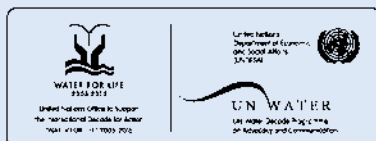


# Water operators and awareness-raising Reader

## 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.

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## Users' perceptions and views

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### 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](http://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.

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### 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](http://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

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### 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](http://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.

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### 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](http://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.

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## 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](http://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](http://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](http://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.

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## 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](http://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.

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## 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](http://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.

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