

Integrated Water Resource Management

Water for Growth and Development

Public awareness / media strategy

October 2007

Background:

The current IWRM programme is driven by a partnership between DWAF, the Department of Provincial and Local Government (DPLG) and the South African Local Government Association (SALGA). The programme further supports the CMA establishment process in the early start-up phases, and provides stakeholder capacity building to specific marginalised groups and local authorities.

IWRM is working with beneficiaries to design and implement a broad spectrum of projects that include:

- water awareness and conservation
- food security
- wetland conservation
- grey-water irrigation systems
- emerging farmers

More than 30 projects are already being implemented in the Western Cape and approximately 30 more are coming soon in two other provinces highlighting the role that water and IWRM processes play in development.

Current projects originate from throughout the Olifants-Doorn Water Management Area in the Western Cape, and range from building community awareness, through fixing taps and leaks, to water harvesting and monitoring ground water and climate change. Many of the projects involve emerging farmers and address land and water reform issues. These invariably deal with food security and sustainable farming practices. In addition, a number of projects are concerned with food security for vulnerable groups such as orphans, the elderly and HIV/AIDS affected families.

The communities themselves are involved in every step of the process; from the identification of need and project description, to the preparation of budgets and timeframes, through to capacity building and empowerment to facilitate project implementation.

The project teams are introduced to the importance of project administration, effective bookkeeping, budgeting, performance monitoring and evaluation. This represents a deviation from a simple “grant culture” to one whereby communities are empowered in service delivery and directing their processes.

Findings

Discussions with a number of stakeholders have indicated a general lack of knowledge of what IWRM is and the objectives of the programme.

This is not only the case where individuals are concerned but penetrates the institutional levels as well - from DWAF itself through provincial, municipal and local levels of government and water management.

Further many of the players on the local level, which the project teams have to interact with and depend on directly such as banks, vendors, local administration etc., have little understanding for the project activities and are reluctant when providing the services needed.

DWAF is aware of the problems of lack of communication internally and the department is working towards the implementation of the Water for Growth and Development (WfGD) programme which will include the development of a media and public relations strategy with dedicated personnel to carry out the strategy.

Currently neither IWRM nor WfGD has the capacity to implement a comprehensive public awareness and media strategy and basic training is needed in this respect.

Many parts of the WfGD programme seek to incorporate similar components as IWRM in the projects and cooperation and alignment of the communications efforts between the two is paramount.

Objectives of the public awareness / media strategy

The objective of the awareness / media strategy is to achieve a common understanding among key stakeholders of what IWRM is and to

- ensure the participation of all major stakeholders, role-players and partners
- create an environment with a positive disposition to the further advance and scale up of IWRM projects

- link up with other programmes and stakeholder organisations and align messages and outputs

Stakeholders and target groups

The IWRM programme is a partnership between DWAF, the Department of Provincial and Local Government (DPLG) and the South African Local Government Association (SALGA) and funded by DWAF and DANIDA.

As the projects themselves are locally anchored and engage in a multitude of activities, a number of other stakeholders are involved and play a role in the successful implementation of the current projects and future scale up of the programme.

On the institutional level, some stakeholders are not involved in all projects but can be engaged in specific projects where basic understanding and support is needed i.e. health projects, school participation in projects etc.

Organisation / Institution	Level	Objectives of a media strategy
National Government parliament	Legislation	Political support Programme awareness
DANIDA	Embassy SA Ministry of Foreign Affairs	Political support Financial Support
European Union	Mission in Pretoria Regional LED reps.	Political support Financial Support
Department of Provincial and Local Government (DPLG)	Legislation Services	Political support Programme awareness Institutional support
South African Local Government Association (SALGA)	Legislation Administrative services	Political support Programme awareness Services rendered
DWAF; HQ	National level of Management Staff	Programme awareness Institutional support Align communication
DWAF; Water for Growth and Development	WfGD National Regional	Programme awareness Institutional support Align communication
DWAF; Regional	Regional Offices	Programme awareness Institutional support Align communication
Department of Health	Regional /local	Programme awareness Institutional support

Department of Education	Regional/ local	Institutional support Programme awareness
Local Authorities – Municipalities (local and district)	Local	Project awareness Programme awareness Administrative local support
CMA's, User Groups, Stakeholders	Local	Project awareness Programme awareness
Schools / local educational inst. Teachers / Trainers	Local	Project awareness and participation Programme awareness Administrative support
The projects / communities	Local	Projec awareness
Potential Sponsors	Local / regional / national	Project awareness Programme awareness Investment opportunity
Private vendors	Local	Project awareness Programme awareness

Three main groupings centred on objectives of the media strategy emerge from the table:

Political support:

IWRM seeks the political support of mainly *national and international bodies and governments*.

Institutional Support:

IWRM seeks the active support of *institutions* directly involved in the projects and whose participation and/ or services on one or more levels are required for the successful outcome of the projects.

Programme awareness:

IWRM seeks the support from all stakeholders on all levels through the overriding issue of general awareness.

Project awareness:

IWRM seeks support and potential participation on the project level from a group of stakeholders mainly operating on the local level

An additional group – consisting of private enterprises – is asked to invest in the local projects as sponsors but do not necessary operate locally themselves. This group will require a special intervention (see below).

Issues/ Messages

In line with the MDG's and national goals, policies, strategies and concepts as the overriding issues a set of general messages appears if stakeholders and target groups are to be reached. These messages should be consistent throughout the communication efforts and states that the IWRM and WfGD programmes are successful and:

- Is a people driven new way of thinking
- Support efforts to alleviate poverty
- The bottom up approach is empowerment - and it works
- Empowers people to make informed decisions about their own lives
- Is rights based
- Is a test for DWAF, municipalities and local authorities to show they can work together – and if not change accordingly
- Is a challenge on resources i.e. financial, land, water and technical

The messages shall be by examples and other means

- promote cooperative governance between different levels of government
- show that by engaging directly with communities and their needs, more can be achieved in the effort to eradicate poverty in South Africa
- Offer a window of opportunity for the Private Sector to support practical, grass-roots projects that are characterised by community participation in project management and implementation

Some messages have to be adapted when communicating with more specific target groups.

Potential private sponsors, for instance, will need a more detailed description of the individual project seeking sponsorship.

Projects involving other issues will likewise have to be made for the occasion i.e. benefit of clean River, healthy food,

Recommendations / outputs

A series of concrete outputs are possible starting now and the suggestions below reflect a number of wishes from different stakeholders.

In general it is important to get a basic common reference out fairly soon to get stakeholder support and commitment and to ensure that everyone is on the same page.

As many parts of the WfGD programme are incorporating similar components to the projects as the IWRM, the cooperation and alignment of the communications efforts between the two is paramount.

WfGD is in a process of setting up its own public relations and communications set up and it is suggested that this effort is supported through a series of workshops and on the job training while producing a number of the outputs suggested below. Hence the split in two tables of hard 'outputs' and capacity building.

As much of the costs for these products will/can occur in house, it is not suitable to estimate costs at this stage for several outputs.

Although there is a need for an ongoing capacity building process in the communities specific training needs for local technical staff or other hands on participants falls outside the scope of the public awareness / media strategy.

OUTPUTS:

OUTPUT/PRODUCT	Target Group(S)	When	Est. costs
30 min TV doc Programme (attachment)	General Audience All groups	October 2007	See attachment
TV Doc spin of: DVD of programme	Gen Audience, Introduction to user groups, CMA, municipalities/local level	October 2007	See attachment
TV Doc spin of: 3 short film for Web-site	Gen Audience All groups Web-site hits	December 2007	See attachment
TV Doc spin of: 3-4 sponsor packs	Project sponsors – private companies – potential sponsors	December 2007	See attachment
Additional Sponsor material for selected project	Project sponsors – private companies – potential sponsors		
Monthly Newsletter	All stakeholders	Ongoing	
General folder/hand out based on the conference material from the projects		December 2007	
Liaise with News media; print and TV	Gen Audience	Ongoing	
'Documenting the process'. Instruction DVD	Local authorities New projects		
Conferences	Specific audiences	Ongoing	

Capacity building is foreseen as a series of workshop and 'on the job training'

Capacity Building

Who	What	When	Manpower/days
DWAF WfGD	Communication strategy. Press releases (issues and messages – to sell a story) Media Relations (press working for you) News letters Spoke person(s) Press conferences Damage control Managing Web sites Running Sponsorships Monitoring and evaluation	Ongoing starting December	2 months over next 6 months

Provincial coordinators (and selected Projects) Provincial D W A F directors & key staff	Press releases (issues and messages) Media Relations (press working for you) News letters Sponsorships Involving the community (Schools, clinics etc)		
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 Jens Kastberg