



FUNDED BY THE EUROPEAN UNION
EU REGIONAL TRUST FUND 'MADAD'
"مدد" : الصندوق الائتماني الأوروبي



In collaboration with:





projects

UNICEF, MADAD, OCHA, EU

Bekaa and South Lebanon

Currently collaborating with BWE and SLWE

COMMUNICATION THEMES

>

Personal and household hygiene in Informal settlements

- Hand washing, bathing, safe fecal disposal, menstrual hygiene, food hygiene
- Latrine usage, reparation and cleanliness

>

Water quality, water conservation and diseases dissemination

- Water quality depending on the use and HH disinfection methods
- Water storage and sources of waterborne diseases

>

Safe environment and vector control

- Waste management
- Vector control and relation with unsafe environment

LIST OF COMMUNICATION ACTIVITIES

➤ List of Activities:

- Awareness sessions
- Hygiene interactive activities
- SMS disseminations
- Media campaigns
- Awareness cartoon animated video
- Playing and coloring book

➤ List of targeted groups

- Children – girls and boys
- PWSN – inclusive communication
- Shawish/leader of community
- Community WASH Committees or focal points
- Water Establishments

LIST OF COMMUNICATION ACTIVITIES

➤ List of Activities (cont)

- Sorting from Source awareness campaign which includes specific awareness material and messages.
- Mass media
- Capacity building and training
- Community participation

➤ List of targeted groups

- House holds
- Schools
- Informal pickers
- Municipality workers
- Community Groups

LIST OF COMMUNICATION MATERIAL

- Children's book
- Cartoon animated video
<https://youtu.be/fX1kHlgJgKM>
- Posters (menstrual hygiene, hand washing, wastewater treatment process)
- Leaflets
- Books for CWC
- Stickers
- Cards (communicable diseases)
- Games on inclusion



LIST OF COMMUNICATION MATERIAL

- Billboards(Highways)
- Signboards (Beaches)
- Pamphlets
- Refrigerator Magnet
- Car Stickers
- Bags
- Social Media (indirectly through Partners Pages)
- Brochures/ Flyers distributed in the awareness session
- Posters hanging at municipal and school level
- Press release for 45 days at Radio



CHALLENGES & LESSONS LEARNED

- Not unified messages and communication strategy within the water sector
- Illiterate population
- Not inclusive communication
- Not appealing and interesting topics
- adapt the methodology of the awareness campaign according to the context of the area (Lack of access to the Households in sensitive areas due to security issues)
- Increase communication within organizations
- New approaches of communication
- Move from usual topics and create new ways of communicating them – games and activities
- Study the context of the community facilitate the implementation;

FUTURE COMMUNICATION PLANS

- Mass media campaign for the video and book dissemination within the children in ITSs
- Water quantity reduction in ITSs
- Water conservation and relations with BWE in vulnerable communities in Bekaa
- Capacity building activities with BWE



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In collaboration with:





2

EU AID, MADAD

Akkar, Tripoli and Beirut

NLWE, EBML

2015 - 2019

2013- Present

COMMUNICATION THEMES



Water conservation

Water management in Lebanon / water saving at household level



Water quality and health

Discussed results of BH water testing and impact on health / engaged local doctor and expert from water testing laboratory to present to community



Water cost recovery

The importance of systematic improvements and community buy in through subscription, to ensure equitable water supply for generations. Introduction to NLWE staff

LIST OF COMMUNICATION ACTIVITIES

- Household visits and water testing
 - Workshops and trainings
 - Community forums with NLWE staff present
 - “Water is Life” workshop hosted with Balamand Uni.
 - Painting of local reservoirs with water conservation slogans
- Residents/NLWE/ local authorities/doctors/ high schools in Qoubayat area /University of Balamand

LIST OF COMMUNICATION ACTIVITIES



LIST OF COMMUNICATION MATERIAL

- Brochures
- Flyers
- Roll up banners
- Presentations
- Conference material



Our goal is to bring together the leaders in the water sector in Lebanon to foster learning, inspiration and wonder and provoke conversations in Akkar about the future of water in their communities

CHALLENGES & LESSONS LEARNED

- Lack of trust towards NLWE because of previous service and experience
- Delays in construction
- Providing the community an opportunity to meet face to face with NLWE improved relations
- Launch works alongside outreach

FUTURE COMMUNICATION PLANS

- Open days at the WE for registration
- Local community forums re water conservation and subscription (WE present)
- Determining best practice mass media as a result of workshope



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In collaboration with:





Arab Integrated Water Resources Management Network

3 Working Groups	UN ESCWA, UNDP Cap-Net
Regional Network Arab Region (22 countries of LAS)	BWE
Since 2002	Ongoing

COMMUNICATION THEMES



Water Governance

- Non revenue water through the lens of a governance structure
- Water cost recovery through establishment of independent water regulatory agencies



Climate Change

- Climate change adaptation



Water Footprint Assessments

Water conservation

LIST OF COMMUNICATION ACTIVITIES

Capacity development on Integrated Water Resources Management (IWRM) policies and practices for the Arab region

Recent Training Courses:

- E-Learning Series on Water Integrity for Arab Countries on the Cap-Net Virtual Campus
- Hydro-diplomacy negotiations tools
- Workshops on Climate Change Adaptation using IWRM Tools

Target groups

- Training and research institutes
- NGOs
- Government institutions
- Experts in the field of water

LIST OF COMMUNICATION MATERIAL

- Network to distribute our partners communication, announcements and activities
- Use of Mailchimp, Linked In
- Website is only a repository, not a channel

Network Updates

AWARENET LinkedIn Company Page



AWARENET now has a company page on LinkedIn! We encourage you to follow it, irrespective of whether you are currently connected with our profile or not. All updates and news will be shared on the company page starting today! Follow us [here](#).

News

Fourth Arab Water Forum



4th Arab Water Forum 2017
المنتدى العربي الرابع للمياه ٢٠١٧

The Fourth Arab Water Forum will take place on 26-28 November 2017 in Cairo, Egypt. The Forum provides a platform to address the issues and challenges within the water sector in the region and aims to hold interactive discussions.

The first announcement is available in both [English](#) and [Arabic](#) and early bird registration is now [open](#)!

Water JPI 2017 Joint Call - Egyptian Applicants only



The joint call topic is "Water Resource Management in support of the UN Sustainable Development Goals". It aims at developing new concepts in order to tackle at

CHALLENGES & LESSONS LEARNED

- Loose network -> challenge to keep members engaged
- Regional networks require different materials and platforms than local -> online rather than print
- Who uses which platforms?
- Mailchimp good to monitor the reach of the communication



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In collaboration with:





QUDRA

EU (MADAD Trust Fund) / BMZ

Regional programme: Lebanon, Jordan,
Turkey

Consortium with Expertise France and
the GIZ

Running until 2019

2nd year of implementation

LIST OF COMMUNICATION ACTIVITIES

The objective of the communication activities of CFI is to foster SOCIAL STABILITY between Syrian refugees and Lebanese host communities.

The approach of CFI is based on the following principles:

- Neutrality
- No advocacy
- Crafting of a communication campaigns through a participatory process with national and regional authorities + stakeholders working on the ground
- Bridging of information gaps and fitting into existing mechanisms

LIST OF COMMUNICATION ACTIVITIES

Production strategy:

- Bottom-up approach: involvement of the final recipients at every step of the production process
- A 360° plan centered on video production (90-second clips providing actionable information to beneficiaries)
- Dissemination through social media (Whatsapp & FB) and TV

⇒ The themes for communication on water have not been finalized yet, depend of the needs expressed by stakeholders on the ground



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Our Path Toward Safe And Reliable Water For All



In collaboration with:



CISP

COMITATO INTERNAZIONALE
PER LO SVILUPPO DEI POPOLI

الجمعية الدولية من أجل تنمية الشعوب



5 Projects

EU-ENPI, UNICEF, OCHA, UNHCR

EL Fouar (Zgharta District, North
Lebanon)

NLWE, SLWE

Marjaayoun, Hasbaya and Tyre (South
Lebanon)

3 years, from 2014 until 2017

COMMUNICATION THEMES

>

Public Water Supply Services



>

Water Conservation



>

Water Right



LIST OF COMMUNICATION ACTIVITIES

- Public Meetings
- Mapping Assessment
- Contingent Evaluation Survey
- Public Water Analysis
- Education and Awareness Campaign in Schools
- Final Public Event (race competition)
- ***Run for Water Video***

- Local Institutions
- Communities members
- Schools



LIST OF COMMUNICATION MATERIAL

- Project Brochures
- Awareness Flyers
- Games & Theater Shows

 Project funded by the European Union

 **CISP**
COMUNITA' INTERNAZIONALE PER LO SVILUPPO DEL POPOLO
الجمعية الدولية من أجل التنمية الشعبية



IMPROVING ACCESS TO SAFE DRINKING WATER FOR LEBANESE AND SYRIAN REFUGEES COMMUNITIES IN NORTHERN LEBANON
Project Implemented by CISP and Funded by the European Commission

CISP - Comitato Internazionale per lo Sviluppo del Popolo International Committee for the Development of the People a Non-Governmental Organization (ONG) established in 1983 with the aim of tackling the issues of poverty, unemployment and denied rights in society worldwide www.cisp-ngo.org	PROJECT OVERVIEW Title: Improving access to safe drinking water for Lebanese and Syrian-refugee communities in Northern Lebanon Implementing Agency: CISP Financed by: European Commission Duration: 2 years and 8 months, starting from August 2014 Location: El Fouar Municipality	PROJECT PARTNERSHIPS GSP European Commission El Fouar Municipality North Lebanon Water Establishment	EXPECTED RESULTS • A new water supply system is implemented to serve the whole population living at El Fouar. • The population (Lebanese & Syrian) Municipality informed and aware about the new service provided and committed when the need to contribute to its sustainability. • The staff of North Lebanon Water Establishment (operating and managing) adequately trained on proper Operation & Maintenance (O&M) and Management of the new water infrastructure and service.	BENEFICIARIES Around 16,000 persons living at El Fouar Municipality, including Lebanese and Syrian communities								
PROJECT ACTIVITIES FOR 2014 Social Work • Awareness Campaigns in schools • Work Progress presentation • Awareness sessions with the community • Activities for kids Design & Supervision • Submitting the Final Design • Selecting the contracting company Implementation Work • Execution of Works (starting from May 2014) • Training of the NLE staff (O&M) of the Project	Willingness To Pay Survey 	Tender Site Visit 	PROJECT COMPONENTS 1 st WATER SUPPLY SYSTEM CONSTRUCTION 2 nd AWARENESS CAMPAIGN TO TARGET POPULATION 3 rd PROFESSIONAL TRAINING FOR NLE STAFF 1st Introductory Session 	WHICH IMPROVEMENTS DOES "IMPROVING WATER SYSTEM" OFFER? <table border="1"> <tr> <td>Quantity</td> <td>Quality</td> <td>Availability</td> <td>Cost</td> </tr> <tr> <td>Safe drinking water</td> <td>1 village household</td> <td>Always available (even in Summer)</td> <td>Lower cost than water trucking or water galleys</td> </tr> </table>	Quantity	Quality	Availability	Cost	Safe drinking water	1 village household	Always available (even in Summer)	Lower cost than water trucking or water galleys
Quantity	Quality	Availability	Cost									
Safe drinking water	1 village household	Always available (even in Summer)	Lower cost than water trucking or water galleys									



CHALLENGES & LESSONS LEARNED

- The existence of two potential conflictive groups (Arab and Farmers) in the area,
- The difficulty to gain the confidence and trust of the community members
- To know and understand the community deeply
- To engage and work in close partnership with local institution (formal and informal)
- Focus on what is really needed and worth for the community

FUTURE COMMUNICATION PLANS

- Public meetings
 - Targeted and Thematic focus groups
 - Educational sessions high schools and universities
 - Field visits
 - Photo and Documentary competitions
 - Graffiti
- Public Water Service
 - Water Cost Recovery
 - Water Scarcity & Water Conservation
 - Non revenue water



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In collaboration with:





1 Project

EU funded UNHCR project

Akkar and T5 (North Lebanon)

NLWE

3 years

2016 - 2018

COMMUNICATION THEMES



Water demand management and cost recovery



LIST OF COMMUNICATION ACTIVITIES

1) Household Surveys:

- Customer DB survey
- Citizens Survey

- All households in the targeted locations.

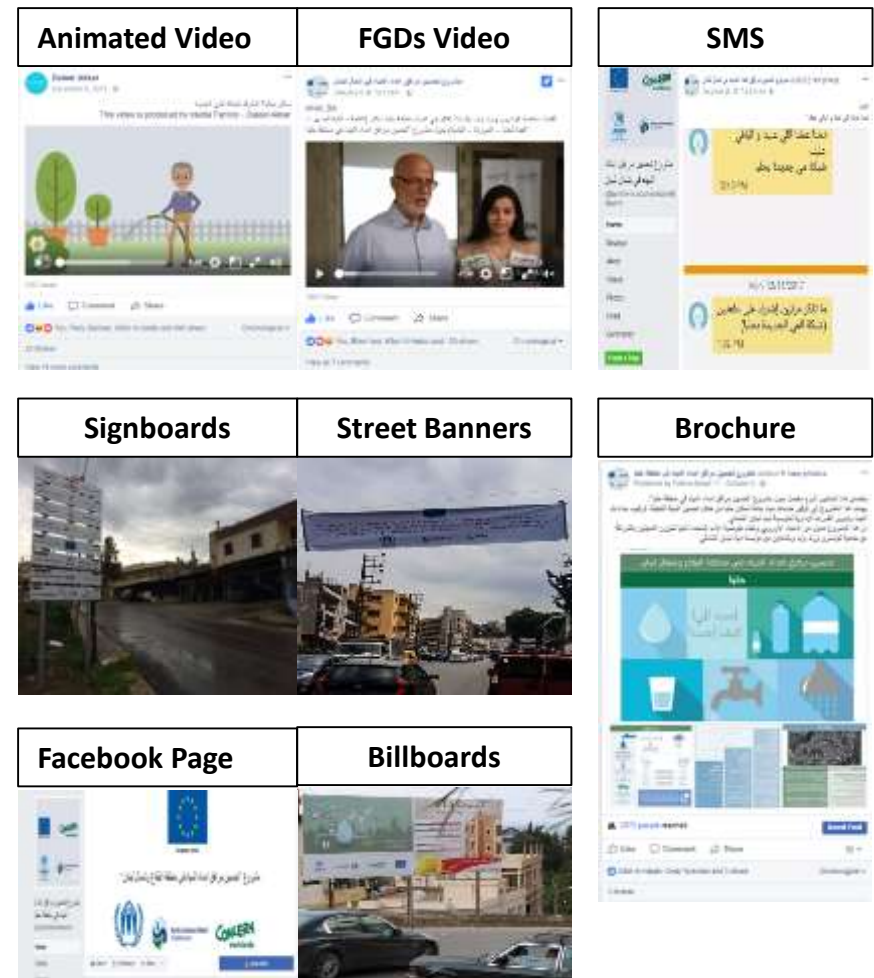
2) Other social activities:

- Focus Group Discussions
- Door to door campaigns
- Subscription and awareness campaigns

- For the FGDs, beneficiaries from sub zones of the target location.

LIST OF COMMUNICATION MATERIAL

- Using of Tablets (ODK forms) and GPS for the conducted surveys
- Using of presentations, roll ups, brochures, videos during the FGDs
- Other marketing activities:
 - SMS
 - Street Banners
 - Billboards
 - Signboards
 - Animated Video
 - Facebook Page
 - Social Media (posts, photos, and videos)



CHALLENGES & LESSONS LEARNED

- Surveyors were facing some difficulties in the field. For instance, some houses were empty as citizens work during the day while other perceived the surveys as too long. Besides, others were very reluctant in sharing information especially when there is a network in place and citizens are already subscribing and not satisfied with the current service of WEs.
- Social team faced some difficulties while implementing the subscription and awareness campaigns in Halba as the project was not covering all area or neighbourhoods of the village, which make the citizens that are not benefitting from the network to complain and reject the project.
- Three boreholes were managed by Halba Municipality, charging cheap monthly fees for maintenance costs. This was a challenge to convince citizens to subscribe as the NLWE's tariffs were much higher than what citizens were currently paying to the municipality (Knowing that this could affect the number of subscribers).
- Lots of coordination meetings have been held with the municipality to set an effective strategy that will be followed by Concern in Halba as there is some political tensions in some neighbourhoods in Halba.
- Concern worked on a door to door strategy to share with citizens the most updated information from NLWE about the subscription fees and offers as the cost of fees changed throughout the implementation duration.

Household surveys: to note all households that were empty during the day and target them later on. As well, surveyors have learned how to attract citizens' attention and convince them to accept fill in the survey.

Door to door: is very essential to conduct this activity to ensure that all citizens get the intended messages as some of them didn't attend the FGDs that were conducted in their neighbourhoods. As well, to make sure that refugees renting houses pass the message to Lebanese owner to follow up with the water establishment.

Focus group discussions: having NLWE representative in the conducted sessions so he can answer all citizens concerns and questions. As well, to have media agency that will cover the whole event and start asking citizens some questions to know their opinions toward the project. Then, post this video or other animated video on social media which could have a huge impact on citizens.

Complaints/Cases: sharing and following up with NLWE all complaints that have been received by Concern social team through its hotline or during door to door for their consideration and action.

FUTURE COMMUNICATION PLANS

- Concern will conduct an End line of the **Household surveys**
- Concern will conduct **water conservation awareness campaigns** in 5 different municipalities for the communities and students (FGDs, Water festival, schools events...etc.)
- As well, **other marketing activities** will be implemented in parallel (flyers, SMS, posters, billboards, animated video, theatre, Marathon, games & activities)



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In collaboration with:





Number of Projects: 3

Main donors:
European Union, UNHCR

Beqaa from 2014
(started in Akkar end of 2017)

BWE

EU-ENPI: August 2014 – December 2016
EU-UNHCR: July 2016 – September 2018
EU-MADAD: November 2016 – November 2019

36 months implementation
27 months implementation
36 months implementation

COMMUNICATION THEMES



NON REVENUE WATER

NRW measurement achieved through installation of meters at production and HH level. Campaigns target citizens to increase knowledge and acceptance of water meters and volumetric tariff.



WATER ACCOUNTABILITY

To reinforce the trust in the WE, information campaigns about roles and responsibilities in water sector: citizens have right to good service but duty to pay tariff.



WATER CONSERVATION

For protection of natural resources, but also reduction of costs related to water production, treatment and disposal. Campaigns target citizens and key leaders for spreading water conservation initiatives.

SUBSCRIPTION TO SERVICE

Sustainability of the service is linked to good cost-recovery for the WEs. Campaigns and specific brochures are organized in collaboration with WEs to promote and facilitate subscriptions of citizens and then to follow-up for payments

LIST OF COMMUNICATION ACTIVITIES

LIST OF ACTIVITIES

- Focus group discussion
- Citizens survey
- Door to door visits
- Public meeting
- Awareness during national and local celebrations
- Awareness in schools and Environmental clubs
- Informal gatherings
- Active citizenship training
- Animators training

LIST OF TARGETED GROUPS

- Local authorities
- Key stakeholders
- Activists
- WE staff
- Scouts, teachers, students, CBOs
- Subscribers
- Citizens in general

LIST OF COMMUNICATION MATERIAL

TOOLS AND MATERIALS

- Banners
- Flyers
- Brochures
- Posters and billboards
- SMS campaigns / WhatsApp groups
- Facebook page
- Newsletter
- Messages in local media (TV/newspapers)
- Animated video
- Hotline for enquiry & complaints
- Mosque speaker/car with loud speaker



CHALLENGES & LESSONS LEARNED

CHALLENGES

- Lack of trust between citizens and WE
- Confusion about roles and responsibilities of Municipalities and WE
- Difficulty in motivating citizens to support the social activities on a volunteering base and committing youth to active participation
- Difficult to identify active CBOs in certain areas
- Municipalities can centralise too much the communication and hinder the involvement of activists/citizens
- Risk that citizens trust the NGO more than the WE (substitution rather than empowerment)
- Poor application of existing volumetric tariff
- Problems with old debts for existing subscribers

LESSONS LEARNED

- Identifying communication strategies specific for each locality
- Stakeholders, after participating in social events, are more engaged in the activities that we promote at a local level
- Door to door invitations important to increase attendance to events
- Social and infrastructural activities need to be conducted in parallel
- Hotline is an effective mechanism for complaints but should be handed over to WEs
- Active citizens are identified through Focus Group Discussion

FUTURE COMMUNICATION PLANS

- Standardizations of the tools to be used in Municipalities by GVC and validation of the most effective upon different scenarios
- Adaptation and validation of the tools with WEs and WASH partners to become in future owned by WEs
- Promote local events in order to improve relationship between citizens, Municipalities and WEs
- Involve more Lebanese organizations as partners in the process
- Communicate at local level, local data about the effective service provided by WEs (quantity and quality) and also total payments of the citizens against that service
- National campaigns to share best experiences in terms of good service and cost recovery and promote exchange visits between citizens
- Online platform for water accountability in Lebanon (with material, tools, data, and links to WEs websites)



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In collaboration with:





1 Project (Providing Lebanese and Jordanian communities hosting Syrian refugees with improved WASH infrastructure and facilities at community, institution, and household level.)

EU MADAD

South Lebanon

SLWE

July, 2017 to July, 2019

2 years

COMMUNICATION THEMES

>

Water conservation and Hygiene (TBD jointly with the Ministry of Energy & Water, SLWE, and our EU MADAD partners)

>

Water cost recovery (TBD jointly with the Ministry of Energy & Water, SLWE, and our EU MADAD partners)

-Highlight the necessity of subscriptions & payments

>

Non revenue water (TBD jointly with the Ministry of Energy & Water, SLWE, and our EU MADAD partners)

FUTURE COMMUNICATION PLANS

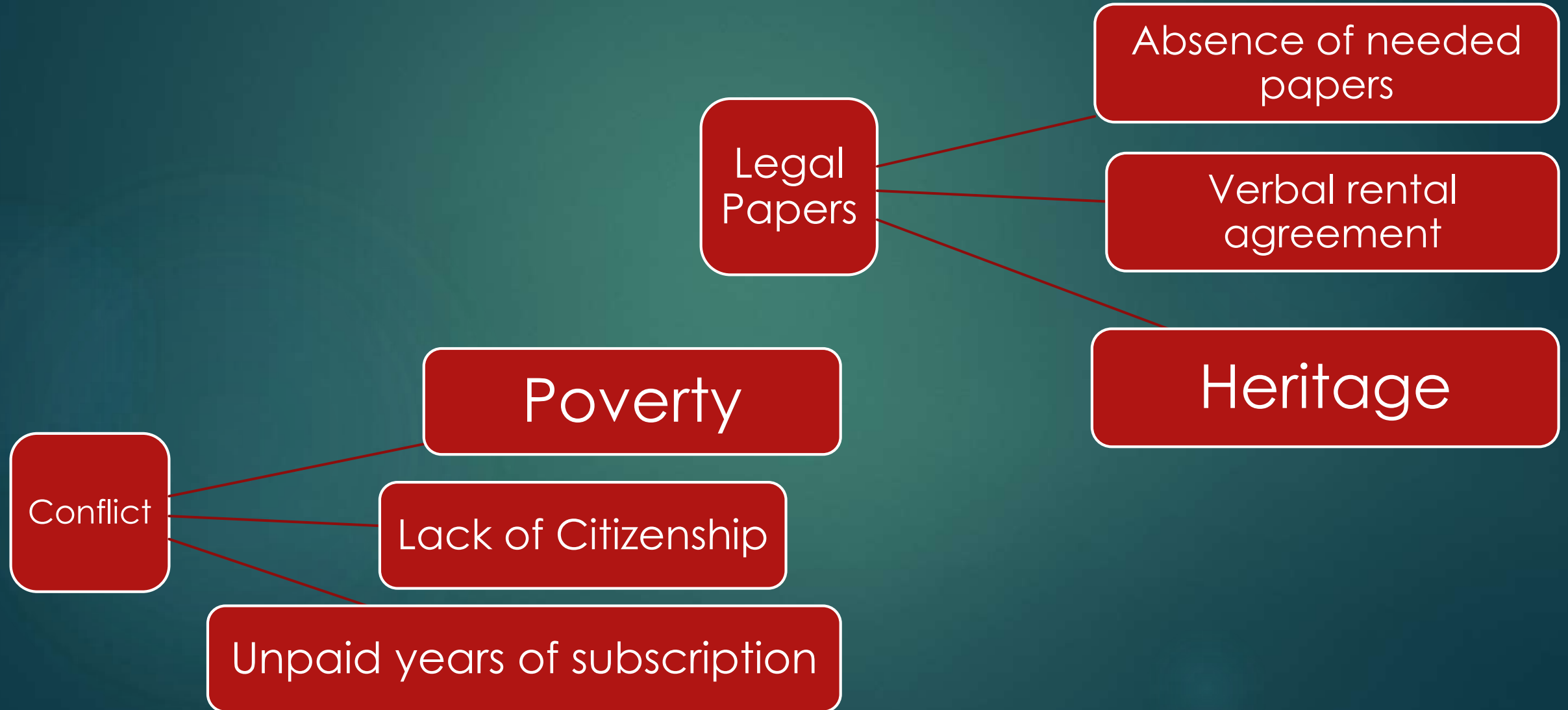
- Develop a national communication strategy for the project
- Key communication collaterals:
 - Key Messages/Messaging House
 - Fact sheets
 - Boiler Plates
 - Press Releases/Op-eds/articles
 - Social Media Platforms
- Schedule Media Interviews:
radio/broadcast/print/online/roundtable
- Opening Ceremony
- Potentially partake in events and conferences: "Beirut Water Week"
- Awareness Campaigns
- Community Events: "Educational Seminars on Water/Hygiene"
- Competitions

Bringing conflicting communities
together to advocate for
water/health services

Outline

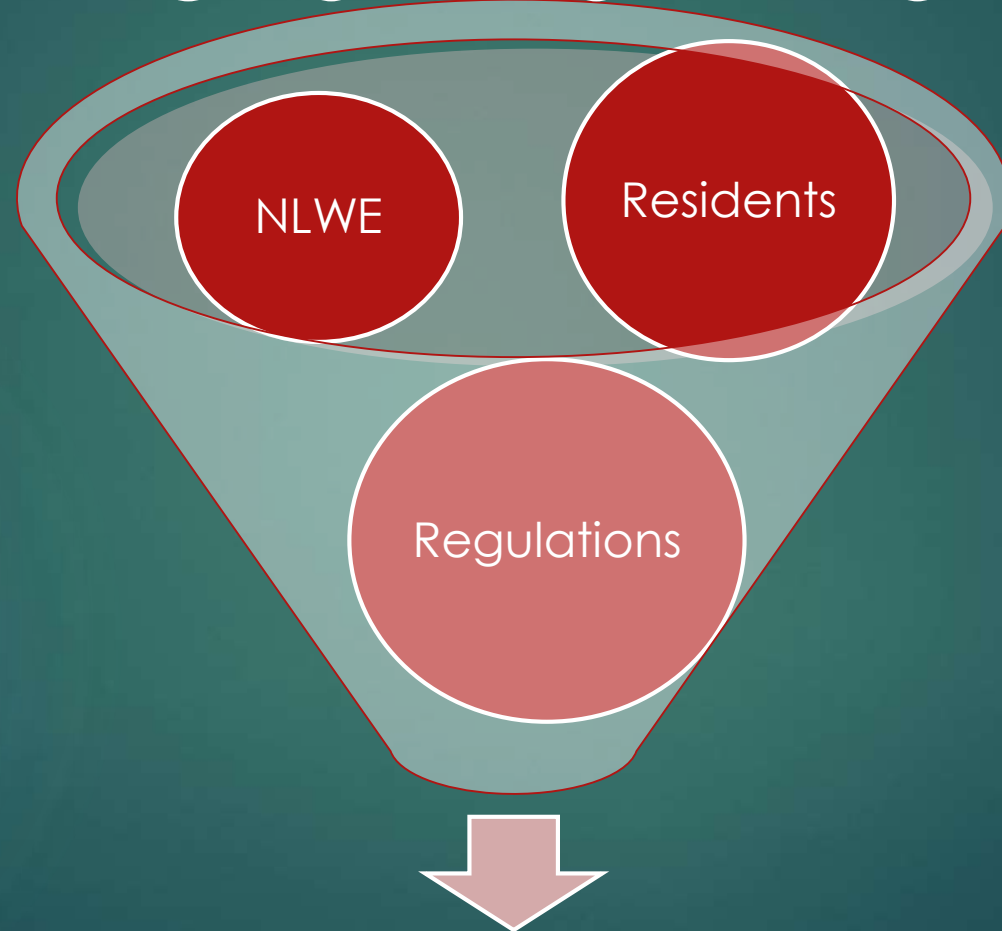
- ▶ Project overview
- ▶ Methodology
- ▶ Challenges
- ▶ Reponse
- ▶ Result

Overview



Overview

LACK OF INFORMATION



Limited No. of Subscribers

METHODOLOGY

- ▶ **Mapping of committees:** or forming new ones in the targeted areas
- ▶ **Building the Capacity:** of the committees through several trainings related to IPS, C4D, PSA, and regulations related to the water law and subscription methodology
- ▶ **First Field Visit:** Committees introduce the project and its objectives to the community.
- ▶ **Second Field Visit:** Social workers discuss with the community each case on its own to collect the required data and refer it to the legal consultant and the case worker.
- ▶ **Third Field Visit:** Social workers and case workers share the required steps with the community in order to facilitate the process of subscription.

Challenges

Papers needed for submitting an application majorly varies from one applicant to another

Inaccurate information from the water establishment employees

Several visits from the potential applicant

Lack of trust

Cost of visit to
WE

Frustration

Response

- ▶ Collect and classify the data of the interested residents to apply for subscription
- ▶ Case worker and legal expert to acquire the needed documents for each cluster
- ▶ Choose one individual from each cluster to submit the application as of the provided list from the legal expert
- ▶ Verify and document the final version of papers required for each cluster
- ▶ Disseminate the findings to the right holders

Result - Matrix

Case	Required Paper	Sample on papers	Location of target	Location of Submission	Period of process
1. No rental papers	Certificate from Mokhtar	A photocopy of the paper will be provided to make sure that it is the one required	From where can they acquire each paper	Which office at the NLWE	Expected time for the process to be completed
	ID				
	Area of house				
	...				
	...				
2.					
3.					



Questions?



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In collaboration with:





Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in Lebanon
Swiss Cooperation Office
Project Office Zahle

سفارة سويسرا في لبنان
مكتب التعاون السويسري
مكتب المشروع وعزلة

Number of projects: 1

Donor: Swiss Taxpayer

Geographic area: Bekaa

BWE

Until March 2019

3-4 years

CURRENT AND PROSPECTIVE COMMUNICATION THEMES

>

Conflict sensitive communication of BWE staff → together with International Alert

>

Billing - Collection

>

Environment protection – water conservation



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In collaboration with:





World Vision

الرؤية العالمية

3

UNICEF, UK AID, PMU/RadioAid, EU , World Vision private funding.

North Bekaa, Central Bekaa, West Bekaa, South

BWE

2016- 2017

1 year

COMMUNICATION THEMES

Water Conservation



Campaign in Bekaa

Hygiene Promotion



Your Child's Health is in Your Hands – Saida and Tyre

Hygiene Promotion



Creation of a Mascot named 'Raya' (a puppet from Sesame Street) used in awareness sessions in schools with children and students

LIST OF COMMUNICATION ACTIVITIES

- Public engagement:
 - School activities,
 - plays for children
 - door-to-door visits promoting the campaign by distributing flyers, posters, hygiene kits, calendars, stickers, magnets and erasers launching slogans on save water, metallic plaque (hand washing steps)
 - Ground activation that included gatherings for women
- Social Media engagement
- Bill Boards and Unipoles
- **Below The Line (BTL) advertising:** Distribution of posters, flyers, and stickers.
- Residents of Ablah & Taalabaya
- Lebanese and Syrian community in the Bekaa
- Facebook users in Lebanon
- Women in Sidon and Tyre
- Students who attend schools in the Bekaa area

LIST OF COMMUNICATION MATERIAL

- **Flyers** to maintain floaters as part of saving water
- **Flyers announcing the new pipelines and water meters' installation** and inviting the locals to subscribe to the BWE network
- **Stickers to be fixed on washing machines** reminding housewives how to save water when washing their clothes
- **Posters for gas stations** reminding the staff, the daily passengers and visitors of one of the biggest reasons for wasting water and raising awareness on the urgency of saving it.
- **Social Media Pack**



LIST OF COMMUNICATION MATERIAL



CHALLENGES & LESSONS LEARNED

- Varying levels of knowledge and perceptions on the WASH issues among communities needs to be taken into account and diversifying messaging and tools
- Challenge of ensuring impact on behavior change especially in themes around water conservation
- Local campaigning through door to door promotion of campaign messages and distribution of material was very effective
- Ensuring collaboration with local authorities and communities for successful implementation of campaign activities and achieving objectives