



International
Water Association

Public Relation Practices

- *Worldwide Trends*

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Session : 21st January 2011
“Promotion of Tap Water Drinking” and
“Public Relation Practices” in Water Utilities

Today's presentation



- General approach on public relations
- Key components of communication management
- Regionalization in IWA and communication
- Some best practice examples



Trying to find a definition



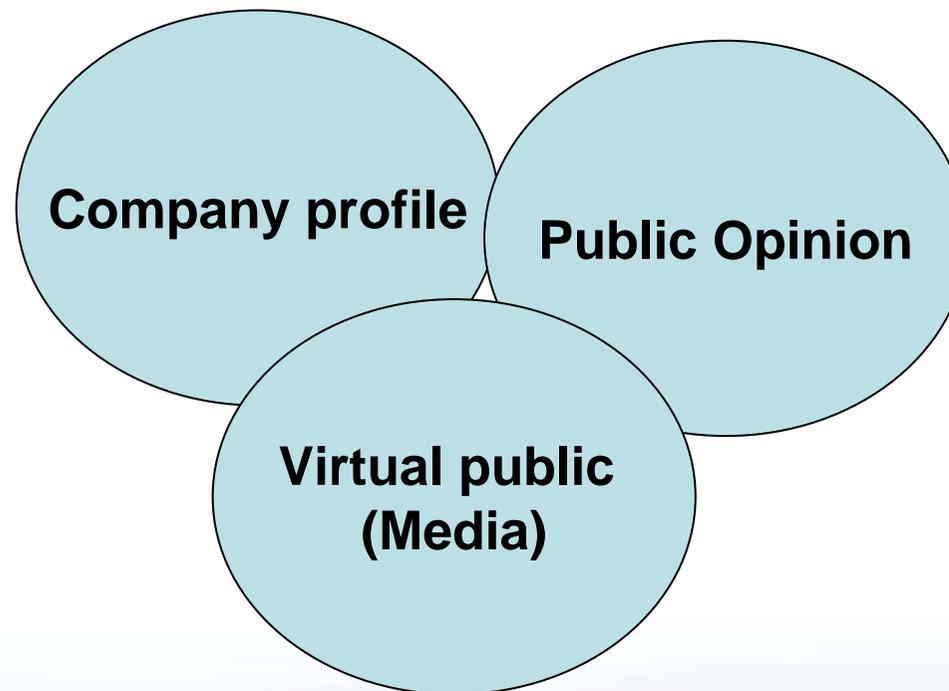
- **Public relation** is the practise of managing communication between an organisation and its public
- The **public sphere** is an area in social life where people can get together and freely discuss and identify societal problems, and through that discussion influence political action
- Most



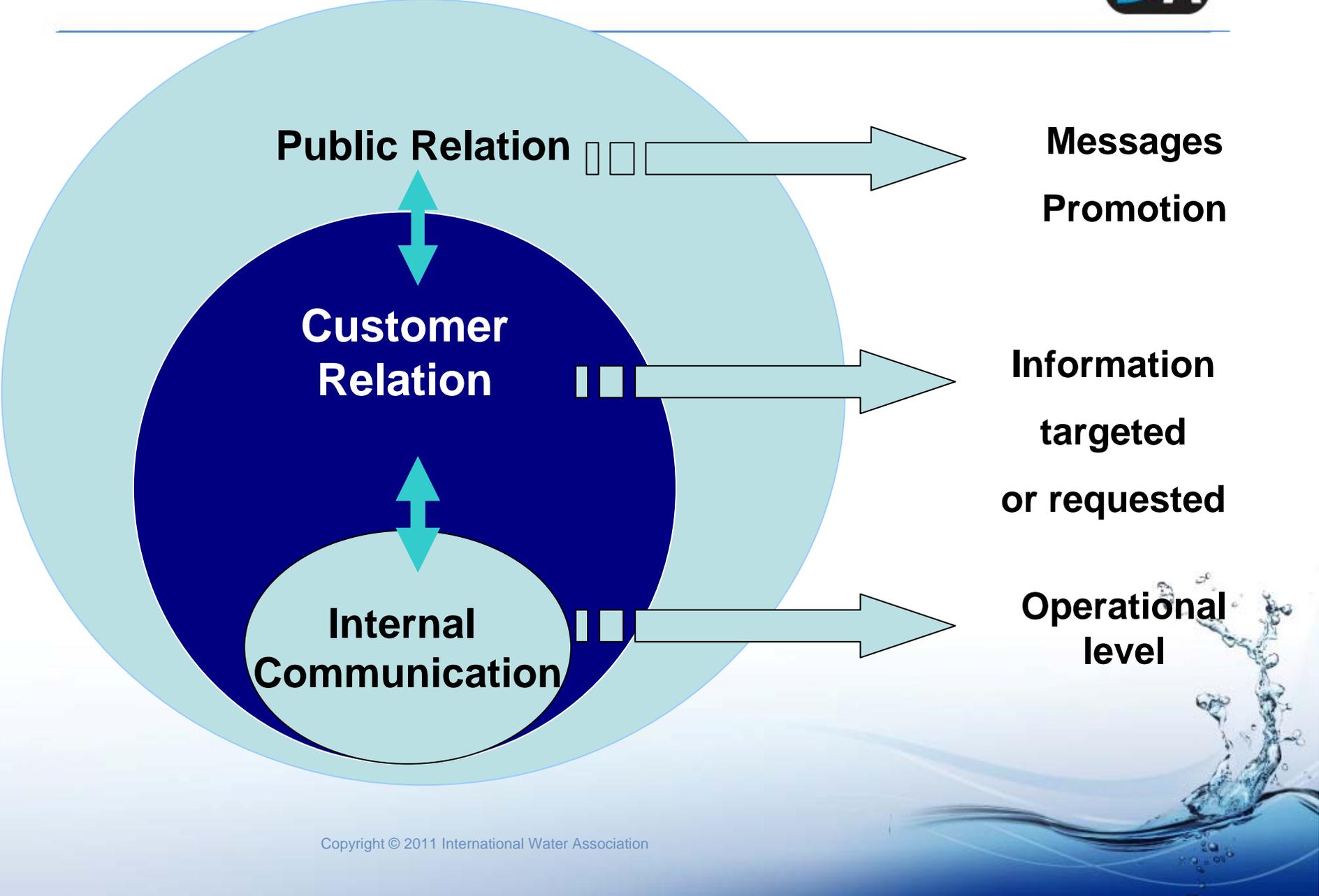
What is a Asset Management Plan?



A corporate strategy that seeks to balance :



Communication scheme:



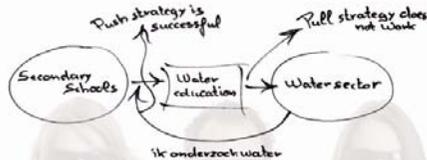
World wide examples: IWA-YWP



Istudywater ikonderzoekwater.nl

Water sector needs more experts!

In 2012 the Dutch water sector will have 8.000 vacancies that cannot be fulfilled. If the inflow of students into water related studies remains the same, inflow of experts into the water sector will never be sufficient.



Strategy: inspire

Inspire high-school students before they choose their University studies and thus 'push' them into the water sector. 'Pulling' at the exit of water education does not create extra water professionals! 'ikonderzoekwater.nl' organizes that water experts all over the Netherlands support high school students with their thesis.

Messages to stakeholders

- Students:** get professional support for your thesis, step into a real business situation and help solve real water problems
- Teachers:** boost the level of education while water professionals take over part of your work
- Water experts:** if we all join in we can reach our common goal: inflow of extra water experts

Media used

- Official kickoff at the national sustainability day
- Short movie
- Super soaker postcards
- Toilet speeches
- Website
- Brochures for stakeholder groups
- Newsletters of water organizations
- Articles (both 'education' and 'water')
- Posters
- Teachers' conference

Successful results!

In 2008 'ikonderzoekwater.nl' started with a pilot of 6 students, 1 school and 1 Water Company. In 2010 more than 600 students, 225 schools and 250 water organizations participate. Governmental subsidies add up to € 1 million. As from 2011 the water sector will invest more than € 2,5 million each year in 'ikonderzoekwater.nl' and thus close the personnel inflow gap!

Young water professional recruiting program

school information



World wide examples: reports



IWA-Marketing and Communications Award 2010

The Ruhr Water Quality Report

Entry in the category "Best promoted water protection activity or programme"

Objectives

- Voluntary self-reflection and self-control
- Determining the water's condition
- Initiating water management measures on the basis of validated water quality data
- Success monitoring of actions taken
- Transparent documentation for the general public

Continuity

- Central voice of water quality management of the Ruhr since 1973
- Comprehensive chemical and physical monitoring of the Ruhr's water quality regarding regional and chronological developments.
- Controlling the development different water quality parameters over almost four decades

Programmatic character

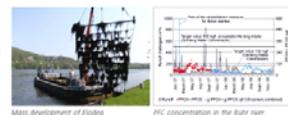
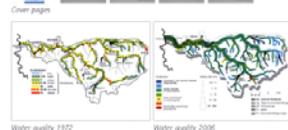
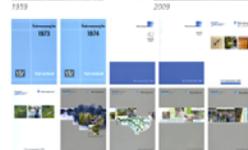
- The data documented in the report supplies information about the origin, behaviour and persistence of substances in the aquatic environment
- Results form a basis for drawing up, planning and carrying out future measures in water protection
- Reporting actual topics with leading-edge character on water quality and condition in the category "special issues"

Timeliness

- Publishing every year up-to-date measured chemical and biological data
- Evaluation of the findings against the background of currently valid immission requirements as well as possible future regulations currently subject to discussion
- Discussing deficits and potential future improvements

A tool in corporate communications

- Target audience: Scientific community, stakeholders of water management along the Ruhr, politicians, public authorities, media, general public
- Voluntary and transparent publication demonstrating the readiness of its editors for public discussion
- 2,000 copies of the Ruhr Water Quality Report are being printed and circulated each year via an established distribution list; furthermore, printed copies are available free of charge to citizens as well as school and university students upon request
- Access to the Ruhr Water Quality Report is provided via the Ruhrverband and the AWWR websites



Ruhrverband, Kronprinzenstraße 37, 45129 Essen, Germany

www.ruhrverband.de

Ruhr Water Quality Report

HONG KONG WATER SUPPLIES DEPARTMENT

Total Water Management in Hong Kong Booklet

twm 水

The Water Supplies Department (WSD) of the Government of the Hong Kong Special Administrative Region has devised a Total Water Management (TWM) Strategy for Hong Kong for ensuring sustainable use of water resources. In 2008, a booklet "Total Water Management in Hong Kong" was published to help promulgate the strategy and appeal for the support and active participation of all Hong Kong people for successful implementation of TWM. The booklet "Total Water Management in Hong Kong" is an important presentation of the TWM giving a holistic picture of the WSD's initiatives for ensuring sustainable use of water resources.

A simple and straightforward reading for introduction of the TWM.

Key Message of TWM

TWM is a modern concept for managing water resources in all aspects. TWM seeks to achieve an optimal balance between water demand and water supply in order to ensure sustainable use of water resources. The TWM strategy aims to manage the demand and supply in an integrated, multi-sectoral and sustainable manner. The WSD is also committed to creating a partnership with the public to achieve sustainable use of water resources. With support from the people, the WSD aims to develop a new culture of using precious water resources wisely and in a sustainable manner in Hong Kong.

Content

The booklet is an important tool to present the TWM strategy to the public and appeal for their support and active participation. As such, WSD has paid considerable attention to the publication from text writing, presentations of information, photography to design networks. It tells people the initiatives taken by the WSD; what people can do to help; and the ultimate goal of the strategy; a new attitude, a new life style that gives high priority to caring the environment and preserving precious water resources on our Earth.

How was the success of the booklet measured?

The soft copy of the booklet was uploaded to the department's website www.wsd.gov.hk for easy access of the general public and worldwide internet users. In 2009, the hit rate of the website is more than 3 million times. The booklets were distributed to the public in educational and promotional activities of the department, including press sessions, water treatment works open days, seminars, exhibitions, etc.

Total Water Management in Hong Kong



World wide examples:




PURE

Title of Project
Pure magic: Making good, better

Category entered
IWA Marketing and Communications Award
(Best popular presentation of water science)

Client name
PUB, Singapore's water agency

REVAMP

The inaugural issue of PURE was launched on World Water Day on 22 March 2007. It went through a revamp in the July 2009 issue, turning to soy-based waterless inks and using forest stewardship paper so that the organisation could do its part for a more sustainable planet. As part of the revamp, the magazine also boasts an e-version, which allows readers to download an .exe version of the magazine to read on their mobile devices on the go.

In line with the revamp, PURE also engages its readers on Facebook. Interesting articles from the magazine are posted on the Facebook site and fans are encouraged to share their views on the topics. (<http://www.facebook.com/pure.magazine.sg/>)

ENTRY SUMMARY

Corporate newsletters are a common tool used in communications by public relations managers to engage its stakeholders and inform them of an organisation's activities and achievements.

PUB, the national water agency of Singapore, deviated from this when it introduced a free lifestyle street magazine to replace its corporate newsletter. It is targeted at young adults aged below 35 years, a generation which has never gone through water rationing or prolonged drought.

CIRCULATION AND COST

PURE has a circulation of 35,000 and the cost per copy is US\$1.10 (0.32), half that of the previous corporate newsletter it replaced. Part of the cost is defrayed through the sale of advertising pages. With the ebook version, an even larger audience can be reached, especially the young upwardly mobile ones with their portable devices, who can download and read ePURE on the go.

The hard copy version of the magazine is given out at mass rapid train stations, public libraries, tertiary institutions and schools. Browsing copies are placed at places frequented by the young, such as coffee joints, eateries, health centres and libraries.

Titled PURE, it has brought to life issues about water which people rarely think about, in a country where good tap water is often taken for granted, just like air.

IWA - Marketing and Communication Award 2010

CATEGORY: Customer services activities
TITLE: Tap Water in Restaurants and Cafés



The objective of the project is to improve the image of tap water and put it where it once belonged – in cafes, restaurants..., to promote tap water consumption.

Veolia Water Group companies offer the restaurants, hotels and cafes that join the project carafes from the workshop of designer Daniel Piršć.

A contract is signed with all involved restaurants which guarantees free extra sampling of water at the restaurant taps on expense of water utility and provision of self-adhesive labels that are placed on the entrance to restaurants – the label states that the restaurant serves tap water.



The key message: The quality of tap water is no worse than the quality of bottled water, but the disadvantage of bottled water is the negative environmental impact.

The www.kohoutkova.cz website contains comprehensive information about the project, including an online map of restaurants offering tap water.

Up to date, more than 300 restaurants and other facilities in all regions of the Czech Republic have joined the project. The greatest interest is in Prague – 175 registrations, including large hotels too.



Through the project Veolia managed to arouse a discussion about the drinking of tap water and attracted attention of tap water, it attract attention of media (more than 400 articles and notes were published in the different media within 6 months) and of public in general (the results of public opinion research shows a substantial increase of share of people drinking tap water).

The budget: 100 000 € per year for carafes, 10 000 € per year for advertising

www.kohoutkova.cz • www.veoliavoda.cz



World wide examples: young people



Hinze Dam Stage 3
an Seqwater project

IWA MARKETING AND COMMUNICATION AWARD
CATEGORY: School information programmes enhancing water awareness among young people up to the age of 16.

What is the award?
The award is presented annually to the school or organisation that has developed a marketing and communication programme that has been judged to be the most effective in raising awareness of water issues among young people.

Prizes and recognition
The winning school or organisation will receive a certificate of appreciation and a trophy. The winning programme will also be featured in the award booklet.

Results
The award is presented to the school or organisation that has developed a marketing and communication programme that has been judged to be the most effective in raising awareness of water issues among young people.

Up a dry gully

seqwater

Awareness building

Water Wise Arena

An inflatable foosball activity where the Earth is used as a soccer ball.

After playing a game everyone is shown that the Earth is in OUR HANDS.

We mustn't abuse it, we must RESPECT it!

We must all learn to be Water Wise!

Water Wise
RAND WATER

Entry to the IWA Marketing & Communications Award 2010
Category: School Information Programme

Play and learn

"Kick-off with Water Wise"
& **"Score with Tap Water"**

Can I drink water from the tap?
Who is Rand Water?
What does it mean to be Water Wise?

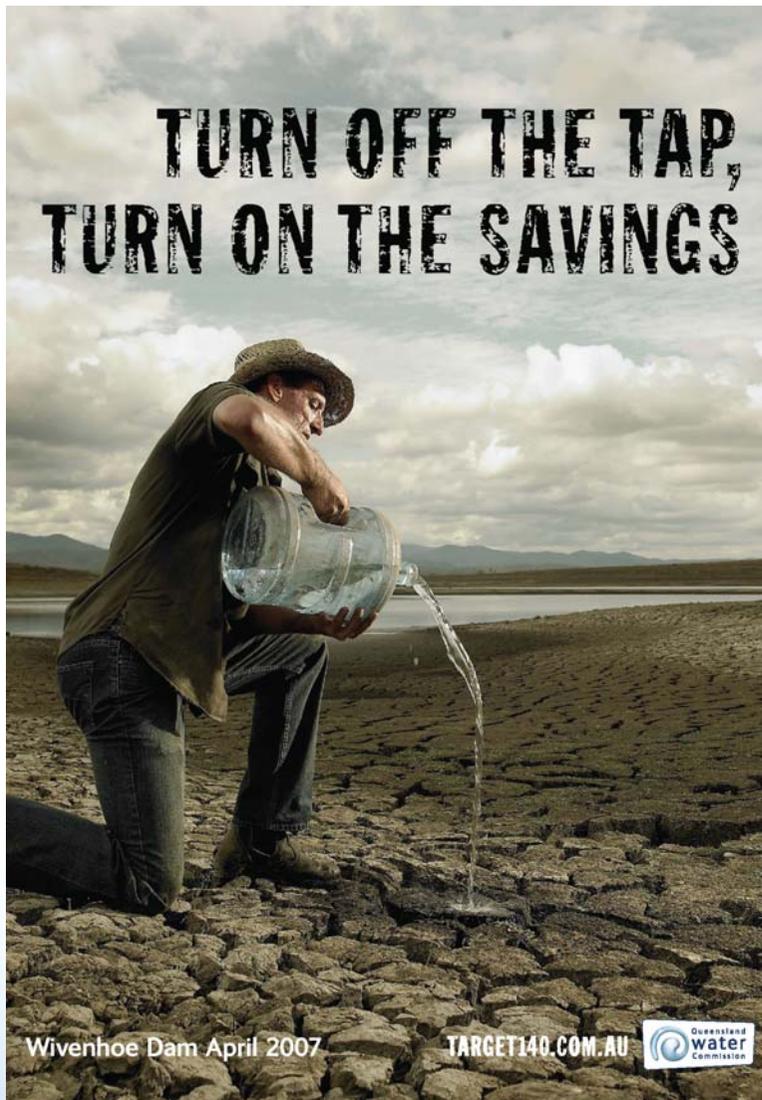
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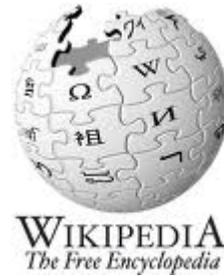
Benefits



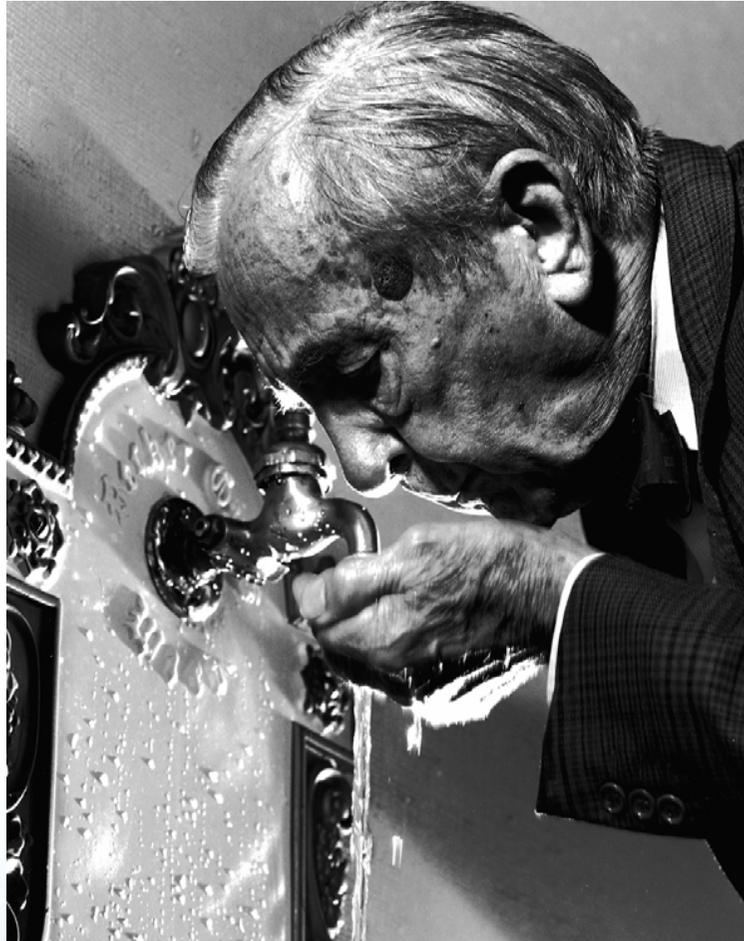
....some best practice examples



...looking to the future



Many thanks for your attention

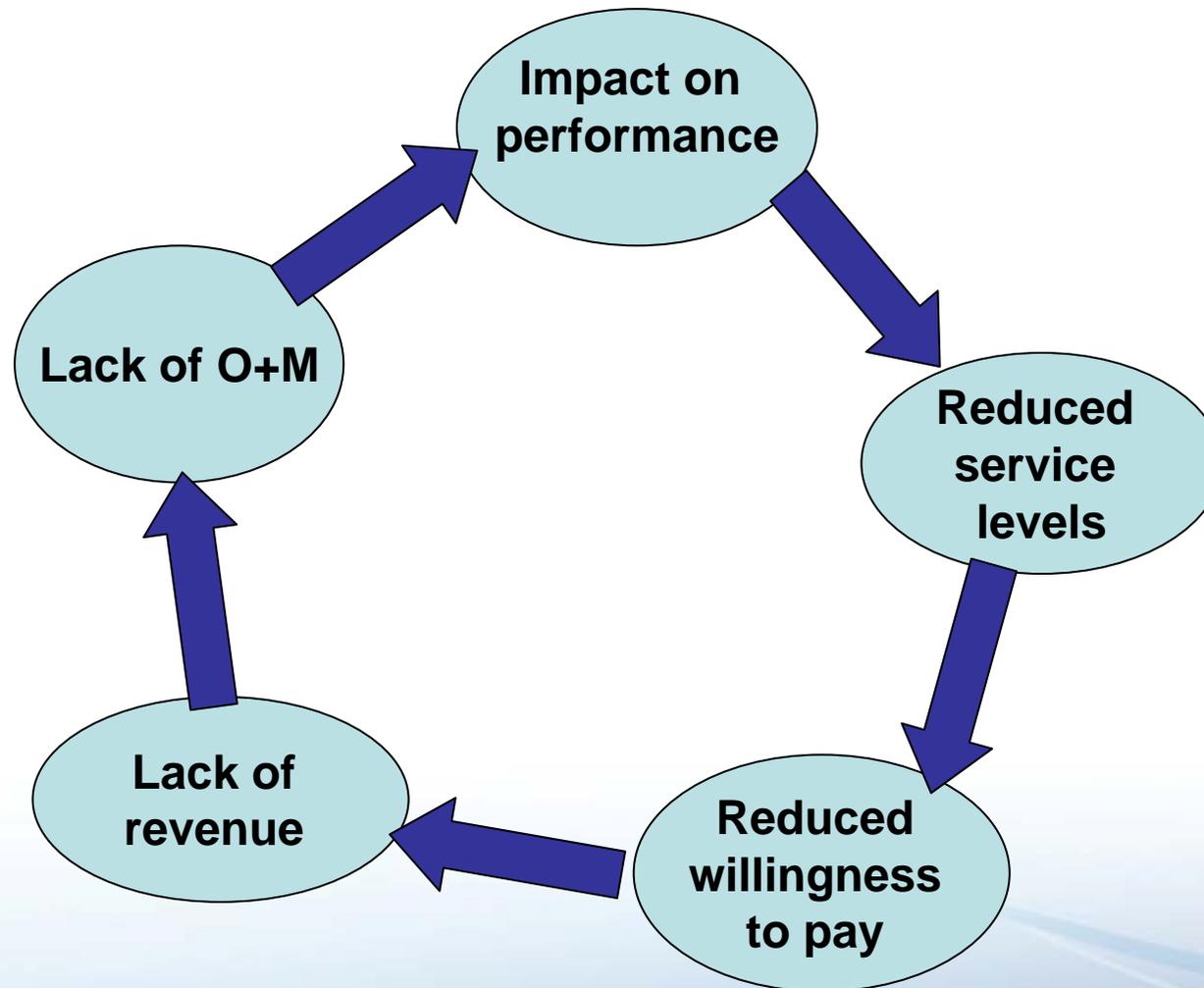




Benefits



Vicious cycle of poor O+M



Why manage assets ?



- Promoting adequate service levels and reliability
- Managing risk of service failure, taking into account users' needs and risk acceptability
- Give preference to rehabilitation of existing assets instead of building new, when feasible
- Extending service life of existing assets
- Improve operational efficiencies
- Justifying investment priorities
- Improving the sustainable use of water and energy