faraj El-Awar is a national of Lebanon. He has over 15 years of experience in water management and building partnerships among water utilities. Prior to joining UN-HABITAT to spearhead the Global Water Operators' Partnerships Alliance, he led the establishment of the Arab Countries Water Utilities Association – ACWUA – where he was appointed as the first ACWUA Secretary General from November 2005. He has experience as regional consultant for international development agencies in the Middle East and North Africa region in water sector management and reform and capacity building and had joined several UN programmes in their water programmes as the United Nations Office of the Humanitarian Coordinator for Iraq (UNOHCI) or the UNDP Drylands Development Centre (DDC) Regional Office for Arab

States. Prior to this, he taught, conducted research and managed integrated water resources management projects at the American University of Beirut. His academic background is Bachelor and Master Degrees in Agriculture and Irrigation Engineering and a PhD from Colorado State University in Water Resources Planning and Management.



Federica Pietracci, *CSD Major Groups Programme Coordinator at the UN Department of Economic and Social Affairs (UNDESA).*

Federica Pietracci joined the UN Department of Economic and Social Affairs in late 1996. Assigned to the CSD Secretariat, she worked for the Major Groups Programme team on strengthening the role of Major Groups organizations in the achievement of sustainable development. From 2000 to 2002 she served as Civil Society focal point at the Financing for Development Secretariat in the lead up to the Monterrey conference. She returned to the CSD Secretariat and in 2003 she was appointed Major Groups Programme Coordinator. She holds a Master Degree in political sciences from the University of Padua, Italy.

Session 1:

Cheikh Tidiane Fall, *Director of Communication and Cooperation, Sénégalaise des Eaux, Senegal.*



Mr. Cheikh Tidiane Fall, a journalist by profession and with an academic background on technical science journalism, has been acting Director of Communication and Corporation of Senegalese Water Company since mid nineties. Before this, he acted as editor in chief of the national daily newspaper 'Le Soleil' where he was an active journalist in different departments. Further to this, he has a professional background as rapporteur at the African Union of Water Distributors and planning of the reconstruction of its Public Relations Department. His communications experience is completed by acting as president of the Communication Commission of the Senegalese Football Association and other communication committees.

Siemen Veenstra, *Project Director, Vitens Evides International.*



Siemen Veenstra graduated in MSc Environmental Engineering at the Wageningen University and Research Centre (1984) and continued to work for international organizations such as the WHO (International Reference Centre for Water and Sanitation) and UNESCO (IHE Institute for Water Education, Delft). For over 15 years he was involved in capacity building in water and sanitation. Since 2002 he joined the Dutch Water Company Vitens, and in 2004 he joined Vitens Evides International - a joint venture of the 2 largest Dutch water utilities focussing on Water Operator Partnerships with water utilities in developing countries. As project director he is managing WOPs in the Republic of Yemen, Mongolia, and Malawi. Since 2007 he is heading the Chair on Water Services Management at the NHL University for Applied Science in Leeuwarden, The Netherlands.

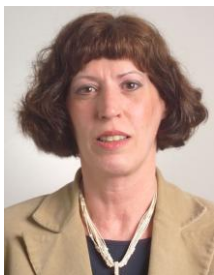
Session 2:

Andries Motsele, *Brand Manager Coordinator, Rand Water, South Africa.*



Andries Motsele acts as brand managing coordinator and former customer approach officer at the South African water operator Rand Water. He is responsible for national and international marketing, strategy planning and business approach and development. He developed his work in different marketing and communication areas such as: marketing and branding, media and stakeholder alliances, events and sponsorship, management of supply relationship, financial management, youth marketing, and marketing research. Before he started working in the water field, he acted as promotion coordinator for South African Breweries. He holds a diploma in marketing and a bachelor in business administration from the IMM Graduate School of Marketing, South Africa.

Pilar Gómez, *Head of Department of Image and Public Relations, Canal de Isabel II, Spain.*



With a degree in Public Relations and a BA in History and Social Anthropology, Ms. Maria Pilar Gómez has developed her professional career over the past twenty-five years in the Madrid based Canal de Isabel II company. Occupying various positions, she has coordinated, since its inception, the educational campaigns and also the proposed

communication lines. Further to this, she concentrated her work on advertising campaigns for the company, such as “Join the Water Challenge” and “Now you do not need watering”. She is currently Head of Image and Public Relations department.

Session 3:

Anne Bousquet, *Global Water Partnerships’ Alliance, UN-Habitat.*



Anne Bousquet is a town planner specialized in urban water services and specifically in access to water for the urban poor. She holds a Doctorate in urban geography on water sector reforms in Kenya, Tanzania, and Zambia and their consequences for the urban poor. She has been working as a doctorate researcher and a lecturer in La Sorbonne University in Paris for several years before being a consultant for the French Development Agency and a researcher at IFRA, both assignments on urban development issues in Kenya. She joined UN Habitat in Nairobi in 2009 as a Training and Capacity Development Officer at the Global Water Operators' Partnerships Alliance (Human Settlements and Financing Division, Water and Sanitation Branch). She has been mainly working in Africa and the Arab region for water operators' training, as well as on cross-cutting issues such as knowledge-management and WOPs know-how.

Annemari Ciurea, *Water and Energy Facility, EuropeAid.*



Commission.

Ms. Ciurea, a Rumanian national, acts currently as programme manager of the Water and Energy Facility, EuropeAid, at the European Commission. Before this, she acted as Head of the Office for International Relations related to Water Management and deputy director of the Ministry of Environment and Sustainable Development of Rumania. Before this, she acted as Technical Secretary Expert in water management at the Romanian–Hungarian Hydrotechnical Joint

Steen Bjerggaard, *coordinator of Water Operators’ Partnerships, International Water Association.*

Mr Steen Bjerggaard is working as a Global Water Operators’ Partnerships Coordinator for the International Water Association, IWA. He has a thorough experience and knowledge of partnerships between Swedish, Danish, Baltic and Russian Water Operators, being

Resident Project Manager for the Riga, Kaunas and Kaliningrad Waterworks projects. He has also been engaged in Corporate Development Programmes for several Latvian and Polish towns as well as for the St. Petersburg Waterworks. Mr Bjerggaard has thus acquired an extensive management experience from working with public utilities and private enterprises, both in developed, mainly Sweden, and developing countries, during the last 38 years. His work experience includes being the director of Stockholm Water Company's department for International Projects and specialised in management and corporate development of water utilities, heading the business division of Swedish Malmö Municipal Street Office and the Municipal Technical Office in Ängelholm, Sweden. Earlier, he worked on international basis for one of the world's largest cement plant manufacturing companies as Resident Engineer and Sales Manager for big-scale industrial projects on turnkey basis. Finally, he has designed and participated as lecturer in many training and know-how transfer programmes and he has organised a great number of seminars and workshops.

Samir Bensaid, *Director General, Office National de l'Eau Potable, Morocco.*



Based in Rabat, Morocco, Mr. Bensaid acts as director general of the "Institut International de l'Eau et de l'Assainissement" (IEA) of the National Potable Water Office of Morocco. The IEA implements training, research and technical assistance activities. Before this, he acted in different positions at the National Potable Water Office of Morocco, where he was director of cooperation and communication, director of the sanitation and environment department, and chief engineer of the environment and sanitation unit. He is, among others, member of the board of governors of the World Water Council and Arab Countries Water Utilities Association, and member of the steering committee of the Global Water Operators' Partnership Alliance. He holds a degree in civil engineering by the Ecole Mohammedia d'Ingénieurs and a French laureate degree in land engineering.

Long Naro, Deputy Director General, Phnom Penh Water Supply Authority, Cambodia



Mr. Long Naro, Cambodian national, graduated in 1989 from the Georgy Dimitroff Engineering School for Plant and Construction in East Germany. He has an extensive professional career at the Water Supply Department-Phnom Penh where he worked on engineering business as well as together with stakeholders from the social society on water treatment plants and other hydro engineering projects. In the early

nineties, he changed to the PPWSA and worked as project coordinator and now project manager on national hydro engineering projects and studies on, among others, water treatment plants development, treatment plans, water transmission and water supply studies within the framework of national projects and international cooperation with international institutions as Asian Development Bank, UNDP and bilateral technical cooperation.

Facilitator of Sessions:

Ziad Moussa



Mr. Ziad Moussa is a multi-disciplinary development professional who has acted in numerous events, conferences, water fora, workshops, and capacity building meetings as facilitator and trainer. He counts on a professional background on the design and management of participatory development projects, with a particular focus on Monitoring and Evaluation. Mr. Moussa complements his professional career with a solid background in Agricultural Sciences with a number of advanced post-graduate training and professional development courses such as the “Certificate of Proficiency in Advanced Facilitation and Training”, and post graduate certificates in “Appreciative Inquiry”, “Multi actor Processes for Action planning and Policy design”, Outcome Mapping” and “Utilization Focused Evaluation”.

4. MATERIALS DISTRIBUTED

4.1. MATERIALS PRODUCED BY UNW-DPAC

UNW-DPAC produced a reader on water operators and awareness-raising mainly intended for water utilities communication officers and corporate responsibility officers. The reader provides UN references for easy reading on user’s perceptions and views of water and sanitation issues, on the performance of customer services and on lessons learned about corporate social responsibility initiatives, and tools for those water utilities wishing to engage in education and awareness-raising initiatives (Reader attached in Annex 7).

4.2. REFERENCES FROM THE UN AND PARTICIPANT ORGANIZATIONS

All references included in the Reader were made available to the participants for consultation. Additional references were distributed to participants, including information materials from participant organizations and a CD-Rom of the 3rd United Nations World

5. ACRONYMS

ACP-EU	Africa, Caribbean, Pacific – European Union
AEAS	Asociación Española de Abastecimiento y Saneamiento, Spain
AEOPAS	Asociación Española de Operadores Públicos de Agua y Saneamiento, Spain
AGBAR	Aguas de Barcelona, Spain
AquaFed	International Federation of Private Water Operators
ASSEMAE	Associação Nacional dos Serviços Municipais de Saneamento, Brazil
BIWASE	Binh Duong Water Supply Sewerage Environment Company Limited
CBWMP	Caribbean Basin Water Management Programme
CEO	Corporate Europe Observatory
CHE	Confederación Hidrográfica del Ebro
CSD	Commission on Sustainable Development
FFOSE	Federación de Funcionarios del OSE
GIAHSA	Gestión Integral del Agua Costa de Huelva, Spain
GWOPA	Global Water Operators' Partnership Alliance
HCWW	Holding Company for Water and Wastewater, Egypt
IADB	Inter-American Development Bank
IWA	International Water Association
IWK	Indah Water Konsortium, Malaysia
IWRM	Integrated Water Resources Management
LAC	Latin America and the Caribbean
MDGs	Millennium Development Goals
ONEP	Office National de l'Eau Potable, Morocco
OSE	Obras Sanitarias del Estado, Uruguay
PPWSA	Phnom Penh Water Supply Authority, Cambodia
RPWN	Reclaiming Public Water Network, Philippines
SdE	Sénégalaise des Eaux, Senegal
SNDE	Société Nationale d'Eau, Mauritania
UNDESA	United Nations Department of Economic and Social Affairs
UNEP	United Nations Environment Programme

UN-Habitat	United Nations Human Settlements Programme
UNW-DPAC	UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC)
UNSGAB	United Nations Secretary-General's Advisory Board on Water and Sanitation
WOPs	Water Operators' Partnerships
WWAP	World Water Assessment Programme

Annex 1
Programme agenda

United Nations Office
to Support the
International Decade
for Action
"Water for Life"
2005-2015

United Nations
Department of Economic
and Social Affairs
(UNDESA)



First International Conference of the Global Water Operators' Partnerships Alliance

Raising Awareness and Communicating the Urgency to Act

3-4 December 2009. Zaragoza, Spain

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un.org/waterforlifedecade

In cooperation with:



| 01

03 December 2009, Thursday

08:30 - 9:10	Registration
9:10 - 11:00	Opening Plenary Session
9:10 - 9:40	Opening Remarks by the Authorities: Mr. Alfredo Bone, Regional Minister of Environment, Mr. Rafael Romeo, President of Ebro River Basin and Mr. Jerónimo Blasco, Counsellor of the Zaragoza City Council
9:40 - 9:55	Introduction on Objectives and Structure of the Conference by Ms. Josefina Maestu, Coordinator of UNO IDfA/UNW DPAC.
9:55 - 10:30	Presentation of the Global Water Operators' Partnerships (WOPs) Alliance by Dr. Faraj El-Awar, Programme Manager, Global WOPs Alliance
10:30 - 11:00	Launching the UN program/communication campaign for Water Operators in preparation for the World Water Day 2010. Federica Pietracci, Major Groups Programme Coordinator, UN DESA.
11:00 - 12:15	Session 1: WOPs as a platform for developing Communication and Corporate Social Responsibility Strategies. Round table presentations <ul style="list-style-type: none">- Mr. Cheikh Tidiane Fall, Directeur de la Communication et de la Coopération, Sénégalaise Des Eaux- Mr. Siemen Veenstra, Project Director, Vitens-Evides International (Netherlands) Open debate.
12:30 - 13:30	Lunch
13:30 - 17:30	Session 2: Communication and Information Practices
13:30 - 15:10	Round table presentations of existing information and communication practices. <ul style="list-style-type: none">- Mr. Andries Motsele, Brand Manager Coordinator of Rand Water, Johannesburg, South Africa.- Ms. Pilar Gomez, Head of Department Image and Public Relationships, Canal de Isabel II, Madrid.- Mr. Gesner Oliveira. Companhia de Saneamento Basico do Estado de São Paulo (SABESP), Sao Paulo. Open debate.
15:10 - 15:30	Presentation of the elements of the Water Operators' Communication Toolkit. Strengths and Weaknesses by Ms. Josefina Maestu.

With the support of:



and
Conservatorio Superior de Música de Zaragoza

15:30 - 16:00	Coffee Break
16:00 - 17:30	Working Groups Session 1 to discuss communications practices.
17:30 - 19:00	Side Event and Technical Visit
17:30 - 18:00	Communication Strategy of the Wastewater Treatment Plan of the Region of Aragon: Mr. Rafael Izquierdo, Director of Water Institute of Water of Aragon Government.
18:00 - 19:00	Visit to Zaragoza Purification Plant : "Integrated Water Cycle. Educational and communication strategies of the Municipality City Council". Javier Celma, Director of Environment and Sustainability Agency of Zaragoza.
04 December 2009, Friday	
8:30 - 9:00	Presentation of Conclusions on the Working Groups Session 1
9:00 - 15:00	Session 3: Connecting WOPs Support Mechanisms: linking financial, legal and implementing platforms
09:00 - 10:30	Presentation of "available water and sanitation related funding/supporting mechanisms for WOPs from the North" - Mr. Pierre Marie Grondin, Director, pS-Eau - Ms. Anemari Ciurea, Water and Energy Facility, EuropeAid - Mr. Steen Bjerggaard, Water Operators Partnerships Coordinator, IWA Debate.
10:30 - 11:00	Coffee Break
11:00 - 12:30	Panel discussion on "How do you make WOPs happen?" Facilitator: Mr. Ziad Moussa, Global WOPs Alliance Panelists: - Mr. Jaime Morell, Manager of Consorcio de Aguas de Sevilla, Asociación Española de Operadores Públicos de Agua y Saneamiento (AEOPAS) - Mr. Samir Bensaid, Director General - IEA, Office National Eau Potable (ONEP) - Mr. Long Naro, Deputy General Director, Phnom Penh Water Supply Authority (PPWSA) Debate.
12:30 - 13:30	Lunch
13:30 - 15:00	Working Groups Session 2 on "How Global WOPs Alliance can enhance access to available mechanisms to facilitate WOPs at the global and regional levels"
15:00 - 15:30	Coffee Break
15:30 - 16:30	Networking Session
16:30 - 17:30	Closing Session: Reporting on the CONCLUSIONS of each of the sessions. Faraj El-Awar and Josefina Maestu. Final words by the Counselor of environment of the Municipality. Ms. Maria Dolores Campos.

Annex 2
List of participants

WATER OPERATORS AND ASSOCIATIONS OF WATER OPERATORS

AFRICA

Egypt

Ms. Neveen Abdel Rahman Sobh
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Sénégalaise Des Eaux
Mr. Cheikh Tidiane Fall
Directeur de la Communication et de la Coopération

South Africa

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Brand Manager Coordinator
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VEOLIA Water

Netherlands

Mr. Gerard Rundberg
Director
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Mr. Siemen Veenstra
Project Director
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Gerente
Aguas del Huesna, Sevilla

Mr. Andrés Bueno
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LATIN AMERICA AND THE CARIBBEAN

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Mr. Dieter Wartchow

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Dr. Daoiz Uriarte Araujo

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Mr. Billy Imar

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AquaFed (The International Federation of Private Water Operators)

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Water and Energy Facility, EuropeAid

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International Water Association (IWA)

Mr. Steen Bjerggaard
Water Operators' Partnerships Coordinator

CIVIL SOCIETY ORGANISATIONS

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Centro Internacional de Agua y Medio Ambiente de Aragón (CIAMA)

Mr. Carlos Franco
Representative

Ayuntamiento de Zaragoza

Mr. Javier Celma
Director
Agencia de Medio Ambiente y Sostenibilidad

Ms. Astrid Garcia Graells
Jefe Unidad Jurídico Ambiental
Agencia de Medio Ambiente y Sostenibilidad

Mr. Victor Bueno Bernal
Químico de la Agencia de Medio Ambiente
Agencia de Medio Ambiente y Sostenibilidad

Mr. Jose Ramon Entralgo Layunta
Jefe del Departamento de Infraestructuras

Mr. Alfonso Narvaiza Marques
Jefe Servicio de Explotación de Redes e Infraestructura

Mr. Jose Luis Alonso
Jefe Servicio de Parques y Jardines

OTHER ORGANIZATIONS

Confederación Hidrográfica del Ebro (CHE)

Mr. Rafael Romeo
President

Agencia Catalana de l'Aigua (ACA)

Mr. Jaume Delclòs i Ayats
Participation and Social Concertation Technician
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ORGANIZATION**Facilitator**

Mr. Ziad Moussa
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**United Nations Office to Support the International Decade for Action 'Water for Life'
2005-2015/UN-Water Decade Programme on Advocacy and Communication**

Ms. Helena Caballero
Adviser on Water and Environment

Mr. Ulrike Kelm
Communications and Media Expert

Ms. María del Pilar González Meyauí
Information management and awareness raising expert

Ms. Mónica Garcés Solano
Administrative Assistant

Ms. Sara Delgado Castillo
Office Assistant

Annex 3

Photo gallery

All photos can be downloaded from:

<http://picasaweb.google.es/decada.agua/34December20091stInternationalConferenceOfTheGWOPA>



Reception.



Opening session



Opening session



Session 1



Session 3



From left to right: Kenzo Hiroki, Maria Dolores Campos, Josefina Maestu, Faraj El-Awar



Participants intervene



Information materials made available to participants



Information materials from participants



Closing session

Annex 4

Media coverage

Date	Media	Type	Source	Country	Title
1.12.2009	www.adn.es	Online	EFE	Spain	Zaragoza acoge primera reunión Alianza de Asociaciones de Operadores de Agua
1.12.2009	www.abc.es	Online	EFE	Spain	Zaragoza acoge primera reunión Alianza de Asociaciones de Operadores de Agua
3.12.2009	Television Aragon	TV	Television Aragon	Spain	Morning News Magazine Buenos Dias Aragon 9a.m.
3.12.2009	Television Aragon	TV	Television Aragon	Spain	News 2.30 p.m.
3.12.2009	Radio Nacional de España	Radio	Radio Nacional de España	Spain	Interview published in the main news 1 p.m.
3.12.2009	www.adn.es	Online	EFE	Spain	Falta de ayudas para infraestructuras principal, problema en gestión del agua
3.12.2009	www.comarcas.es	Online	Comarcalización de Aragón	Spain	Naciones Unidas cita en Zaragoza a gestores de agua de todo el globo para buscar medios que mejoren su calidad y distribución
3.12.2009	www.abc.es	Online	EFE	Spain	Falta de ayudas para infraestructura
3.12.2009	www.ecoperiodico.com	Online	Press release ONU-IDfA/UNW-DPAC	Spain	Zaragoza celebra la 1ª Conferencia Internacional de la Alianza de Asociaciones de Operadores de Agua
3.12.2009	www.spainun.org	online	EFE	Spain	Falta de ayudas para infraestructuras, principal problema en gestión del agua

Zaragoza acoge primera reunión Alianza de Asociaciones de Operadores de Agua

EFE , Zaragoza | 01/12/2009 - hace 50 días | comentarios | +1 -1 (2 votos)

Sesenta operadores de agua de todo el mundo se reunirán los próximos 3 y 4 de diciembre en Zaragoza con motivo de la Primera Conferencia Internacional de la Alianza de Asociaciones de Operadores de Agua para intercambiar experiencias y crear nuevas alianzas.

El encuentro está organizado por la Oficina de Naciones Unidas de apoyo a la Década Internacional para la Acción "El agua, fuente de vida" 2005-2015 con el objetivo de debatir e intercambiar experiencias sobre las modalidades de cooperación y ser una herramienta de comunicación y responsabilidad social corporativa de la alianza de operadores de agua sur-sur y norte-sur.

Con el título "Sensibilizar y comunicar la urgencia de actuar", en la conferencia se presentarán buenas prácticas de comunicación y se analizarán canales de colaboración y cooperación entre los operadores, informan fuentes de la Oficina de la Década del Agua de Zaragoza.

La Conferencia considera que el papel de los operadores de agua como informadores y comunicadores es "fundamental" para la promoción pública y la sensibilización y es "clave" para alcanzar los Objetivos de Desarrollo del Milenio, por lo que se aprovechará para lanzar la campaña "Water Smart/Agua Inteligente" para los operadores de agua.

Como suministradores del agua potable de la mayoría de la población mundial, los operadores de agua poseen un enorme poder a la hora de comunicar, inspirar a sus clientes y dar ejemplo acerca de la urgente necesidad de actuar solidariamente hacia unos objetivos comunes de desarrollo y medioambientales.

Los operadores de agua en el mundo se enfrentan con realidades y necesidades distintas de las poblaciones en cada una de sus regiones y países.

Así, algunos tienen que informar a sus clientes sobre riesgos para la salud y la calidad de agua, como en Ghana, donde el agua causa enfermedades por sus altos contenidos en flúor.

La Community Water and Sanitation Agency en Ghana también se refiere a servicios básicos de saneamiento e higiene o informa sobre los proyectos de agua, principalmente acerca de las bombas de agua.

De acuerdo con la situación en algunas regiones del país, el operador de agua no cobra a las pequeñas comunidades rurales.

Estas entidades también lanzan campañas informativas sobre cómo actuar en eventos extremos como sequías, distribuyendo material informativo y educativo sobre el uso eficiente y la calidad del agua como la "Office National Eau Potable Maroc Assainissement", operador público de Marruecos, que abastece al 96% de la población urbana y 86% de la población rural.

Algunas campañas educativas han desarrollado juegos de animación y películas como la Empresa Pública de Agua, Energía y Gas de Medellín, Colombia, que creó un hogar virtual para enseñar el uso eficiente del agua a través de películas interactivas o el juego animado "La legión cuidamundos" en combinación con actividades educativas especializadas.

Otros operadores están implicados en las redes de trabajo de los operadores internacionales de agua y ayudan en el diálogo norte-sur y la cooperación, como la operadora francesa Eaux de Paris, entre otros.

Zaragoza acoge primera reunión Alianza de Asociaciones de Operadores de Agua

El encuentro está organizado por la Oficina de Naciones Unidas de apoyo a la Década Internacional para la Acción "El agua, fuente de vida" 2005-2015 con el objetivo de debatir e intercambiar experiencias sobre las modalidades de cooperación y ser una herramienta de comunicación y responsabilidad social corporativa de la alianza de operadores de agua sur-sur y norte-sur.

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Otros operadores están implicados en las redes de trabajo de los operadores internacionales de agua y ayudan en el dialogo norte-sur y la cooperación, como la operadora francesa Eaux de Paris, entre otros.

Falta de ayudas para infraestructuras principal, problema en gestión del agua

EFE Zaragoza | 03/12/2009

La falta de compromisos y financiación de los países desarrollados con los que están en vías de desarrollo para acometer infraestructuras de abastecimiento y saneamiento de agua, es uno de los principales problemas que se presentan para poder cumplir los objetivos del Milenio en cuanto a saneamiento.

Así lo ha puesto de manifiesto Tomás López, miembro de la Agencia de las Naciones Unidas para los Asentamientos Humanos UN-HABITAT, y coordinador de la Primera Conferencia Internacional de la Alianza de Asociaciones de Operadores de Agua que se celebra hoy y mañana en Zaragoza con la presencia de sesenta operadores de agua de todo el mundo.

En declaraciones a los medios ha explicado que los problemas para alcanzar estos objetivos - reducir a la mitad el número de personas no tienen acceso al agua potable en 2015- se deben al aumento de los procesos de inmigración que se dan en los países en vías de desarrollo de las zonas rurales a las urbanas, lo que genera un urbanismo caótico como las denominadas favelas en Brasil o slums africanos.

La falta de financiación adecuada impide que se acometan las inversiones necesarias para infraestructuras y saneamiento.

Tomás López espera que la reunión de la Alianza sirva para "dar un paso adelante" en el desarrollo de sus planteamientos y analizar cómo se puede mejorar el rol que desempeñan los socios para mejorar y fortalecer la gestión pública del agua a lo largo del mundo y contribuir a que se alcancen los objetivos del Milenio.

Por ello, uno de los objetivos de esta conferencia es tratar de impulsar la campaña mundial de comunicación "Water Smart/Agua Inteligente" para que los operadores del Norte y del Sur puedan cooperar para que "todo el mundo tenga agua y saneamiento", según ha explicado Elena Caballero, consejera de la ONU de la oficina de la Década del Agua de Zaragoza.

Y es que, como suministradores del agua potable de la mayoría de la población mundial, los operadores de agua poseen un enorme poder a la hora de comunicar, inspirar a sus clientes y dar ejemplo acerca de la urgente necesidad de actuar solidariamente hacia unos objetivos comunes de desarrollo y medioambientales.

Durante la inauguración del evento, el consejero de Medio Ambiente del Gobierno de Aragón, Alfredo Boné, ha puesto de manifiesto que una de las principales preocupaciones actuales es cómo gestionar el agua con el menor gasto energético posible para no influir más en el cambio climático.

También ha destacado que aunque el agua es un servicio público no necesariamente tiene que prestarse por un gestor público sino que puede utilizarse un gestor privado que contribuya a su financiación y a la innovación tecnológica.

Es el caso de Aragón, donde la gestión del agua se lleva a través de un sistema mixto en el que las entidades privadas construyen las depuradoras y las gestionan durante 20 años a cambio del pago de un canon a la Comunidad autónoma.

Por su parte, el consejero de Infraestructuras del Ayuntamiento de Zaragoza, Jerónimo Blasco, ha explicado los esfuerzos que ha realizado la ciudad para reducir el consumo de agua, que se encuentra a los mismos niveles que cuando la capital aragonesa tenía la mitad de habitantes y que se situará por debajo de los 60 hectómetros cúbicos a finales de año.

Además, con la ayuda de la UE ha procedido a la renovación de las redes de abastecimiento en el orden de 33 kilómetros por año y sólo resta un tercio de la red.

Para Blasco, lo importante no es si la gestión del agua es pública o privada sino que haya un liderazgo de control desde lo público.

Naciones Unidas cita en Zaragoza a gestores de agua de todo el globo para buscar medios que mejoren su calidad y distribución



La Conferencia Internacional ha contado con la presencia de 60 representantes de gestoras de agua.

Zaragoza.- Un total de 60 representantes de servicios de gestión y depuración de aguas de todo el mundo se han dado cita este jueves en Zaragoza en la primera Conferencia Internacional de la Alianza Global de Sociedades de Operadores de Agua. Bajo el título “Sensibilizar y comunicar la urgencia de actuar”, la cita crea vínculos y asociaciones entre las diferentes sociedades gestoras para así intercambiar experiencias y crear nuevas alianzas en lo concerniente al abastecimiento de agua potable y a su posterior depuración.

El evento está organizado por la Oficina de Naciones Unidas de apoyo a la Década Internacional para la Acción “El agua, fuente de vida” 2005-2015 (UNO-IDfA), que implementa el programa ONU-Agua de comunicación (UNW-DPAC), y la Alianza Global de Asociaciones de Operadores de Agua (GWOPA), coordinada por UN-Habitat y cuenta con el apoyo del Ministerio de Medio Ambiente, Rural y Marino, Gobierno de Aragón y el Ayuntamiento de Zaragoza.

La sede de Urbanismo del Consistorio zaragozano, el antiguo Seminario de la capital aragonesa, ha sido el lugar elegido para celebrar este encuentro. El consejero de Cultura, Grandes Proyectos e Infraestructuras del Ayuntamiento de Zaragoza, Jerónimo Blasco, ha destacado la importancia de que sea la ciudad aragonesa la organizadora de estos encuentros “tras demostrar su concienciación en el ahorro del agua y su apuesta por la mejora en la calidad de la misma”, en referencia a la traída de aguas desde el Pirineo. Además, Blasco ha resaltado cómo Zaragoza ha conseguido reducir su consumo de agua “hasta los 60 hectómetros cúbicos” y la política “progresiva” de tasas municipales impuesta a este bien tan preciado. Por su parte, el consejero de Medio Ambiente del Gobierno de Aragón, Alfredo Boné, ha puesto especial énfasis en la necesidad de aunar esfuerzos “en una comisión mixta público-privado” en lo concerniente a la gestión del agua. Boné ha puesto como ejemplo el Plan Pirineos para la depuración de aguas residuales, desarrollado por el Gobierno de Aragón con fondos europeos pero ejecutado desde la iniciativa privada y con una concesión a 20 años. Además, el consejero ha puesto en evidencia cómo el binomio “energía - agua” está cada vez más en el panorama mundial debido al Cambio Climático y la necesidad de llevar a cabo sistemas de gestión lo más sostenibles posibles.

OBJETIVOS INTERNACIONALES DE LA REUNIÓN

Entre los objetivos de la Conferencia Internacional está reunir a operadores de agua así como diferentes mecanismos legales y financieros, para debatir e intercambiar experiencias sobre las modalidades de cooperación. Además, el encuentro busca ser “una herramienta de comunicación y responsabilidad social corporativa de la alianza de operadores de agua sur-sur y norte-sur”, ha explicado la consejera para temas de Agua y Medio Ambiente de la Oficina de Naciones Unidas en Zaragoza, Elena Caballero. Por otra parte, también se presentarán buenas prácticas de comunicación y se analizarán canales de colaboración y cooperación entre los operadores. Además, la conferencia será una plataforma para introducir y lanzar “Water Smart / Agua Inteligente” la campaña de comunicación de Naciones Unidas para operadores de agua con una participación especial en el Día mundial del agua 2010 bajo el lema de la calidad del agua.

ANTECEDENTES

Como suministradores del agua potable de la mayoría de la población mundial, los operadores de agua poseen un enorme poder a la hora de comunicar, inspirar a sus clientes y ejemplarizar acerca de la necesidad de actuar solidariamente hacia unos objetivos comunes de desarrollo y medio ambientales. “Cada vez más, los operadores de agua están comprometidos participando en campañas de sensibilización pública, desarrollo internacional y responsabilidad social corporativa compartiendo sus conocimientos a través de la creación de Asociaciones de Operadores de Agua”, ha manifestado, directora de UNO-IDfA, Josefina Maestu. Los operadores de agua en el mundo se enfrentan con realidades y necesidades distintas de las poblaciones en cada una de sus regiones y países. Algunos tienen que informar a sus clientes sobre riesgos para la salud y la calidad de agua como por ejemplo en Ghana donde el agua causa enfermedades por sus altos contenidos en flúor.

Los operadores de agua también lanzan campañas informativas sobre cómo actuar en eventos extremos como sequías, distribuyendo material informativo y educativo sobre el uso eficiente y la calidad del agua como la “Office National Eau Potable Maroc Assainissement”, operador público de Marruecos, que abastece al 96% de la población urbana y 86% de la población rural. Algunas campañas educativas han desarrollado juegos de animación y películas como la Empresa Pública

de de Agua, Energía y Gas de Medellín, Colombia, que creó un hogar virtual para enseñar el uso eficiente del agua a través de películas interactivas o el juego animado “la legion cuidamundos” en combinación con actividades educativas especializadas. “Todos los operadores de agua están en contacto con la población, con los usuarios de agua, para comunicar y sensibilizar. Ellos son agentes claves”, ha indicado Maestu quien ha añadido que “los hermanamientos entre las WOPs que se producirán en la Conferencia internacional ayudarán a alcanzar los Objetivos de Milenio”.

LA INSTITUCIÓN

La Oficina de Naciones Unidas de apoyo al Decenio Internacional para la Acción, “El agua, fuente de vida” 2005-2015 (UNO-IDfA) con sede en Zaragoza se encarga de implementar el programa de comunicación y sensibilización de ONU-Agua. La oficina tiene como objetivo apoyar a los estados miembros y a la ONU-Agua, el mecanismo de coordinación inter agencias en temas de agua de Naciones Unidas, en sus esfuerzos para alcanzar los objetivos y metas fijados en el ámbito del agua y el saneamiento. UNO-IDfA facilita información, implementa actividades de comunicación y mejora la sensibilización en los temas que forman parte del mandato del Decenio. UNO-IDfA, está dirigida desde el Departamento de Asuntos Económicos y Sociales de Naciones Unidas (ONU-DAES).

03-12-2009

03-12-2009 / 11:30 h

ABC (Aragón) CIENCIA-TECNOLOGIA, AMBIENTE-NATURALEZA

Falta de ayudas para infraestructuras principal problema en la gestión del agua

Así lo ha puesto de manifiesto Tomás López, miembro de la Agencia de las Naciones Unidas para los Asentamientos Humanos UN-HABITAT, y coordinador de la Primera Conferencia Internacional de la Alianza de Asociaciones de Operadores de Agua que se celebra hoy y mañana en Zaragoza con la presencia de sesenta operadores de agua de todo el mundo.

En declaraciones a los medios ha explicado que los problemas para alcanzar estos objetivos -reducir a la mitad el número de personas no tienen acceso al agua potable en 2015- se deben al aumento de los procesos de inmigración que se dan en los países en vías de desarrollo de las zonas rurales a las urbanas, lo que genera un urbanismo caótico como las denominadas favelas en Brasil o slums africanos.

La falta de financiación adecuada impide que se acometan las inversiones necesarias para infraestructuras y saneamiento.

Tomás López espera que la reunión de la Alianza sirva para "dar un paso adelante" en el desarrollo de sus planteamientos y analizar cómo se puede mejorar el rol que desempeñan los socios para mejorar y fortalecer la gestión pública del agua a lo largo del mundo y contribuir a que se alcancen los objetivos del Milenio.

Por ello, uno de los objetivos de esta conferencia es tratar de impulsar la campaña mundial de comunicación "Water Smart/Agua Inteligente" para que los operadores del Norte y del Sur puedan cooperar para que "todo el mundo tenga agua y saneamiento", según ha explicado Elena Caballero, consejera de la ONU de la oficina de la Década del Agua de Zaragoza.

Y es que, como suministradores del agua potable de la mayoría de la población mundial, los operadores de agua poseen un enorme poder a la hora de comunicar, inspirar a sus clientes y dar ejemplo acerca de la urgente necesidad de actuar solidariamente hacia unos objetivos comunes de desarrollo y medioambientales.

Durante la inauguración del evento, el consejero de Medio Ambiente del Gobierno de Aragón, Alfredo Boné, ha puesto de manifiesto que una de las principales preocupaciones actuales es cómo gestionar el agua con el menor gasto energético posible para no influir más en el cambio climático.

También ha destacado que aunque el agua es un servicio público no necesariamente tiene que prestarse por un gestor público sino que puede utilizarse un gestor privado que contribuya a su financiación y a la innovación tecnológica.

Es el caso de Aragón, donde la gestión del agua se lleva a través de un sistema mixto en el que las entidades privadas construyen las depuradoras y las gestionan durante 20 años a cambio del pago de un canon a la Comunidad autónoma.

Por su parte, el consejero de Infraestructuras del Ayuntamiento de Zaragoza, Jerónimo Blasco, ha explicado los esfuerzos que ha realizado la ciudad para reducir el consumo de agua, que se encuentra a los mismos niveles que cuando la capital aragonesa tenía la mitad de habitantes y que se situará por debajo de los 60 hectómetros cúbicos a finales de año.

Además, con la ayuda de la UE ha procedido a la renovación de las redes de abastecimiento en el orden de 33 kilómetros por año y sólo resta un tercio de la red.

Para Blasco, lo importante no es si la gestión del agua es pública o privada sino que haya un liderazgo de control desde lo público. EFE



Zaragoza celebra la 1ª Conferencia Internacional de la Alianza de Asociaciones de Operadores de Agua

La [Exposición Internacional de 2008 en Zaragoza](#) nació de la voluntad de realizar un ejercicio de reflexión, debate y encuentro de soluciones en relación con el agua y la sostenibilidad. Su herramienta intelectual fue la Tribuna del Agua y la institucional, [la apertura en Zaragoza por parte de Naciones Unidas de la Oficina de apoyo a la Década Internacional para la Acción “El agua, fuente de vida” 2005-2015](#) (u Oficina de la ONU para la Década del Agua).

Operadores Internacionales de Agua participan hoy y mañana en la ciudad maña, en la 1ª Conferencia Internacional organizada por la *Alianza de las Asociaciones de Operadores Mundiales de Agua* de Naciones Unidas acerca de la urgencia de actuar en la sensibilización y la comunicación.

La Conferencia señala que el papel de los operadores de agua como informadores y comunicadores es fundamental para la promoción pública y la sensibilización y es clave para alcanzar los Objetivos de Desarrollo del Milenio.

Bajo el título “*Sensibilizar y comunicar la urgencia de actuar*” la Conferencia ha invitado a 60 operadores de agua de todo el mundo a reunirse en Zaragoza para intercambiar experiencias y crear nuevas alianzas.

El evento está organizado por la [Oficina de Naciones Unidas de apoyo a la Década Internacional para la Acción](#) (UNO-IDfA) “*El agua, fuente de vida*” 2005-2015, que implementa el programa ONU-Agua de comunicación (UNW-DPAC), y la Alianza Global de Asociaciones de Operadores de Agua (GWOPA), coordinada por [UN-HABITAT](#), con el apoyo de las grandes plataformas de Asociaciones de Operadores de todas las regiones (Latinoamérica y el Caribe, África, Asia, Oriente Medio y Europa), así como del [Ayuntamiento de Zaragoza](#), el [Gobierno de Aragón](#), el [Ministerio español de Medio Ambiente y Medio Rural y Marino](#) y la [Confederación Hidrográfica del Ebro](#).

Entre los objetivos de la Conferencia internacional está reunir a operadores de agua, miembros y socios de la Alianza y diferentes mecanismos legales y financieros, para debatir e intercambiar experiencias sobre las modalidades de cooperación y ser una herramienta de comunicación y responsabilidad social corporativa de la alianza de operadores de agua sur-sur y norte-sur. Se presentarán buenas prácticas de comunicación y se analizarán canales de colaboración y cooperación entre los operadores.

La conferencia será también una plataforma para introducir y lanzar “*Water Smart*” (Agua Inteligente) la campaña de comunicación de Naciones Unidas para operadores de agua con una participación especial en el *Día mundial del agua 2010* bajo el lema de la calidad del agua.

La conferencia de dos días tendrá lugar en el [Seminario](#), sede del Ayuntamiento de Zaragoza, e incluirá en el programa el intercambio de experiencias con el Instituto Aragonés del agua y una visita técnica a la planta potabilizadora de Zaragoza.

Fuente: Oficina de la Década del Agua de la ONU. Área de prensa

Imagen: [Carta Mediterránea](#)

FALTA DE AYUDAS PARA INFRAESTRUCTURAS, PRINCIPAL PROBLEMA EN GESTIÓN DEL AGUA



ZARAGOZA.- La falta de compromisos y financiación de los países desarrollados con los que están en vías de desarrollo para acometer infraestructuras de abastecimiento y saneamiento de agua es uno de los principales problemas que se presentan para poder cumplir los objetivos del Milenio en cuanto a saneamiento. Así lo ha puesto de manifiesto Tomás López, miembro de la Agencia de las Naciones Unidas para los Asentamientos Humanos [UN-HABITAT](#) y coordinador de la [Primera Conferencia Internacional de la Alianza de Asociaciones de Operadores de Agua](#) que se celebra hoy y mañana en Zaragoza con la presencia de sesenta operadores de agua de todo el mundo.

En declaraciones a los medios ha explicado que los problemas para alcanzar estos objetivos - reducir a la mitad el número de personas que no tienen acceso al agua potable en 2015- se deben al aumento de los procesos de inmigración que se dan en los países en vías en desarrollo de las zonas rurales a las urbanas, lo que genera un urbanismo caótico como las denominadas favelas en Brasil o slums africanos. La falta de financiación adecuada impide que se acometan las inversiones necesarias para infraestructuras y saneamiento.

Tomás López espera que la reunión de la Alianza sirva para "dar un paso adelante" en el desarrollo de sus planteamientos y analizar cómo se puede mejorar el rol que desempeñan los socios para mejorar y fortalecer la gestión pública del agua a lo largo del mundo y contribuir a que se alcancen los objetivos del Milenio. Por ello, uno de los objetivos de esta conferencia es tratar de impulsar la campaña mundial de comunicación "Water Smart/Agua Inteligente" para que los operadores del Norte y del Sur puedan cooperar para que "todo el mundo tenga agua y saneamiento", según ha explicado Elena Caballero, consejera de la ONU de la [oficina de la Década del Agua de Zaragoza](#).

Annex 5 Presentations

Presentations can be downloaded from:

<http://www.un.org/waterforlifedecade/presentations.html>

Annex 6

Summaries of the groups discussion sessions

All presentations can be uploaded from:
<http://www.un.org/waterforlifedecade/presentations.html>

Outcomes of Session 1

Working Group A (Asia)

- Participants representing operators, labour unions, NGOs, WOPs practitioners, UN organisations
- Strayed for instructions...but a fruitful discussion

Key Outcomes – with whom do we communicate?

1. Up and down..

Our communication efforts must not be limited exclusively to our customers, but also a need to communicate upwards, with regulators and governments to get their buy in

2. ..and Back& Forth

- Ensure a 2-way dialogue
- Be prepared to react (leaks, bills, etc.)
- But also be Proactive - participatory planning (tariff setting, etc)

Key Outcomes - Caveats

3. Communication approaches depends on the environment – no one size fits all approach, eg. Surinam
4. Communications can also have its downsides ie. Disclosing information can expose utilities to blame. Utilities can also be accused of diverting funds away from core activities

Key Outcomes – the WOPs connection

- 5. Communications can help develop willingness for expanded mandate** – Utilities' communications objectives can be reduced to wanting the customer to support what we are doing, or improvements that we want to implement. But what do we want to do? In general, the core mission of utilities is to deliver water cheap and clean and everywhere. What role do we have in spending money on social and environmental goods? Communications and actions ie. WOPs can help create awareness about issues and a willingness to address issues beyond direct mandate.

Key Outcomes - Practices

- Why not make use the backside of water bill as the communication means rather than advertising. Changing behavior requires that you reach 30% of people; but EVERYONE receives the water bill.
- Kuala Lumpur – gathering support for a new wastewater treatment charge. ‘We are in a dirty Business’. Getting tariff structure right required a lot of two way communication.
- 24 hour hotlines
- Talk shows

Working Group B

Latin America and the Caribbean

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



UN HABITAT
FOR A BETTER URBAN FUTURE
Global Water Operators' Partnerships Alliance

Presentation of initiatives by participants

What was discussed?

- Information, communication and awareness-raising activities implemented
- Practical experiences

Two different models of communication

- Communication through representing organisations
- Direct communication to the users

Communication levels to be reinforced

- 1. Improve internal communication between**
 - The water utility managers and workers
 - The board of directors and managers
- 2. Improve external communication between**
 - Water utilities and government
 - The water utility and users

Communication aspects to be reinforced

- 1. To be inclusive.** Communication goes beyond just communicating to the users; it shall consider all stakeholders
- 2. To be proactive.** Need to do more than just inform
- 3. Guarantee continuity** of actions to build trust, not just when conflict arises

Communication aspects to be reinforced

4. Consider differences in perceptions

- Urban and rural populations
- Different socio-economic categories of users

5. Need to put communication strategies **to the service of the MDGs**. Include non-served populations in communication strategies and communicate/advocate to increase political will

Communication aspects to be reinforced

6. Communicate information which is **understandable** to the target audience
7. **Democratize** information to facilitate participation
8. **Respond to the user's needs** through a process of previous consultation

Main conclusions

- There is **no a communication strategy that fits all** utilities (it depends on size, type, etc.)
- There is a **great opportunity to learn** from communication/information experiences **through WOPs.**

Outcomes of Session 1

Working Group C

(Africa and Arab Countries)

- **Rapporteurs:** Doulaye Koné and Anne Bousquet
- **Facilitator:** Moussa Ziad
- **Members:**
 - Francesc Bellaubi
 - Samir Bensaid
 - Anemari Ciurea
 - Cheikh T. Fall
 - Moses K. Kinya
 - Laila Morsli
 - Andries Motsele
 - Neveen Sobh

1. Participants experiences: What works? What makes the difference?

- **Stakeholders' consultation & involvement**
 - Consulting people without educating them does not lead to results
 - Citizen card report: discussion platform between operators and consumers; participatory benchmarking
 - Consider users as partners (imply behavior changes from operators)
 - Educate to empower stakeholders
- **IT and media**
 - Use of IT for communication: keep it simple, direct contact with consumer is still essential
 - Local radio station (community radio) to communicate message to poor urban dwellers.

1. Participants experiences: What works? What makes the difference?

- **Communication strategy**
 - Importance of **communication department** to support programme implementation
 - **Identify the need for communication:** why & what do you want to communicate
 - Be proactive in communication: establish a regular public consultation & information mechanism
 - **Image restoration** in order to build trust and induce behavior change (be a model by fixing your own problems)
 - **Involve women in technical issues** (i.e. training of women on plumbing)

How do you measure impacts: difficulties & opportunities

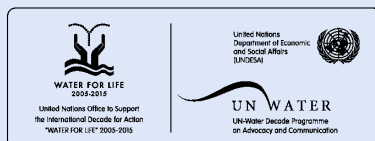
- Impacts can be measured on the long term
- Report on results to the public
- Evaluation of communication strategy is difficult because of the inter-linkages between several factors
- **Qualitative indicators:** behavior/mentality changes
- Indicator = scale of behavior change
- Necessity to be **innovative in M&E impacts**
- **Research and development to measure the effectiveness of the campaign**

Annex 7
Water operators and
awareness-raising reader

Water operators and awareness-raising Reader

United Nations Office to Support the International Decade for Action 'Water for Life' 2005-2015/UN-Water Decade Programme on Advocacy and Communication

This reader is a guide which is intended for water utilities communication officers and corporate responsibility officers. It contains the following information, with UN references for easy reading: relevant UN publications on users' perceptions and views of water and sanitation issues; the role of water utilities on the performance of customer services and on lessons learned about corporate social responsibility initiatives; tools for those water utilities wishing to engage in education and awareness-raising initiatives.



Users' perceptions and views

Of the role of operators in improving access to water and sanitation

Water in Asian Cities - Utilities Performance and Civil Society Views

Asian Development Bank (ADB). 2004
www.adb.org/Documents/Books/Water_for_All_Series/Water_Asian_Cities/water_asian_cities.pdf

This publication analyses the performance of water supply and sanitation utilities in 18 Asian cities and what civil society sees as its role in improving water services in the cities. The document also summarizes a regional workshop held to present the findings to representatives of civil society and the media. The workshop examined the role these groups perceive themselves as playing in finding solutions to access and quality of water for the urban poor.

Of water and sanitation services performance

Citizen's Report Card on Urban Water, Sanitation and Solid Waste Services in Kenya

World Bank, Water and Sanitation Program (WSP), Ministry of Water and Irrigation of Kenya, Kenya Alliance of Residents Associations (KARA), SANA International Kisumu, Ilishe Trust Mombasa. 2007
www-wds.worldbank.org/external/default/WDSContentServer/WDSP/IB/2008/11/05/000334955_20081105044559/Rendered/PDF/462830WP1Box331rd111Nairobi0Dec2008.pdf

In 2006, a range of locally based stakeholders in Nairobi launched a Citizen Report Card (CRC) to obtain citizen's experiences on water supply, sanitation and solid waste services. The CRC tool is used to provide feedback to public service agencies on the strengths and weaknesses of their work. CRC's facilitate prioritisation of reforms and corrective actions by drawing attention to the problems highlighted and facilitating cross fertilization

of ideas and approaches by identifying good practices. The methodology involved both qualitative (focus group discussions) and quantitative (survey tools). The survey sought to examine citizen satisfaction and experiences in four main sectors namely water, sanitation, solid waste management and communication. The six themes identified for data analysis and presentation are organised into i) Availability, access and use of services ii) Perceptions of quality and reliability iii) Costs incurred by users iv) Transparency of service delivery v) Interactions with the service agencies vi) Information Provision

Of water consumption habits

Construyendo una cultura del agua en el Perú. Estudio de percepción sobre el agua y hábitos de consumo en la población.

World Bank, Water and Sanitation Programme (WSP). 2008. Available in Spanish
www.wsp.org/UserFiles/file/Construyendo_una_cultura.pdf

This publication presents the results of a research made in 2008 aimed at identifying people's perceptions on water scarcity and users' consumption habits in some Peruvian cities such as Lima, Piura, Arequipa and Iquitos.

Of improved sanitation

Introducing SaniFOAM: A Framework to Analyze Sanitation Behaviors to Design Effective Sanitation Programs

World Bank, Water and Sanitation Programme (WSP). 2009
www.wsp.org/UserFiles/file/GSP_Sanifoam.pdf

This paper introduces SaniFOAM, a conceptual framework designed to assist program managers implementing sanitation promotion interventions, as well as members of multilateral and bilateral agencies, academic institutions and government and nongovernmental organizations working in water and sanitation. The SaniFOAM approach focuses on creating demand for improved sanitation by changing perceptions and behaviours while strengthening the availability of supporting products and services.

Handling of customer services

Water Operators Partnerships-Africa Utility Performance Assessment

UN-Habitat, World Bank Water and Sanitation Program, Africa Water Association (AWA), East and Southern Africa Region of the International Water Association (ESAR-IWA). 2009
www.unhabitat.org/downloads/docs/WOP_Report.pdf

This report provides a synthesis of the self-assessment and benchmarking exercise carried out among 134 African utilities engaged in water supply and sanitation services. The primary aim of this report is to take stock of African utilities' performance in a few key areas. Specifically, the report aims to assist utilities in identifying their strengths and weaknesses as well as best practices in order to uncover potential partnerships for improving performance. The end is not, therefore, the collection of metric data or the calculation of performance indicators, but rather the identification of performance gaps, benchmarking against superior performers and, ultimately, the implementation of performance improvements based on quantitative and qualitative data. The report makes an assessment of the performance of customer services in chapter 2.3.

Data Book of Southeast Asian Water Utilities 2005

Southeast Asian Water Utilities Network, Asian Development Bank (ADB). 2007
www.adb.org/documents/Books/SEAWUN/SEAWUN-Data-Book.pdf

This book is a comprehensive compilation of information on the performance 40 water utilities in the Southeast Asia region. It is presented in a user friendly format to make it easier for the reader to look for information and to compare performance indicators, including customer satisfaction indicators.

A Water Scorecard. Setting Performance Targets for Water Utilities

World Bank. 2002
rru.worldbank.org/documents/publicpolicyjournal/242Tynan-040802.pdf

This note makes an assessment of the performance of water utilities using data from 246 water utilities in 51 developed and developing countries. Indicators used for the assessment include four broad measures: efficiency of investment, efficiency of operations and maintenance, financial sustainability, and responsiveness to customers.

Corporate social responsibility initiatives

Private Sector Activities in Disaster Risk Reduction. Good Practices and Lessons Learned

International Strategy for Disaster Reduction (ISDR). 2008
www.unisdr.org/ppew/PPP-bestpractices.pdf

This publication highlights seventeen examples of how the private sector engages in corporate social responsibility initiatives on disaster risk reduction. Each good practice presented includes information about its potential for replication.

Education and awareness-raising tools

Facilitators and Trainers Guidebook on Human Values-based Water, Sanitation and Hygiene Classrooms

UN-Habitat. 2006
www.unhabitat.org/pmss/getElectronicVersion.asp?nr=2062&alt=1

This guidebook targets the Water and Sanitation Service Sector, such as public or private utilities in urban centres, who wish to engage in water and sanitation education activities through dedicated classrooms, and the Education Sector, especially schools who wish to engage with the water, sanitation and hygiene sector on joint education initiatives. The publication contains a good selection of references for further reading.

The views expressed in this publication do not necessarily reflect the views of the United Nations Secretariat or the United Nations Office to Support the International Decade for Action 'Water for Life' 2005-2015/UN-Water Decade Programme on Advocacy and Communication (UNO-IDfA/UNW-DPC).

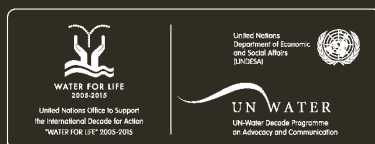
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Annex 8

Closing session speech

By Ms. Maria Dolores Campos
Counsellor in Environment, Zaragoza City Council

There are rights that are that fundamental and basic and which we should not demand, but just live. Nevertheless, the reality in many occasions confronts us with situations that are far from fair or bear no resemblance to the visions which make institutions like the UN. And of course I refer to the possibilities of all people to be able to access basic water supply and sanitation services. For this reason, your visit to Zaragoza has been so important to us. It stops us forgetting that there are of needs that go unsatisfied for millions of people, which forces us to work, each of us in our own environment, to correct these unfair, inhuman discrepancies that we face on our planet.

This first International Conference of the Global Water Operators' Partnerships Alliance has taken place in Zaragoza and should serve us to strengthen the principles of the United Nations Office to Support the International Decade for Action 'Water for Life' 2005-2015 and the Global Water Operators' Partnerships Alliance.

Working together, enriching efforts, ideas and initiatives is the only opportunity we have to raise our quality of life, although, to be more specific, for many inhabitants of the Earth this is the only opportunity to live; especially for the girls who are in charge of fetching water to supply their families with water.

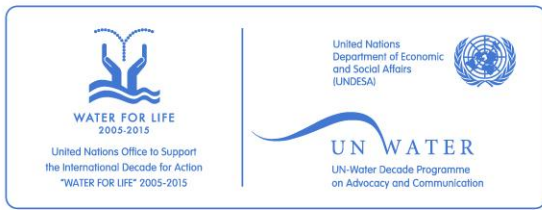
The possibilities for cooperation among the countries of the south, among the countries of the north and south, among their public and private operators, their companies and their development banks open doors to hope and solutions.

2015 is a fundamental year for our aspirations and we should be able to reduce the amount of people who have no access to safe water and basic sanitation by 50%. This is a goal which is indispensable within the Millennium Development Programme. The direct alliances, the possibilities for learning, which once implemented are the right way to facilitate the basic services. And also environmental education. We talked of providing information, raising awareness and educating children, but this should not mean that we may neglect our responsibilities as adults. The challenge of environmental education is also us, the adults. Our role ranges from taking action to prepare a better society for our children, not just to pass our responsibility over to them.

I hope your brief stay in Zaragoza, a city which is dedicated to water, with the care and the correct management of this resource and its economy, has opened up possibilities to strengthen the links between you, to break down any walls or mistrust. Public services should be able to give impulse to water supply and sanitation services, but the operators are a fundamental part in this. They are a kind of strengthener or amplifier of public efforts. This is where the campaign "Water Smart" comes in. It will start in 2010, and aims to promote these efforts that should give us support and strength.

When we talk of water, we all have some kind of responsibility. Firstly, to implement and promote good practices, the sustainable use of the resource and the support to efficiency plans. This requires us to work together seamlessly and this is why I would like to thank you for your interest, your work and your willingness to show solidarity and efficiency to a cause which is doubtless one of the major challenges of our planet.

Annex 9
Water Smart Campaign



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Framework Agreement of Partnership between Water Operators and the United Nations Office to Support the International Decade for Action ‘Water for Life’ 2005-2015 / UN- Water Decade Programme on Advocacy and Communication (UNO-IDfA/UNW-DPAC)

“Water Smart” Communication Campaign

Introduction

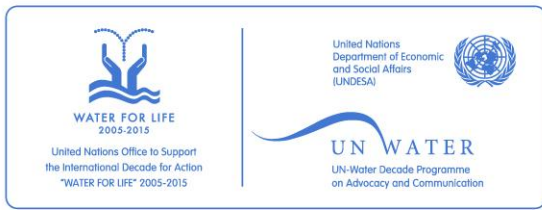
The purpose of this Agreement is to define the terms of the partnership of the convening parties for the successful implementation of the “Water Smart” Communication Campaign.

Water Operators are central to achieving global goals of environmental protection and universal access to water and sanitation services. As providers of drinking water for the majority of the world’s population, water operators have great power to communicate, show by example, and inspire their customers about the urgent need to act together to achieve common environmental and development goals.

Background

The decision to launch the Water Operators Communication Campaign, “Water Smart”, stems from concerns about the risk of missing the water and sanitation targets of the Millennium Development Goals. It is essential to improve access to safe water supply and basic sanitation reconciling human needs with the protection of the water environment. Achieving this goal will be impossible unless citizens recognize and understand better the links between their own actions and the sustainability of the natural environment. We need to reach users to raise awareness, improve water use and hygiene. To do so the Water Operators are key partners.

The Water Operators’ communication channels play an important role in promoting, informing and educating for improving access and for a more responsible and sustainable use of water. The communication campaign “Water Smart” is conceived with the aim of reaching a high level of impact and exposure with the general public, using sustainable marketing techniques. Through the proposed partnership, the campaign will achieve maximum impact with minimum cost and minimum emissions.



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Terms of the Partnership

In the context of the agreement:

The Water Operator agrees to join the campaign and to choose the activities that best suits its situation and communication needs. The Operator agrees to participate in at least two activities per year in order to maintain the partnership status. The Operator agrees to carry out a specific activity on World Water Day 2010 (22 of March 2010) on water quality.

UNO-IDfA/UNW-DPAC agrees to provide the products (*) for the water operator to implement the WATER SMART campaign, including the use of the logo of the Water Decade, information and materials (pop-ups and messages), activity and event concepts.

Registration form

Name of the water operator:

Country:

Mailing address:

Telephone (please include country code):

Web address:

Type of company (public, private, public-private partnership)

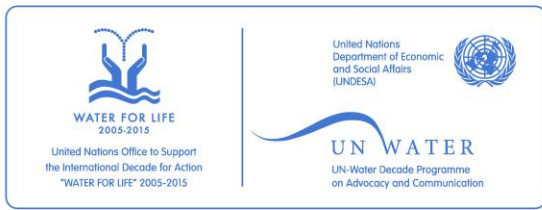
Person filing (Name and position):

Signature

Water Operator

UNO-IDfA/UNW-DPAC

(*) UNO-IDfA/UNW-DPAC will upload materials for the WATER SMART campaign in the web page of the **International Decade for Action 'Water for Life' 2005-2015** and will create a specific site with password for the partner operators.



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“Water Smart” Communication Campaign

ANNEX TO THE PARTNERSHIP AGREEMENT

The UN

The UN will provide materials related to the campaign. The UN will provide electronic access to the partners of the campaign to: a) small flyers containing tips on how to save/protect water and water facts; b) pre-made pop-ups and contents related to the initiative, and c) events concept (related to water valuation, water efficiency, water quality) such as prize contests for schools, TV spot, street exhibits.

The UN will grant partners the right to use the "WATER SMART" Slogan and the Water for Life Decade Logo.

Operators will be provided access to a dedicated section in the Water for Life Decade website.

The UN will work with partner operators on press releases to deliver to national/local newspapers and websites, specially before planned events.

The Water Operator

The Operator will take care of mailing the flyers together with their invoices. Flyers will contain small tips on how to save water and water facts. Companies will take charge of translation, if necessary, in collaboration with the United Nations Information Centres.

The Operator will add a link to the campaign in their website. The operator will take care of adding features to their websites. Pop-ups will activate as soon as you enter (and/or leave) the operator website.

The Operator will take charge of organizing and/or sponsor two events related to the campaign locally. This could include events in schools, where information material can be distributed. Students will be asked to engage in the campaign through social networks activities like playing a game, join a group/cause, etc.. There could be blogs among the students that engage, and one for each school will be extracted and the whole class will win a day at the company's facilities to learn more about water.

The events should be filmed and posted on the Water for Life Decade website. Operators will encourage using blogs to comment the event during their staging.

* DISCLAIMER: The views expressed in this document are those of the participants in the 1st International Conference of the Global Water Operators' Partnership Alliance and do not necessarily reflect the views of the United Nations Secretariat, the United Nations Office to Support the International Decade for Action (UNO-IDfA) 'Water for Life' 2005-2015 or UN-Habitat.

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