





## La pertinence en toute impertinence – Speaking bluntly to the point

## **Editorial**

The Projection network is above all a way of thinking. We subscribe to this way of thinking, to the desire to exchange ideas and debate issues while respecting difference, to showing commitment and to doing all this together as a body of **young** professionals.

That's why Projection is adopting a new quarterly slogan: La pertinence en toute impertinence (Speaking bluntly to the point). As young professionals involved in drinking water, sanitation and waste management related activities in towns in developing countries, we have things to say, things that are very much to the point. We also like to ask ourselves questions. Sometimes these questions are uncomfortable and are put bluntly, but are nonetheless worthwhile questions to ask.

During the first quarter, we had the opportunity to take some young professionals from the North and South to the **World Water Forum in Istanbul** in March, to take part in formulating a whole range of questions and to share them among the group and with experts. André, Yacouba, Jean-Hugues, Julien, Béatrice and Célia represented the Projection network at the Forum and spoke out for the network, its ideas and its usefulness. Many others – more than in Mexico – were present, something that's very encouraging for us as a group of young professionals and useful for getting our ideas taken into account.

The international event provided young people with an opportunity to exchange ideas and experiences and to feel a part of the global movement concerned with drinking water and sanitation.

Our ideas were echoed at the event, particularly in the contributions from our African colleagues whom we succeeded in getting to come to the event: Yacouba was applauded for his original, accurate and realistic contribution on behalf of Projection during an official side event at the France stand, and André, who was asked to recount his experience in the Ivory Coast, did so brilliantly.

In this issue of the newsletter, we invite you to read write-ups by some of those who took part in the Forum. We particularly ask you to take time to reflect with us on the **right to water**. This concept is still much misunderstood and, despite having seen progress since Mexico, did not appear in the Istanbul Ministerial Declaration. We also take a look at the challenges posed by **sanitation** from a sociological perspective.

Above all we invite you to respond: give us your opinion of these articles via the website, by email or in writing, and put your questions to us – however bluntly. We're waiting to hear from you!

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SINCE ITS CREATION IN 1997, THE WORLD WATER FORUM HAS PROVIDED AN OPPORTUNITY TO GET TO GRIPS WITH CURRENT DEBATES RELATING TO WATER MANAGEMENT. THE RIGHT TO WATER, A CONCEPT THAT HAS EMERGED ON THE INTERNATIONAL SCENE PARTICULARLY SINCE 2002 VIA THE ADOPTION OF GENERAL COMMENT N°15 BY THE UNITED NATIONS, HAS CONTINUED TO PROVOKE HEATED DEBATE BOTH IN OPERATIONAL AND ACADEMIC CIRCLES. IN THE WAKE OF THE 5<sup>TH</sup> WORLD WATER FORUM, THIS ARTICLE WILL ANALYSE THE WAY IN WHICH THE RIGHT TO WATER HAS BEEN VIEWED AND IDENTIFY THE CHALLENGES THAT REMAIN TO BE TACKLED.

## The right to water

#### A growing interest in the right to water...

The right to water was first discussed at the World Water Forum in Mexico in 2006: three discussion sessions and a report produced by the World Water Council (WWC) itself were devoted to the subject. Despite the fullness of discussions, they did not then lead to recognition of the right to water in the Ministerial Declaration.

Three years on, during the recent Forum in Istanbul, the right to water was given very different weighting: 11 hours of debate, 5 sessions (notably led by UN-Habitat) and two ministerial round table discussions were devoted to it. The whole process was supported by strenuous efforts on the part of NGOs2, as well as some governments3, public water boards4, international sponsors (SDC and UN-Habitat) and the Human Rights Council<sup>5</sup>. The diversity of those involved in these activities is proof of growing general interest in the right to water. Despite this unprecedented level of activity within the official Forum, however, the Ministerial Declaration made no reference to the right to water: the document continued to refer to water as a "human need" and not a "human right".

## ... that nonetheless remains a 'major gap' in the Ministerial Declaration

Even though the Ministerial Declaration is not a legal document and is not binding on those governments signing up to it, it does play an important role in setting priorities on the global political agenda for water-related issues. This non-recognition is therefore to be deplored for several reasons:

- 1. This position does not reflect progress made over the past three years, at an international, national and regional level, as well as within the United Nations. Indeed, the last three years have seen the right to water becoming the subject of a host of declarations at international and regional level (see diagram 3), and several countries have introduced the right to water into their constitutions - Ecuador, Peru, Bolivia, DRC and Kenya among them. For three years we have seen stirrings too within the Human Rights Council, leading body of the United Nations dealing with human rights. In November 2006, several member states came together at a Council meeting to examine the concept of the right to water more closely by asking the High Commissioner for Human Rights to draw up a "detailed study on the extent and content of relevant obligations relating to human rights and dealing with equal access to drinking water and sanitation<sup>6</sup>". In March 2008, the process successfully led to the adoption by the Council of a resolution demanding a fresh study of the right to water and sanitation and the appointment of an independent expert for a period of three years<sup>7</sup>. This recent appointment is proof of unprecedented and growing official support by governments for the right to water, with the movement being backed by around fifty countries.
- 2. The right to water did feature in Ministerial Declaration 'drafts'. At planning meetings, the right to water and sanitation were included in the two initial versions of the declaration. At the third planning meeting, however, the United States and a handful of other countries notably Brazil and Egypt - introduced major changes to the wording and put forward a much watered down version of the section dealing with this topic (see p.3). According to one Swiss diplomat, this position can be explained by a continuing misapprehension about the meaning of the right to water. Some countries, and by extension some of their representatives, think that the right to water signifies the right to free water. According to Daniel Zimmer, Deputy Director of WWC, "there is a persistent feeling that speaking about water as a human right becomes a right that is 'imposed from the top', outside the sovereignty of states, and for which they could be penalised."

- World Water
- implementation
  Council, 2006

  2. A large group of NGOs (mainly made up of COHRE, Water Aid, FAN, ANEW, Action contre la Faim and South American NGOs) jointly Forum participants, on informal lobbying of official delegates from various countries, etc.

  3. During the two ministerial round table discussions devoted
- o the right to water and anitation held on 14th March 2009, a large number of states reiterated their support for this right. These included
- such as those in South Africa and Kenya showed their commitment to the right to water
- was very much in evidence during all sessions devoted to the right to water and set itself the right to water and set itself the aim of disseminating details of the mandate of the independent expert on the right to water and sanitation and of starting to gather examples of good practice in the implementing of this right.

  6. Resolution 2/104
- pted nem con. The expert ointed is Mrs Catarina de Albuquerque who took up office on 1st November 2008. Signatory countries were South Africa, Bangladesh, Benin, Bolivia, Chile, Cuba, Ecuador, Spaina, Crille, Cuba, Ecuador, Spain, Ethiopia, Guatemala, Honduras, Morocco, Namibia, Niger, Panama, Paraguay, Sri Lanka, Chad, Uruguay and Venezuela being able to officially sign up due to lack of time.

The right to water

# THE RIGHT TO WATER IN DOCUMENTS LEADING UP TO THE MINISTERIAL DECLARATION ADOPTED ON 22ND MARCH 2009

Geneva, December 2008 – Forum preparatory meeting

"Art. 11. We recognize **the right to** basic water supply and sanitation services and we will review relevant national laws, regulations, policies and practices accordingly."

Paris, March 2009 – Article that will be proposed, discussed and finally adopted in Istanbul:

"Art. 15. We acknowledge the discussions within the UN system regarding human rights and access to safe drinking water and sanitation. We recognize that access to safe drinking water and sanitation is a basic human need."



Message from PFE (Partenariat français pour l'eau – French Water Partnership) 3. Lastly, the final declaration does not reflect discussions held during the two ministerial round table sessions that were very much 'pro' the right to water and sanitation. Indeed, the 5th Forum offered an interesting new development with the organisation of themed ministerial round table discussions. Two round table sessions were devoted to the right to water and came out clearly in favour of this right (even if, unfortunately, there was a lack of any opposing viewpoints and real debate). The two round table sessions might have suggested a more favourable stance on the right to water, but the conclusions of the ministerial round table sessions were not included in the final text of the Ministerial Declaration. This document had in fact been drawn up before the Forum, following negotiations among the states at planning meetings on the political process of the Forum. This obviously raises the question of the usefulness of the round table sessions. According to Daniel Zimmer, there was disagreement between the Council and the Turkish government on the negotiation process relating to the Ministerial Declaration, particularly relating to the disregarding of the outcome of round table discussions. The press and the alternative forum (held in parallel with the official Forum) deplored the decision not to refer to the right to water in the Ministerial Declaration.

Other documents coming out of the Forum were, however, acknowledged. This was notably the case for the 'Istanbul Water Guide' and the Complementary Declaration. The latter, adopted by twenty countries in a gesture of opposition to the official declaration, recognised access to water and sanitation as a human right, and undertook to take the necessary action to progressively implement this right. The adoption of a complementary declaration is not new within world forums. At the Forum in Mexico, four countries – Bolivia, Cuba, Venezuela and Uruguay – adopted a complementary declaration. This first ever, complementary declaration was therefore fairly regionalised and did not have real 'universal' application. What made it even more exceptional was that Latin America is currently noted for strong socialist values that go hand in hand with opposing privatisation and supporting the return to publicly run water services. In Istanbul, in contrast, there was mounting support for the right to water with over twenty countries from all continents signing up. According to Daniel Zimmer, "this declaration is proof of a growing awareness and is highly symbolic, the right to water symbolising a global struggle<sup>2</sup>."

- 1. Signatory countries were Signatory countries were South Africa, Bangladesh, Benin, Bolivia, Chile, Cuba, Ecuador, Spain, Ethiopia, Guatemala, Honduras, Morocco, Namibia, Niger, Panama, Paraguay, Sri Lanka, Chad, Uruguay and Venezuela. Switzerland declared its support without being able to officially sign up due to lack of time.
- 2. Interview conducted by telephone on 10th April 2009. Daniel Zimmer is Deputy Director of the World Water Council.

## Towards recognising the right to water

26 November 2002, adoption of General Comment N°15 by the Committee on Economic, Social and Cultural Rights (UNCESCR)

"The human right to water entitles everyone to sufficient, safe, acceptable, physically accessible and affordable water for personal and domestic uses." September 2006, Summit of the Non-aligned Movement (NAM) in Havana

The ministers of the 116 developing countries belonging to NAM declared that they were officially in favour of the right to water. November 2006, Africa-South America Summit held in Abuja, Nigeria

The heads of state declared "We shall promote the right of our citizens to have access to clean and safe water and sanitation within our respective jurisdictions." 2007, Message from Beppu

Official representatives of the 36 states of the Asia-Pacific Region, including China, India, Indonesia and Japan, signed a joint declaration in which they recognised the right to water and sanitation. In this declaration they went further by demanding a "substantial increase in resources allocated to water and sanitation sectors".

#### What are the challenges?

What is revealed by this debate around the right to water? As we have seen, the debate was symptomatic of a failure to understand the right and of strong concerns over the 'water crisis'. At a time when the international community is realising the challenges it faces with regard to water resources, states and their leaders are afraid of losing their decision-making power in this area, and wrongly believe that this is what is at stake if they acknowledge this right.

The debate was therefore highly politicised, with some of the contributions – particularly from the South American contingent, driving force behind this issue and instigator of two parallel declarations – imbued with anti-privatisation sentiments. The anti-privatisation stance should not, however, be confused with demands for recognition of the right to water.

Lastly, the right to water, as Daniel Zimmer has highlighted, has a symbolic value. Some people question the real usefulness of this fight for the right to water. They prefer to concentrate their energies on working out technical and concrete solutions to help attain the Millennium Development Goals. Today the challenge is to get away from symbols and to provide proof that the right can serve the cause of water. This can be done by, for example, studying the countries that have already adopted the right into their constitutions to measure the real consequences that recognition of this right has had for their people. In this way, the scepticism of some could be removed and the case could continue to be made for this right to be acknowledged and upheld.

Julie Aubriot, Action contre la Faim



## YOUNG PEOPLE HAVE THEIR SAY

LAST MARCH, ISTANBUL WELCOMED OVER 25 000 PARTICIPANTS TO THE WORLD WATER FORUM. AMONG THEM WERE FIFTEEN MEMBERS OF THE PROJECTION NETWORK ATTENDING UNDER THE AUSPICES OF PROJECTION OR THEIR OWN ORGANISATION AND TAKING PART IN SESSIONS, MEETING WITH OTHER PROFESSIONALS AND GETTING INFORMED. A NUMBER OF THEM AGREED TO POST THE MESSAGES IN THIS NEWSLETTER THAT THEY HAD TAKEN WITH THEM TO ISTANBUL AND TO WRITE UP THEIR EXPERIENCES OF THIS MAJOR EVENT AIMED AT THOSE WORKING IN WATER-RELATED SECTORS.

## Between emergency and development

The need to develop a specific approach when dealing with countries in an emergency was among the themes contained in the Ministerial Declaration adopted on 22<sup>nd</sup> March 2009 following the World Water Forum held in Istanbul. A working group combining NGOs and French businesses, as well as the Agence Française de Développement (AFD - French Development Agency) and the French Ministry of Foreign Affairs, had been set up under the aegis of the Partenariat Français pour l'Eau (PFE – French Water Partnership) in order to draw up the main messages to be conveyed. Focusing on the need to improve liaison between emergency and development, these messages were taken to the Forum and to a special session led by the ICRC (International Committee of the Red Cross), as well as to a round table discussion organised at the France stand.

Disaster and conflicts demand specific types of targeted, rapid intervention. Access to drinking water is a crucial issue in an emergency situation and is often a major challenge to public health. Humanitarian workers have developed recognised and proven expertise through having intervened in a host of different contexts. Specific emergency techniques, tools, protocols and partners now exist.

Numerous potential scenarios can be envisaged for the transition from humanitarian emergency to stable development. Crises are often complex, leading to lasting conflicts. Situations where the infrastructure is undermined can last several years and so the water and sanitation systems installed during an emergency are required to remain intact during peak crisis periods. It is fundamental, therefore, that a case-by-case approach be favoured in so far as is possible, along with an analysis of the context, and particularly the hydrogeological conditions, in intervention zones.

In unstable situations, actions pursued in this way that focus on the medium term pose major challenges:

 One of organisation, of promoting understanding of context and of profiting from experiences in the field, so that survival strategies developed by the population can be nurtured and supported, rather than externally devised solutions imported.

Participants' write-ups



- One of strengthening coordination between emergency and development workers.
- One of getting populations affected by crises involved from the moment a humanitarian response is formulated, in order to avoid or minimise any long-term negative impact, facilitate appropriation of the work by the local population and thereby ease the transition towards reconstruction and development.
- One of increasing collaboration and involvement of state-run services affected by the crisis, to ensure, among other things, compliance with national norms and local standards.
- One of putting more responsive funding mechanisms in place so that emergency and development initiatives can be better linked.
- One of committing to withdrawal strategies from the moment the emergency action is implemented so that, if necessary, the technical requirements can be adapted to the potential re-appropriation by local populations, thereby guaranteeing sustainability.

Julie Patinet, Groupe URD (Urgence, Réhabilitation, Développement – Emergency, Rehabilitation and Development)

Stéphanie Oudot, AFD (Agence français de développement – French Development Agency)

#### Further information:

On the PFE website: Message from the PFE "From humanitarian emergency to development", as well as the Ministerial declaration of 22/02/09.

http://www.partenariat-francais-eau.fr/sommaire-en.php3

On the URD Group website: Projet EAU Groupe URD Académie de l'Eau – URD WATER Project /Water Academy

http://www.urd.org/en/presentation/ind ex\_en.htm

And soon to appear on the AFD website: Les actes du Séminaire AFD-URD: Eau et assainissement en sortie de crise – Proceedings of the AFD-URD Seminar: Water and sanitation when the crisis is over

http://www.afd.fr/jahia/Jahia/lang/en/home

## Taking part in the World Water Forum – Why bother?

## To meet other players, Julie Patinet, Groupe URD (France)

Prior to the Forum, I took part in a PFE initiated working group "From emergency to development". It enabled me to become part of the network of French water activists and also perhaps to get the Groupe URD a bit better known.

For me the Forum is first and foremost a place for meeting others, rather than a platform for putting across a message. I don't think the messages have had a significant impact on the public, on sponsors, and so on.

This does put a question mark over its usefulness, and even relevance, as well as over the aims of this type of large international summit. The recommendations coming out of these gatherings are rarely put into practice, and evidence of an alarming situation that demands action more urgently than ever is tabled again and again. How one moves from talk to action remains unanswered at this point.

## For further information, Yacouba Konaté, 2IE (Institut International d'Ingénierie de l'Eau et de l'Environnement - Burkina Faso)

The forum provided an opportunity to meet experts (researchers, scientists) who through the sessions and other events enabled us to understand a great deal on the subject of water, in terms of management and treatment. As a teacher at 2IE, I learnt a lot about techniques, practices and scientific progress in this field.

On a personal level, I gained much from the meeting and it gave me many ideas that I now wish to put into practice to improve access to water and water treatment in our countries.











Read other testimonies from younger and older participants at the World Water Forum on the Projection website:

http://www.reseauprojection.org/2009/ 03/24/retour-sur-le-forum-mondialdistanbul.html\_(in french)



Available on the Projection website:

A summary of the debates that took place in Niamey on this topic. (in French)

More information about the side event and the <u>presentation\_made</u> at the Forum by Projection, represented by Yacouba Konaté.

For further information on the sessions and events at the Forum: http://www.partenariat-francais-eau.fr/rubrique.php3?id\_rubrique=193

## **Capacity building**

During the World Water Forum, Projection also took part in a debate on training and capacity building that ran alongside official sessions. It was for us an opportunity to make the voice of those who work on the ground heard!

Providing initial training and continuous professional development for water and sanitation practitioners is a real challenge given the needs in that area, in particular amongst local communities in developing countries, as M. Jean-Pierre Elong-MBassi, executive secretary of Cities and Local Governments in Africa (CGLU – Afrique) reminded us.

Solutions already exist to meet these needs, and are put forward by various actors, such as those who attended this forum: thus, la Société des Eaux de Marseille (SEM) offers technical training in Morocco or Gabon for instance (detecting leaks in particular). The network of Engineering Schools, AgroParisTech, has been offering a new Master "water for all" since June, which is aimed at managers from developing countries who already have professional experience. Finally, the International Office for Water (OIEau) offers a wide range of technical training for water practitioners, at all levels (worker, technician, engineer etc.). OIEau also supports the creation of training centres in various developing countries in order to best meet local needs. Training centres in 15 countries have thus got together and formed the International Network of Training Centres for Water Professions (Réseau International des Centres de Formation aux Métiers de l'Eau - RICFME).

During this event, we were asked to present our findings regarding practices in terms of training and capacity building. We had indeed addressed these issues during the workshop "Young professionals and sanitation" ("Professionnels juniors de l'assainissement") (Niamey – January 2009). In our address we were keen to stress that capacity building of local technical services in developing countries should not be limited to punctual training, but should be supported long term. Exchanges with the participants confirmed the need to provide training as locally as possible and to involve those who take part in defining their objectives so that the training best meets their needs. Finally, as M. Elong Mbassi emphasised, learners should not limit themselves to technical skills, but should also listen and respond to local needs. They should be "community technicians and engineers".

Our contribution was valued as we looked critically at the reality of training and capacity building: we did not shy away from discussing the problems or from raising the danger of a race for training, encouraged by the per diem system, which distracts from the primary objective of the training: it often happens that participants take part in a course, not because it is useful, but because it is financially beneficial to them! It is to our credit that we asked real questions, and showed things, as they are, even what does not work, which certainly set us apart from many speakers who led the sessions at the Forum.

IF LARGE INTERNATIONAL MEETINGS ARE AN OPPORTUNITY TO BRING INTO FOCUS THE GREAT CHALLENGES OF THE TIME, IT TAKES A LOT MORE TIME FOR IT TO TRANSLATE INTO CONCRETE ACTION ON THE GROUND. THAT IS CERTAINLY THE CASE WITH SANITATION.

IN AN INTERVIEW WITH LAETITIA MARTINET, SOCIOLOGIST JOCELYNE DURANY INSISTS IN PARTICULAR ON THE DIFFICULTIES ENCOUNTERED TO MAKE LOCAL ACTORS UNDERSTAND THE IMPORTANCE OF LIQUID SANITATION.

## **GIVING A VOICE TO SENIORS**

LM: sanitation projects have been in place since the eighties. Yet one gets the impression that an integrated approach to sanitation has only emerged over the last ten years. How do you think one can explain such a slow process?

JD: I would like to answer by referring to several examples:

N'Djamena, at the beginning of the eighties: a rain water drainage project aimed at saving residents in some districts from the devastations caused by flooding: the districts would be opened up during the winter months, the residents would no longer suffer material damage (their property and sometimes their homes get partially, even completely damaged or destroyed), epidemics would be avoided and human lives saved. I pointed out to my colleagues that we would improve living conditions for the residents for the three winter months, but that we would cause serious problems during the 9 months of the dry season. The comment was not taken well. And yet, one only has to live for a while in the densely populated districts of N'Djamena, Bamako, Conakry, and so on, to realise the degradation of the environment and health risks for those who live near the gutters, particularly in a context where many activities and much of the social life take place on the street, in front of the homes. Little by little and soon after they are installed, drainage works act as used water collectors (stagnant in the dry season), dumps for domestic refuse which get mixed up with used waters, and become the perfect breeding ground for larvae and mosquitoes even during the dry season, not to mention rats... But the project reached its objective, which was to protect residents from flooding and its consequences.

**Chad, some twenty years later:** a major rain water drainage project in three towns (N'Djamena, Moundou and Sahr), funded by AFD, included a "social contract" which aimed to produce and put in practice an action plan to guarantee the maintenance and durability of the system. To start with, it was difficult to get the project managers (Ministry for Public Works) to accept that activities linked to the management of used water, domestic and human waste in the districts that border the drainage project should be included as a priority in this social contract. It was implied that we were talking about a different project.

For the team in charge of implementing the social contract, it was obvious that in order to facilitate maintenance and reduce cost, one had to get the residents not to use the works as refuse dumps. How can you "forbid" without offering solutions that are adapted to their living conditions? What was obvious to us was not obvious to the Ministry. Later on, the action plan was accepted and carried out, but the initial reaction of the ministry shows to what extent the subsectors of sanitation projects have been cut off from one another until quite recently.

Meanwhile, integrated sanitation projects have come into being and grown. I am thinking in particular about the projects initiated by the GREA (Groupe Recherche Eau et Assainissement) of the World Bank, but also about other, smaller scale projects, such as the one in Koniakary (Mali), or the "district development projects" (AFVP). The objective of these projects is wider: they aim to improve the environment in urban, semi-urban and rural areas, which implies the involvement of all sub-sectors: rain water, used water and human waste, domestic and industrial waste. And people are beginning, at last, to take an interest in the management of domestic used water, sorely neglected in most projects, just because "it is not a priority for populations who have other essential needs". In several countries, the new policies on drinking water require that a drinking water project should not be undertaken without a "sanitation" element.

• • •



But it is surprising to still see "sanitation" elements in drinking water projects which only consider setting up or improving public or family traditional latrines. Managing human waste is undeniably a priority that cannot be ignored in the fight against diarrhoeal diseases. But should we wait for increased unregulated used water discharge, brought on by increased water consumption, to become a public health hazard before suggesting technical solutions that are adapted to the living conditions of the various social groups? How can one therefore explain such a slow trend towards an integrated approach to sanitation? Several factors, all closely connected, seem to come into play: the compartmentalisation of responsibilities, shared between several ministries, which encourages conflicts of competence and in-fighting to obtain outside funding, as well as the complexity of implementing the projects (it is more expensive, but easier to set up a sewage network than support the realisation of self improvement works for the population concerned), the consultants' lack of experience and know-how for this approach, lack of motivation from those who still think that improving the environment is a luxury for populations that have other priorities...

I think that with decentralisation, one can expect local representatives to become involved in this approach.

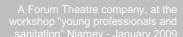
LM: Nowadays many sanitation projects include hygiene and sanitation awareness components to change behaviour. Yet it would seem that sanitation remains a low priority for populations. Do you think that we are on the right track?

JD: Families do not feel concerned by sanitation as long as they do not face real problems in their immediate environment. They tend to ensure that private spaces are clean by throwing liquid and solid waste out of the compound, in the street, gutters or other public places or by digging channels to drain rainwater, even if it means diverting it towards their neighbours. But when a nuisance starts to affect their daily life (smells, mosquitoes and also disputes with neighbours who blame each other for this degradation of the environment) people are more willing to consider their responsibilities, even if they are convinced that the responsibility for cleaning public areas lies with communal authorities. But one should not expect all families to be prepared to devote part of their budget to pay for cleaning services or to invest in self-improvement works.

The difference with drinking water projects is that often demand for sanitation has to be "triggered". It takes longer to achieve the expected results and we know that even with drinking water public services, we need to set up sustained information and public awareness activities to make people accept the principle of paying for the service. But it is clear that if actions to promote hygiene and sanitation also include suggestions for works or functional services, and that these suggestions are discussed beforehand with the populations concerned, at a cost that is adapted to their standard of living, a number of families will act and others will progressively follow suit as they see the changes brought on by better management of domestic waste and used water for their neighbours (as has been the case for instance in Djenné, in Mali).

LM: In your opinion, what makes a public awareness campaign effective? And first and foremost what is an effective public awareness campaign?

JD: I think that "public awareness campaigns" or "collective consciousness raising campaigns" as they are sometimes called are useful. Repeating messages or sketches, on the radio or on TV, as well as posters and information boards in busy public places do in the end leave their mark in people's minds. Organising forum theatre in the neighbourhoods (the public is invited to come on stage at the end of the show to give their opinion on the situations or behaviours presented in the performance), with a local orchestra before, has the added advantage of discussing sanitation in a festive atmosphere qui attracts old and young people, men and women from all social groups. Amongst all the different ways of putting across the message, forum theatre is in my experience one of the best, provided it is run by good specialists.





But it is absolutely essential to run in parallel "community actions" with each different social group or target group (identified through a study of the area) by adapting the messages to the situation of each particular group, and by including on a regular basis, though not systematically, local partners who will later on lead the project. This "community action" must include both public awareness, communication and information activities. They are accompanied by illustrated supports created locally and where everyone can recognise their environment (as was the case in the sanitation project in Gao, Mali). The idea is that the target groups should travel as little as possible, and to go to them, in the compounds, where they work or spend their leisure time, choosing times which we know will not get too much in the way of what they have to do. The topics that are discussed depend on the stage the project has reached, on the situations encountered on the day that we meet or on the questions asked by the public. These meetings can be very short or longer depending on circumstances. This requires great adaptability on the part of the activity leaders who need to realise that they must not tire people by repeating the same messages over and over (unlike the messages sent out through the media, which need to be repetitive). The leaders should learn to gauge their performance against the reaction of the public.

And finally I will mention information actions in schools, not because I do not think they have much impact, but on the contrary because I believe that the people in charge of drinking water and sanitation projects consider them important. Every single sanitation project should take schools into account and include in its budget drinking water facilities and latrines, equipment without which it would be difficult to lead successful information and awareness-raising activities with the pupils.

## **NEWS AND PRACTICAL INFORMATION**

THE MEETINGS

## The next "Young professionals" meetings

## One month, one meeting

Sharing one's experience and presenting one trade to young professionals from different backgrounds, sharing questions about our practices and key issues, discovering innovative solutions and methodologies... Such are the activities offered each month by Projection!

Without PowerPoint and without wearing ties, amongst ourselves or with elders, we have chosen to share our experiences and to discover that of others, to enrich each other, and above all to spend a pleasant time together. Openness and a frank discussion is what it is about.

Since January, regular monthly meetings have taken place. The last meeting was attended by Maurice Bernard (who oversees Water and Sanitation at AFD) and Bruno Valfrey (Director of Hydroconseil), and you can see some of the photos here...



Maurice Bernard, AFD



Bruno Valfrey-Visser, Hydroconseil

## Essential dates for your diary:

End of June meeting: "drinking water – when standards are no longer met" - meeting on water quality. Development projects which aim to improve access to water often provide water which would not be considered drinkable in France. A necessary evil or a step towards better quality? Find further information about this meeting on the Projection website.

## **Coming soon in July**

Projection tackles a key issue that it wishes to develop further: the problem of managing waste in cities in the developing world. If you are interested, share your ideas with us! info@reseauprojection.org

## Monthly meetings ... then what?

Find all information regarding meetings on the Projection website: http://www.reseauprojection.org/fr/category/rencontres-mensuelles (in french)

If you want to contribute to the debate after a meeting, this is also possible! Contact us or go straight to the Virtual Meeting Space on our website to see how you can take part.

#### **Introduce yourself**

The data base of group members is useful to find an email address, human resources for a particular topic or a country where we have a project.

Don't forget to update your information and to personalise your profile (upload your CV, describe in a few lines what you can bring to the other members, etc.)

## Contribute to an article

Since March we have set up writing working groups, with several participants, on specialised topics. Made up of a young professional and many writers, these groups are first and foremost an opportunity to bring together professional people from various walks of life to encourage reflexion, debate and sharing of ideas.

Once the article is published, and along the same principle as the Wikipedia encyclopedia, each and everyone can submit their contribution on one of the topic discussed, even add to the article by suggesting possible developments.

See how the articles evolve over the months and go to the page "Participer" (Take part) to send your contribution.

## Tell us about a project, a conference, an internet site

Besides your comments and contributions to feature articles, you can also share with other members tools, experiences, events which have helped you progress with your work. To help you, model forms can be found online.

And at any time, react to the information that we send you and send us the information you wish us to publish on the site.

## For further information:

http://www.reseauprojection.org/wiki/index.php?title=Aide:Accueil

#### **PROJECTION WEBSITE**

More than just an information space, it is the place to share vour views!!!

Here are a few tips to contribute to Projection activities from home...







What name for the termly Projection letter?

At regular intervals we will ask you to tell us your opinion or to give us suggestions for some of the network activities This time we are launching a competition to find the name for this information letter:

L'essentiel, what you should know about essential services in towns in developing countries, L'inf'eau, letter for young sanitation and waste professionals in developing countries, VIP, your Projection Information...

SEND US YOUR IDEAS BEFORE 31st JULY or vote for one of the suggestions above... !!! We will then ask you to choose amongst all the ideas we have received and the winner will have complete freedom to write an opinion piece in the next letter!

To see other members' suggestions and take part: <a href="http://www.reseauprojection.org/fr/2009/05/29/quel-nom-pour-la-lettre-dinformation-de-projection.html">http://www.reseauprojection.org/fr/2009/05/29/quel-nom-pour-la-lettre-dinformation-de-projection.html</a>

Join us by registering on: