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## SIXTH WATER INFORMATION SUMMIT: BREAKING THE BARRIERS LET WATER INFORMATION FLOW!

WATERWEB CONSORTIUM AND IRC INTERNATIONAL WATER AND SANITATION CENTRE  
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### ASIAN DEVELOPMENT BANK (ADB) WATER AWARENESS PROGRAM (WAP)

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INTRODUCTION: The Water Awareness Program (WAP) is a key element of a larger technical assistance program for Promoting Effective Water Management Policies and Practices, underwritten by the Asian Development Bank's Cooperation Fund for the Water Sector. As the Fund is a multi-agency umbrella facility designed to catalyze the ADB's water policy, the WAP mirrors the holistic approach that involves many levels of society across a wide range of countries and draws on the expertise of ADB's specialists in water issues as well as a much broader cross section of operational staff, thus mainstreaming the policy in the Bank's work. At the same time, it calls for collaboration with other agencies and representatives of civil society.

While the WAP is housed in ADB, the program is not intended to promote the Bank *per se*. Rather, the WAP is expected to lead the way towards creating a supportive environment for improved water policies throughout Asia. Changing attitudes is a critical ingredient in changing policies—hence the importance of this program. It provides an opportunity to help promote understanding among the target constituencies, drawing on the knowledge, experience and best practice projects of many stakeholders. It is hoped that the WAP may serve as a knowledge exchange/resource and discussion forum for information generated by think tanks, NGOs, government agencies and others -- including ADB itself. As the program develops beyond the urgent demands of the 3<sup>rd</sup> World Water Forum held in Kyoto in March 2002, it will seek opportunities to build on existing experiences in the ADB's developing member countries (DMCs) and link its work to home grown water awareness programs in these countries.

The WAP team is made up of a small group of outside consultants, but their work is closely integrated with the water sector network and the water sector committee. The WAP team relies on the expertise of members of these two groups and also draws extensively on the project experience of operational staff in the preparation of materials used in the program. Ultimately, it is expected that this will add value to operational work. The WAP team is also collaborating closely with the ADB Office of External Relations (OER). This internal ADB team of communication specialists have been valuable advisors on ADB policies and procedures, but also have been partners in various WAP efforts and will continue to play an integral role in the success of the WAP.

## The launch of the Program

The first year of the WAP was overwhelmingly driven by events, beginning with the world Summit on Sustainable Development (WSSD), punctuated by regional consultations on ADB-supported themes for the 3<sup>rd</sup> World Water Forum, and concluding with a range of activities at the Forum itself.

The first objective was comparatively short term: the need to launch the *Water for All* “brand” and showcase ADB and water at the World Summit on Sustainable Development (WSSD) in Johannesburg in August/September, and the need to support and capitalize on (for awareness purposes), the series of regional and other consultation workshops held from June through October.

The second, medium term, objective was to build awareness and prepare products (notably films and written materials) geared towards the 3<sup>rd</sup> World Water Forum in Kyoto in March, 2003. This has included building up awareness among journalists in the region.

The third, longer term, objective has been to use these events strategically to establish relationships, identify gaps in awareness-building activities, and plan a strategy for a sustained multi-year program that will influence thinking and understanding of water issues, and change behavior at many levels of society, leading to improved water management for the benefit of the poor. Such changes in attitudes towards and practices surrounding water require detailed change campaigns over several years, and partners working in all DMCs to achieve them, but the increased attention to these issues in the lead up to Kyoto has provided a solid launching pad for the longer term objective.

It must, however, be recognized that the *impact* of the awareness raising and mindset changing activities of the WAP will not be instantly evident. These are efforts that have a long term payoff, somewhat akin to development projects themselves. Like the pilot water projects being implemented by ADB regional staff, measurement of the impact on beneficiaries (or, in the case of the WAP, target audiences) will take time and, like Bank-financed projects, require considerable additional effort and budget to monitor and evaluate accurately. This process of measurement will be initiated during the second year.

During its first year, the WAP team both created opportunities for raising awareness and also capitalised on major events. These included the consultation meeting on Water in Small Island Economies in Sigatoka, Fiji, in late July/early August, the UN World Summit on Sustainable Development (WSSD) in Johannesburg in late

### **Target Audiences**

**Ministers and top civil servants** in DMCs, especially Finance and Planning Ministers (and donor country Aid and Finance Ministers and officials). The latter is especially applicable for Kyoto.

**Stakeholders and decision-makers** (*Leadership, senior & mid-level officials of water agencies, parliamentarians, private sector, academics, professional experts, NGOs (International & CBOs)*) In their own right, but they also influence the ministerial/ official audiences.

**Broader audiences beyond Asia**, as authoritative opinion and scholarly work on Asian water issues is often generated outside the region.

**Poor communities** (including farmers and women, children and youth) in the Asia region (*Change mindsets, influence behavior, generate support for water reforms*). The welfare of these groups can be enhanced by greater awareness, but they are also a critical part of the network of stakeholders and unhappy poor communities will be seized upon by critical NGOs.

**The general public**, as the rich and the middle classes may often be opponents of changes that are designed to benefit the poor.

**ADB staff**, as key players in embedding water reforms in Bank operations.

August/early September, the Asia Pacific Regional Consultation Workshop on Water and Poverty in Dhaka in late September, the workshops on Private Participation and on Floods in Manila in October, and ADB Water Week in December. These events were important landmarks on the road to the Third World Water Forum in Kyoto in March 2003. By the time that occurred, a substantial number of people within the target audiences had been reached and firm foundations for the further three years of the full program established.

As the Target Audience box demonstrates, there are interactions between many of the target audiences and so the WAP team worked to establish consistent and memorable messages, albeit adapted for different audiences. While not target audiences themselves, many different types of news media have been addressed as the conduit for conveying messages to the target audiences shown here.

## Achievements

### *Original objectives*

Under the Terms of Reference, the WAP team was set a range of tasks. These with their outcomes and estimated impact were:

Create Standard Graphic Design. The team explored a number of options ranging from creation of a logo/standard graphic design by a specialized corporate identity design firm (far too costly) to a competition to create a logo (very uncertain outcome). We finally settled on the hand lettered *Water for All* line—created for the materials being prepared for Johannesburg—as an effective, low cost solution. This was adopted, often in conjunction with the ADB blue block brand, as the program brand. Completed. *Impact: became recognized as established brand.*

Print Publications and Publicity Materials. The Johannesburg conference, early in the life of WAP, with ADB's commitment to an exhibition stand at the WaterDome, required a major design initiative both for the stand itself and for the materials to be displayed and handed out there. All of this was produced at great speed and with considerably flair and originality for a very modest cost (a very small fraction compared to the \$150,000 fee to the WSSD organisers for the space allocated to ADB at the WaterDome). At the heart of this work was the creativity of the artist, who created the hand lettered *Water for All* brand referred to in (1) above, whose paintings have opened up awareness opportunities that go well beyond the original WAP terms of reference. The creation of these materials was an awareness exercise in itself, as they were painted using water from various ADB developing member countries, with water gathered by ADB missions, and water sector network members. The materials were used extensively at the consultation meetings over the first six months and were also used in Kyoto, along with further materials that were prepared specially for the 3<sup>rd</sup> World water Forum. To support this, more than 300 photographs have been acquired, as well as the talents of a particularly versatile and creative graphic designer to complement the work of the artist. Largely completed – exceeded expectations. *Impact: Widely seen by attendees at all events with positive feedback. The series of information materials received a 2003 Gold Quill Award from the International Association of Business Communicators, among the most prestigious awards in the communication industry.*

Assist with development of series of water publications drawing on ADB projects and studies/ special issue of ADB Review. The IEC Specialist assisted the ADB water team in developing a series of water publications drawing on experience from both ADB-financed projects and the

Water and Poverty Initiative. Specifically: published over 750 pages (12 books) in print and on CD supporting the Kyoto WWF themes. The team collaborated closely with the editor on OER on the special water issue of ADB Review, writing or sourcing articles and photographs. This publication was widely distributed in Kyoto in addition to its usual distribution. In addition to the publicity materials referred to above, work is progressing on a series of single page Water Briefs – user-friendly, but intellectually robust briefing notes that will inform a wide range of constituencies. More than a dozen draft briefs have been written to date, and the intention is that 50 to 100 will eventually be produced. Publications and WAP's contribution to ADB Review completed; Briefing notes in progress. *Impact: ADB Review and publications were well received.*

Produce six 12-minute videos (four within the first year/phase 1 of WAP)/one hour television documentary/Broadcast Public Service announcements (PSAs). The multimedia specialist on the WAP team as executive producer pursued a thorough evaluation process, which resulted in the selection of one Production Company (from New Zealand) rather than a separate company for each of the four 12-minute videos originally envisaged. This decision, coupled with the positive exchange rate vis-à-vis the NZ dollar meant that, instead of four short videos, we commissioned a series of nine broadcast quality mini-documentaries, plus two 22-minute television films for 20% less than the original budget. “Water Voices” features stories of people finding solutions to important water-related problems and issues in Asia-Pacific. This series of video documentaries is intended for both broadcast and educational distribution, targeting the general public in the region. The videos highlight key water messages related to poverty, cities, small islands and sharing water resources. In retrospect, we were rather ambitious in commissioning a nine-part series of 20-minute video productions, all made by one company. Only three of the nine videos were completed in time for 3WWF. However, despite often difficult and time-consuming debates with Halsey over creative approach and understanding of the issues, in the end the clash of ideas probably made for better films. The productions completed so far have been judged to be high quality, interesting stories with strong water messages, well suited for the general audience in Asia and Pacific. The Television Trust for the Environment (TVE) will broadcast two films on Water in Small Islands in the South Pacific on BBC World, Japanese TV, and other broadcast outlets in August. Negotiations are underway with the Discovery Channel to run a series using the nine mini-documentaries. It is hoped Discovery will broadcast further modules to be produced in WAP's outer years.

After reviewing the market, it was decided that it would be counter productive to produce more than one PSA for Kyoto as there would be competition for these free broadcast slots from a number of other organizations. One broadcast PSA (in 30-, and 60-second versions was made and distributed to broadcasters. While it has had limited showings, it is expected to be more widely shown now that the continuous coverage of the war in Iraq which preempted all PSAs is over. A print PSA was also commissioned and attempts are underway to place it (This is attached to this paper as Annex 2). Partially completed. Will deliver considerably more for less money than originally envisaged. *Impact: cannot be fully assessed until after broadcast.*

Develop media relations with water journalists prior to 3<sup>rd</sup> WWF, including HQ and projects visits. In addition to developing lists of target journalists (with considerable assistance from OER), three journalists attended the Water and Poverty workshop in Dhaka and a further three attended the Water and Cities/Floods workshops in Manila in October. A journalists training workshop was held in Phnom Penh in February, with 27 journalists from 9 East Asian countries attending. This was co-funded by WAP, OER, and the Water Media Network and included project visits (as did the earlier consultation workshops). As a result of a writing competition at

the workshop eight journalists were selected to travel to attend the 3WWF, under WAP sponsorship. The WAP team provided support throughout the forum including a pre-forum briefing for foreign correspondents in Tokyo; 5 press conferences and 6 one on one briefings between key journalists and ADB spokespeople; and 11 press releases on activities from the forum. Completed. *Impact: Extensive media coverage; the fostering of a journalist community with an increase in the quality and quantity of coverage on water issues*

Organize exhibitions at international events (WSSD and 3<sup>rd</sup> WWF). Organized and managed two major exhibits at international events: the World Summit on Sustainable Development and the 3<sup>rd</sup> World Water Forum. In Johannesburg: launched the “Water for All” brand at the ADB exhibition stand. In Kyoto, organized and managed three separate points of presence; distributed over 18,000 WAP-produced documents and other giveaway items to forum participants; organized and sponsored soap-making demonstrations from Manila members of the Water, Sanitation and Hygiene campaign of the Water Supply and Sanitation Collaborative Council; arranged to sponsored income-generating space for the Self-Employed Women’s Association from India; arranged three venues on site to screen Water Voices videos. Completed *Impact: ADB’s commitment to water issues was very clearly demonstrated to the international development community (containing many of our target audiences) at WSSD at 3WWF*

Strengthening and building interest in the water website. This is an item of growing commitment by the WAP team and specifically the member assigned to this task. Initially, there was extensive discussion about what form an enhanced website should take and only a modest amount of time was committed to it. However, a comprehensive plan is now in place. It is planned to produce an E-newsletter to draw people into the site, but this has been put on hold until there is more substance to which readers can be directed. Partially completed. *Impact: Site visits are substantial, but should increase as comprehensive plan is implemented and E-letter is launched to draw people into the site.*

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#### *Initiatives launched that were not included in original objectives*

As the program got underway, the team saw opportunities to further the objectives of the program beyond the original terms of reference. These activities, listed below, far outweigh those parts of the original activities that were not completed.

**Messaging.** A series of workshops with water sector staff and others were held to elicit key messages to guide both the work of the WAP and to ensure that ADB staff speaking publicly on water issues convey a consistent and persuasive message on the various issues. The messages emerging from the process have been robust.

**Paintings.** Although referred to in No.1, above, it should be mentioned that the paintings that the WAP commissioned by artist, Dave Parker , along with his hand printed *Water for All* graphic identity for the program, were not in the original plans for WAP, but have had a far reaching impact.

*Water for All* Art Calendar. The WAP IEC specialist capitalized on the paintings referred to above by creating a 14-month calendar, which is an attractive, informative way to convey the main water messages and generate a better understanding of ADB's work.

Limited Edition Prints. This is another initiative to create interest in the water issues that are illustrated in the paintings commissioned for the WSSD and beyond. The modalities of selling the prints with the dual purpose of raising awareness and providing funds to a charitable cause are still under review. The possibility of collaborating on selling the prints through UNICEF's sales system has been taken up with UNICEF staff.

Placement of articles in the Media. While not explicitly in the WAP's original TOR, the creation of a number of article synopses to interest journalists in writing on the issues, the writing of a number of newspaper/magazine articles, matching those articles with ADB authors and placing them in the various regional publications, built interest in our priority messages ahead of the 3<sup>rd</sup> WWF.

Support to regional Consultations and ADB staff. WAP team members were well represented at the various regional consultation meetings that were held over the first few months of the program. They wrote press releases for them, helped with organization, and put themselves at the disposal of ADB staff. WAP consultants also provided logistical support to the senior management team that attended the WSSD in Johannesburg.

Additional films. Pakistani filmmaker Shireen Pasha was commissioned to make an institutional video about the ADB water prize winning Punjab rural WSS project. The strength of "Water at the Doorstep" is that the filmmaker was able to break through the veil and present a poignant portrait of the impact of the rural water supply on the lives of poor women beneficiaries. We also made a 10-minute video presentation on "Islands and Climate Change" for 3WWF, which was well appreciated by colleagues working in the Pacific.

## Appendix 1 --Timeline

### 2002

#### **June**

WAP team assembled in Manila. Agreed on work program  
Requests for proposals to film-makers  
Plans initiated for WaterDome at World Summit on Sustainable Development (WSSD)  
First messaging workshop  
Synopses written for feature stories for media  
Target Media List Developed  
Identified Contract publisher  
Artist contracted for first 12 images

#### **July**

Wide global review of video producers' submissions; travel to Australia and NZ to interview shortlisted producers.

Initial contract awarded to Halsey Street  
Negotiations opened with Television Trust for the Environment (TVE) for broadcast of Small Islands video.  
Plans advanced for WaterDome.  
Writer/graphic artist contracted for collateral development  
First articles prepared for periodicals.  
Articles identified for ADB Review

## **August**

Scouting/research missions for films in Fiji, Tonga, Vietnam, Thailand.  
WAP team attended Sigatoka, Fiji, meeting, helped develop message outcomes, issued press release and obtained coverage in Pacific and other media.  
Writers and other creative staff prepare brochures and other materials for WaterDome including kiosk.  
Waterdome exhibit in Johannesburg assembled and staffed.  
Links established with organizations doing water awareness (Gender & Water Alliance; Center for Disease Control; Oasis; Ryan's Well Foundation; Water Education for Teachers; UNICEF Children's Water Forum.  
Links initiated with the Water Media Network.  
Meeting with UNICEF regional staff in Bangkok.  
Contact initiated with regional journalists.

## **September**

Filming starts in Fiji and Tonga  
Complete WSSD presence  
Scouting/research missions for films in Gujarat and Dhaka.  
Articles written and placed in Cambodian media.  
WAP team assists with Dhaka Water and Poverty workshop, with exhibition stand.  
Three foreign journalists attend Dhaka workshop; press releases written at beginning and end and press conference at end.  
Op-Ed article drafted for International Herald Tribune.  
Three-month review circulated.  
Visits to regional journalists in Singapore.  
Initial meeting with secretariat of the Water Media Network

## **October**

Scouting/research missions for films in Sri Lanka and Phnom Penh, and Bacolod, Philippines.  
Second messaging workshop held in Manila (on Private Participation)  
Fact sheets/postcards revised and reprinted  
Work begins on Water for All Art Calendar including commissioning two additional paintings.  
Limited Edition Prints project goes to next stage  
WAP team assists with Manila Workshops on Private Sector and on Floods.  
Three foreign journalists attend workshops; press releases issued.  
Photographs commissioned.

Further work on giveaway items for Kyoto.  
Placement of articles in Pacific publications.  
Work intensifies to encourage contractor in Hong Kong to move rapidly on Quarterly newsletter.

## **November**

Filming in Phnom Penh and Bacolod.  
Post-production continues on Fiji and Tonga films  
Scouting mission to Pakistan re Punjab project.  
First set of 14 short information briefs are drafted.  
WAP team assists with preparations for Water Week (slide presentation on Prize-winning Punjab project; commissioning the physical prize, brochures, etc.)  
Work begins on ADB case studies to share in Kyoto  
Review and development of comprehensive plan to enhance and increase visits to Water website.  
Collaborate with OER on Online Media Center and ADB Today (soon to be launched internal newsletter  
Met with coordinator of Water Media Network in Washington; negotiated cost sharing agreement between WAP, WMN and OER for training workshop for journalists in Phnom Penh in February.  
WAP contribution of articles for ADB Review completed.  
Private Sector Participation Article Drafted for Alfredo Pascual.  
Letter to Times of India drafted.

## **December**

Filming in Dhaka and Kiribati, and post-production continues.  
Negotiations continue for broadcast of Pacific Islands film on BBC World.  
Agreement in principle with producers of broadcast and print PSAs; message for PSAs drafted and debated internally. Contracts to be agreed.  
Finalized ADB Review Water Issue  
Drafting of Water Fund booklet  
WAP team assists with Water Week.  
Delivery of Water for All Art Calendar.  
Completion of Mid-term Review  
Practical arrangements initiated for Phnom Penh media training seminar. Journalist Identification Process Begins.  
Meeting scheduled in New York with UNICEF officials.  
Practical Media Support Arrangements for 3<sup>rd</sup> World Water Forum start to be Developed.

## 2003

### **January**

Filming and post-production continued.  
Supervision of creation broadcast and Print PSAs.  
Kyoto exhibition stand designed  
Work continued on printed materials  
Finalised list and invited journalists to Phnom Penh workshop. Finalised practical arrangements.

Publication of ADB Review.  
Launched enhancements to website.

## **February**

Filming and post-production continued.  
Agreed media support activities for each 3<sup>rd</sup> World Water Forum ADB event.  
Media training workshop held in Phnom Penh.  
Visit to Tokyo and Kyoto to plan media arrangements.  
Started work on helping to shape presentations for Kyoto

## **March**

Preparation of presentations for Kyoto case studies and training of presenters.  
Termination of arrangements with contracted publisher of Quarterly newsletter  
Set up and staffed exhibit at Kyoto.  
Distribution of printed materials and showing of micro documentary films at 3<sup>rd</sup> World Water Forum  
Drafted Press Releases, Arranged Journalists Interviews, Press Conferences etc. and staffed press center at 3<sup>rd</sup> World Water Forum  
Arranged pre-forum water briefing for journalists in Tokyo.  
WAP staff played active role in 3<sup>rd</sup> World Water Forum

## **April/May**

Initiate plans for second phase of WAP.  
Exploratory discussions to begin on education program in consultation with ADB education experts.  
Build up collection of Water briefs with target of at least 50.  
Initiate work on distribution of films  
Complete the repackaging of the Water Sector materials in a Water for All/ADB branded series, including CD ROM

## Appendix 2 –Members of the WAP team

The principal members of the Water Awareness Program team are: Tim Cullen, *Manager*; Steve Griffiths, *Multimedia Specialist* (responsible for audio-visual productions, and Executive Producer of the film and video series); Penny Poole, *IEC Specialist* (responsible for non-media written materials, exhibitions, and education programs); Paul Fisher *Media and Public Affairs* (responsible, with Tim Cullen, for media relations activities); and Christina Dueñas (responsible for development of the website and a broad range of other assignments). They have been working with a number of other short term consultants.

