

# World Water Week 2011



**23 August, 17:45 h to 18:45 h in room K11**

## Side event brief

August 2011

1. Programme
2. Striking WASH communications – advocacy for more and better WASH communications for more impact
3. Powerful questions and answers on Striking WASH communications
4. Striking communication cases from 2010
5. The Organizers - do we practice what we preach?



<http://washcommunication.blogspot.com/>

## 1. Programme

The World Water Week 2011 organizers have once again accepted our side event on “Striking WASH communications”, a follow-up to the first side event we organized in 2010. Followed by an interactive discussion, the one hour session will showcase five striking cases of water, sanitation and hygiene (WASH) communications in cities, peri-urban areas and informal settlements.

The programme is as follows:

**Chair:** Nick Dickinson, IRC (Netherlands) and Ulrike Kelm, UN Water

17:45 Welcome and Introduction: Nick Dickinson, IRC and Ulrike Kelm, UN Water

17:50 Speed presentations:

- **How business-focused communications can improve sanitation service delivery in urban Uganda**, by Julia Kent, Sr. Manager, Sanitation Program Services, Water For People
- **Hygiene promotion in schools during the cholera outbreak in Haiti, 2010**, by Daniela Giardina, Research Centre on Environmental Management for developing countries (CeTAmb) and International Humanitarian Organization (CESVI)
- **Engaging the media for public health messaging: utilising national radio in Afghanistan**, Sue Yardly, Sr. Public Policy Officer, Water and Sanitation, Tearfund
- **Durban – two way communication helps WASH service delivery by the eThekweni Municipality**, Department of Water and Sanitation, Durban, South Africa, by Neil Macleod, Head Water and Sanitation
- **Children with cameras: knowledge sharing for changing the sanitation attitudes in Nepal**, To be confirmed

18:15 Powerful questions, comments and discussion. Chaired by Dave Trouba, IRC

18:40 Concluding remarks. Dick de Jong, IRC

## **2. Striking WASH communications – advocacy for more and better WASH communications for more impact**

### **Our objectives**

1. To inspire communicators and non-communicators alike
2. To better understand the role of communications for making impact in water and sanitation projects in diverse setups
3. To develop simple but reliable and effective methodologies, tools and indicators for “communications controlling” or communication impact measuring

### **Why?**

Communicators and communication activities have a large variety of specific and strategic roles to play when it comes to planning, conducting and impacting positively on water and sanitation projects, such as:

- Stakeholder mapping and strategic engagement
- Identifying audiences and issues in the urban communications landscape
- Client/provider relations
- Customer support
- Citizen report cards
- Information systems and monitoring
- Campaigns for behaviour change (e.g. hygiene improvement or sanitation marketing)
- Marketing
- Empowerment
- Transparency

### **Measuring communications – a brochure can’t change an attitude?!**

“Monitoring & evaluation in communications”, “communications controlling”, “communications impact measuring” are different terms used for more or less the same challenge: can we measure (and if “yes”, how?), the impact of one or several communication activities/approaches in order to provide (scientific) evidence that communications has led to or at least contributed to positive change?

It seems to us that identifying and/or developing simple tools and indicators for doing so will help convince many stakeholders in the water and sanitation sector that “more and better communications” is needed because it can prove how it made an impact – your views, ideas and insights on “how to measure better” are more than welcome!

### 3. Questions and answers on Striking WASH communications

*“If I had an hour to solve a problem  
and my life depended on the solution,  
I would spend the first 55 minutes  
determining the proper question to ask ...  
... for once I know the proper question,  
I could solve the problem in  
less than five minutes.”*

Albert Einstein

We might not be as fast and efficient as Albert Einstein during the one hour side event – but we suggest to at least develop some “powerful questions” for further thoughts and the development of potential solutions. There exists a large variety of questions such as:

- The Putdown: **WHY did you do that?**
- The Delay: **COULD you get more info?**
- The Energizer: **That’s exciting, HOW does that fit with our other efforts?**

#### Powerful questions

Powerful questions and the process of developing them are a great technique for “thinking out of the box”. They can lead to new answers, innovative solutions and results. In contrast to the questions above, a powerful question

1. is simple and clear
2. may be provocative
3. helps discover new possibilities
4. brings out the unexpected
5. opens new perspectives

The powerful questions we suggest for discussion during the side event are:

1. **Are water and sanitation experts - engineers, project developers & managers etc. - aware of the power of communications and what impact it can make?**
2. **Does the water and sanitation sector have sufficient communication capacity or should it build more capacity?**
3. **When planning and financing water and sanitation projects, are strategic communications approaches and activities included and budgeted?**

***What is your powerful question on Striking WASH communications?***

**(You’ll get the chance to ask it!)**

## 4. Striking communication cases from 2010

In 2010, this same side event scored a good turnout, discussion and feedback. Six entertaining and informative "Striking WASH Communication" speed presentations were made. This included some principal questions on problem definition, approach and activities, achievements and failures, and the required resources for communicators to achieve the desired impact. The first question from the floor: how did you monitor that your advocacy and communication is a 'success'?

The six cases, which you can view online at <http://washcommunication.blogspot.com/>, were:

1. Water Mascot in Yemen (Behaviour change communications). Michael Klingler, GTZ
2. Injecting Glamour into Water and Waniation (Marketing). Mark Charmer, Akvo
3. Total Sanitation and Sanitation Marketing (Marketing). Christopher Walsh, WSP Tanzania
4. Communications for Transparency and Accountability (Transparency & accountability). Alexandra Malmqvist & Ms Priya Behrens-Shah, Water Integrity Network (WIN)
5. WASH UNITED (Advocacy). Virginia Roaf, WASH United
6. Towards Effective Communication in the WASH Sector / Learning Alliance Model (Information & knowledge sharing). Brecht Mommen, SNV, and Brenda Achiro, NETWAS

### Lasting impressions

We received many comments that it was a very good, lively and entertaining session. Was it useful?

Henk Holtslag: "It was a great session, with very interesting short and lively cases presented. It also allowed time for discussion. For me it was the best session of the week. Next year the organizers should do more like this one."

Our session also made the World Water Week Daily with the headline: "Multi media changing the face of WASH" and a focus on "advancements in communication and information sharing made a lasting impression on participants at the Striking Wash Communication side event. Akvo's Mark Charmer was pictured unveiling an "innovative poster approach".

In the National Geographic blog, Tasha Eichenseher said the session provided "stellar examples of media and communications strategies".

### Ongoing discussion on blog

These communication cases are now accessible on a Wash Communication blog launched in Stockholm. You can also join discussions on the blog at <http://washcommunication.blogspot.com>

## 5. The Organizers

For the second year in a row, the organizers have worked to arrange an exciting and helpful seminar in Stockholm. Why do we do it? Do we consider that we produce “striking” communications ourselves? We’ll leave that for others to decide, though we know we can always do more, and do it better. Here is an introduction and some brief examples of our own communications work.

### IRC

#### **Source story contest brings in voices from field**

The Source story contest was launched in February 2010. Since then more than 30 stories have been written and submitted to us. Most of the stories from the field complying with the requirements have been posted at the Voice from Communities blog on <http://voiceofcommunities.wordpress.com/>. Stories selected for every issue of Source Bulletin features by the Source editorial committee have also been published on the Source web site and in the paper versions of Source Bulletin, see <http://www.source.irc.nl/page/55566>.

#### **Short video clips in WaterCube.tv usable by everyone**

Now in our third year at Stockholm World Water Week, [WaterCube.tv](http://www.watercube.tv) is a unique video project to document people working to tackle the problems billions face getting access to clean water and proper sanitation around the world. Our unique video cube lands at key events focused on water, and is staffed by an independent, constantly-changing team of video reporters. WaterCube puts digital video into the hands of everyone - not a few TV people. We want to help those working in water learn how to use online video to begin documenting their own work to global audiences, sharing knowledge and creating unexpected partnerships and opportunities. Follow our interviews online throughout the week at [www.watercube.tv](http://www.watercube.tv). WaterCube partners include SIWI, IRC, Akvo, India Water Portal and UN Habitat.

### WSSCC

#### **Global WASH Campaign**

The centrepiece of WSSCC advocacy activities is the Global Water, Sanitation and Hygiene for All (WASH) Campaign (<http://www.wsscc.org/wash>). Its aim is to raise public and political awareness of adequate sanitation services, healthy hygiene practices, and safe water supplies. Integral to the campaign is its people-centred approach – focusing on unserved poor, women, children, and youth. A new set of materials has been developed, themed GDP for GDP, focusing on the economic benefits to be gained from investing in sanitation while also stressing human dignity.

#### **WASH Media Awards**

The WASH Media Awards initiative (<http://www.wsscc.org/media/wash-media-awards>) recognizes and supports the crucial role of the media in raising awareness of the importance of water, sanitation, and hygiene services. It aims to help improve access to these services by having a positive influence on politicians, business persons, civil society representatives, and individual citizens. The initiative, first

launched in 2002, is open to journalists who write or broadcast original investigative reports on WASH issues. The 2011/2012 competition is ongoing; the deadline for entries is 30 April 2012.

### **pr audit – strategic communication for development**

pr audit is a small communication consultancy based in Vienna, Austria, and with a focus on strategic environmental, water, sanitation and energy communications in Africa and the Middle East. Founded in 2007 by Sören Bauer, pr audit continues to work pro bono on Striking WASH communications pursuing one of its main objectives: more strategic and better communications in the WASH sector for more impact!

pr audit often confronts its clients and the Terms of Reference of tenders with powerful questions in order to help develop innovative solutions and impactful results. After four years of working as a for-profit consultancy, pr audit wishes to contribute at least three lessons learned to more and better WASH communications:

1. Brochures can't change an attitude!
2. Well thought-through Communication strategies are a nice thing to have – but they will not make any impact if there's no political will and no funding for implementing them!
3. Sense-making water sector reforms and the necessary multi-stakeholder communications around them can be like a war – are you ready to fight?

### **UN-Water Decade Programme on Advocacy and Communication**

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). Located in Zaragoza, Spain, and led by the United Nations Department of Economic and Social Affairs (UNDESA), UNO-IDfA/UNW-DPC facilitates information, implements communication and raises awareness in the framework of the Decade.