



Water Sector Support Programme Programme Management Support Information, Communication and Visibility Strategy Report

EuropeAid/121282/D/SV/WS
Accounting no. 9-ACP-WSO-04

December 2006

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file : Y8506.01.001
registration number :
version : 1

December 2006

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ABBREVIATIONS

ACEO	Assistant Chief Executive Officer
ADB	Asian Development Bank
AG	Attorney General
APM	Assistant Programme Manager (WSMU)
AUSAID	Australian Agency for International Development
CBO	Community Based Organisation
CDC	Cabinet Development Committee
CEO	Chief Executive Officer
CIDA	Canadian International Development Agency
CSP	Country Strategy Paper (EU)
DAC	Development Assistance Committee
EDF	European Development Fund
EIB	European Investment Bank
EPC	Electric Power Corporation
EPPD	Economic Policy and Planning Division (MOF)
ESP	Education Sector Programme (ADB/NZAID/AusAID)
EU	European Union
FAO	Food and Agriculture Organisation
GIS	Geographic Information System
GM	General Manager
GOS	Government of Samoa
HSP	Health Sector Programme (WB)
IA	Implementing Agency
IFI	International Financing Institutions (WB, ADB)
ICT	Information & Communication Technology
JICA	Japanese International Cooperation Assistance
MAF	Ministry of Agriculture and Fisheries
MDG	Millennium Development Goals
MESC	Ministry of Education, Sports and Culture
MNREM	Ministry of Natural Resources, Environment and Meteorology
MOF	Ministry of Finance
MOH	Ministry of Health
MOU	Memorandum of Understanding
MTEF	Mid Term Evaluation Framework
MTR	Mid Term Review (EU)
MWCSD	Ministry of Women, Community and Social Development
NAO	National Authorising Officer
NGO	Non-Governmental Organisation
NRW	Non Revenue Water
NUS	National University of Samoa
NZAID	New Zealand Agency for International Development
OECD	Organisation for Economic Cooperation and Development
PDA	Project Design Assistance Project (EU)
PE	Programme Estimate

PEAR	Preliminary Environmental Assessment Report
PFM	Public Finance Management
PIA	Programme Implementation Assistance (EU)
PM	Programme Manager (WSMU)
PMA	Programme Management Advis or (WSMU)
PMS	Programme Management Support (EU)
PPMS	Programme Performance Monitoring System
PRGS	Poverty Reduction and Growth Strategies
PSIF	Public Sector Investment Facility (NZ AID, AUSAID, WB)
PUMA	Planning and Urban Management Agency (MNREM)
RWS-CP	Rural Water Supply – Consolidation Project (EU)
SDS	Samoa Development Strategy
SOE	State Owned Enterprise
SOEMU	State Owned Enterprises Monitoring Unit (MOF)
SOPAC	South Pacific Applied Geo-science Commission (Fiji)
SPMS	Sector Performance Monitoring System
SPREP	South Pacific Regional Environmental Programme
SPSP	Sector Policy Support Programme
SSDP	Samoa Sanitation and Drainage Project (ADB)
SUNGO	Samoa Umbrella for Non-Governmental Organisations
SWA	Samoa Water Authority
SWAp	Sector Wide Approach
TA	Technical Assistance
TL	Team leader
ToR	Terms of Reference
TSC	Technical Steering Committee
UFW	Unaccounted For Water
WaSSP	Water Sector Support Programme (EU)
WB	World Bank
WHO	World Health Organisation
WRD	Water Resources Division (MNREM)
WSMU	Water Sector Management Unit
WSSC	Water Sector Steering Committee

1 INTRODUCTION

The objective of the Programme Management Services (PMS) is to ensure the effective and timely delivery of the Water Sector Support Programme (WASSP) and to build institutional capacity for sector programme management, thereby ensuring that the Ministry of Finance (MOF) has the managerial capacity necessary to carry out their functions in an appropriate manner. The scope of work of the PMS comprises the following seven task packages:

1. Advice and support
2. Programme and component management
3. Sector co-ordination
4. Medium-term Expenditure Framework
5. Sector performance monitoring and reporting
6. Institutional development and capacity building
7. Reporting

This report presents the proposed strategy for information, communication and visibility under the WASSP. Although not mentioned under the PMS reporting requirements, this report complies with the Terms of Reference Chapter 4.1. specific activities under scope of work, in particular in the task packages 2 and 3:

2. Programme and component management
To prepare and support the implementation of an information, communication and visibility strategy for the sector programme, including advise and assistance on public consultation
3. Sector coordination
To support information, communication and awareness activities with a view to raising the profile and visibility of water sector activities

The next chapter presents the executive summary of the report with the main conclusions and recommendations for information, communication and visibility. The third chapter outlines the rationale for an information, communication and visibility strategy, as well as its main objectives and specific objectives. Chapter 4 tries to explain the relations and the main differences between the concepts of information, communication and visibility. This is followed in the fifth chapter through a presentation of the different questions which have to be answered when designing and implementing effective information and communication activities. Chapter 6 describes the proposed WASSP visibility guidelines, tailor-made from the EU guidelines on visibility. The seventh and last chapter presents the implementation plan of the WASSP strategy on information and communication and visibility.

Finally, the annex includes a Project Identification Brief (PIB) to obtain funding from the Public Sector Investment Facility (PSIF) for the establishment of a Website and Virtual Workspace for WASSP.

2 EXECUTIVE SUMMARY AND RECOMMENDATIONS

This report presents the proposed WASSP strategy for information, communication and visibility in compliance with the TOR Chapter 4.1. which asks the Consultant to prepare and support the implementation of an information, communication and visibility strategy for the sector programme, and to support information, communication and awareness activities with a view to raising the profile and visibility of water sector activities

Visibility is used to express the visible acknowledgement through a written and visible identity of the WASSP as a joint effort between GOS and the EU to consolidate the Water for Life initiative, and will be used in briefings, newsletters, press conferences, presentations, invitations, signs, commemorative plaques, etc. Information is considered to be the dissemination of data and information originating from the WASSP and targeted at (inter)national stakeholders on the introduction of the sector wide approach in the water sector of Samoa, in order to increase knowledge and awareness of the WASSP and its objectives. Communication can be understood as the exchange of data and information between the WASSP and (inter)national stakeholders on the introduction of the sector wide-approach in the water sector of Samoa, in order to exchange ideas and experiences, to generate feed-back and inputs from stakeholders, so as to generate a better understanding, support and, wherever possible, participation in the implementation of the WASSP.

The current framework and functioning of the water sector in Samoa make effective and efficient management a challenging task, but ever so important to achieve the water sector reform objectives. It is essential that water sector management be supported by a proper information, communication and visibility strategy. Without such support, it would be virtually impossible to increase knowledge, awareness, feed-back and support from key stakeholders, water users and the general public to make necessary improvements in water sector management possible.

The overall objective of the WASSP strategy on information, communication and visibility can be defined as to improve knowledge, increase awareness and stimulate participation of stakeholders in the WASSP, to promote positive water management and conservation practices among its stakeholders, and to adopt an approach and methodology to manage internal and external WASSP communications.

Derived from this overall objective, the following specific objectives can be formulated:

1. To ensure that WASSP managers and implementers are properly informed, their knowledge increased, their support enhanced, and their contributions heard (internal);
2. To ensure public participation to provide the WASSP managers and implementers with a platform to engage a wider group of stakeholders, WASSP beneficiaries, and opinion leaders (external)
3. To implement and evaluate multi-media communication campaigns, in line with EU guidelines on visibility, in order to raise the profile and visibility of the water sector and to motivate water users to adopt positive WSS and WRM practices (external)
4. To ensure the proper communication and dissemination of the WASSP lessons learned, and of the achievements and approaches developed (external)

The strategy for information, communication and visibility will support the implementation of the WASSP and to achieve its overall goal and purpose: the WASSP goal is to reduce poverty and hardship and to provide opportunities for all in Samoa; the purpose is to improve the quality of public health through improved water services and the sustainable management of water resources

In identifying and formulating the details of an effective and efficient strategy and implementation plan, one should for each individual activity define clear answers to the following questions

1. What is the purpose of an intended message(s)?
2. What is the content of the intended message(s), does it reinforce and does it not conflict with other intended message(s)?
3. Who (within WASSP) is best suited to communicate the intended message(s)?
4. To whom is the intended message(s) targeted?
5. What are the best media to communicate the intended message(s)?
6. What is the best time to communicate the intended message(s)?
7. Is the intended message(s) a one-time message, several times or continuous?
8. What is the most cost-effective way to communicate the intended message(s)?

Visibility guidelines have been drawn up to ensure that the WASSP not only raises the profile and visibility of the water sector in Samoa, but that it also visibly acknowledges the support of the European Union. These proposed WASSP guidelines fully comply with the EU visibility guidelines.

In the implementation of the strategy, WASSP will closely liaise with other water projects, like e.g. PDA and SSDP. Similarly, the WASSP strategy implementation will be streamlined with other water related consultation, awareness raising and other community involvement activities of relevant ministries (e.g. MWCS, MNREM, MOH, MWTI) and corporations (e.g. SWA, EPC).

It is suggested that the implementation period of the communication and information plan is 4 years, effectively running from 2007 until 2010, and that a mid-term review be held at the end of 2008 in order to update the strategy and to modify the implementation plan.

The further detailing and implementation of communication and information activities will be taken up by the different WASSP working groups and be incorporated in the annual Programme Estimates, including an estimation of their costs. Working Group 0 and WSMU will closely cooperate and be primarily responsible for preparing the internal aspects related to overall programme management (ref. Objective 1). All 7 working groups have the task to plan and implement externally oriented information and communication activities in their respective fields of sector orientation, water resources, water use and wastewater (ref. Objectives 2, 3 and 4).

The planning and implementation of visibility activities will be the prime responsibility of the WSMU in close cooperation with Working Group 0 on programme management.

3 RATIONALE, OVERALL AND SPECIFIC OBJECTIVES

3.1 Rationale

The rationale for a WASSP strategy on information, communication and visibility can best be summarized through the following characteristics of the water sector in Samoa and of the objectives of the WASSP:

1. The water sector is a cross-cutting sector which is managed at government level by a large number of different ministries, the main ones being MNREM, MOH, MWTI, MAFF, MWCSO, MESC, MOF, and corporations like SWA, EPC;
2. The water sector can be characterized by the relatively low levels of water resources management, conservation and protection practices and of consumer satisfaction with current water supply and drainage service levels;
3. The WASSP is an innovative reform programme which aims to move from a project approach towards a sector-wide approach, encompassing the management of the entire water sector, and including shifting its main aid delivery mechanism through sector budget support ;
4. The WASSP not only comprises seven components, one for programme management and six technical components, but also aims to establish coordination mechanisms for all national and international interventions in the water sector;

These characteristics make effective and efficient water sector management complicated, but also ever so important to achieve the water sector reform objectives. It is imperative that water sector management be supported by a proper information, communication and visibility strategy.

Without such support, it will be virtually impossible to increase the knowledge, awareness, feed-back and support from the key stakeholders, the water users and the general public to allow necessary improvements in water sector management to take place.

3.2 Overall strategy objective

As a result of this, the overall objective of the WASSP strategy on information, communication and visibility can be defined as

To improve knowledge, increase awareness and stimulate participation of stakeholders in the WASSP, so as to promote positive water management and conservation practices among its stakeholders, and to adopt an approach and methodology to manage internal and external WASSP communications.

3.3 Specific strategy objectives

Derived from this overall objective, the following specific objectives can be formulated:

1. To ensure that WASSP managers and implementers are properly informed, their knowledge increased, their support enhanced, and their contributions heard (internal orientation);
2. To ensure public participation to provide the WASSP managers and implementers with a platform to engage a wider group of stakeholders, WASSP beneficiaries, and opinion leaders (external orientation);

3. To implement and evaluate multi-media communication campaigns, in line with EU guidelines on visibility, in order to raise the profile and visibility of the water sector and to motivate water users to adopt positive WSS and WRM practices (external orientation);
4. To ensure the proper communication and dissemination of the WASSP lessons learned and of the achievements and approaches developed (external orientation).

4 SPECIFYING VISIBILITY, INFORMATION AND COMMUNICATION

Information, communication and visibility are different concepts with a different meaning and intent. For the purpose of this report, these concepts can be understood as follows:

Visibility to be the visible acknowledgement through a written and visible identity of the WASSP as a joint effort between GOS and the EU to consolidate the Water for Life initiative, and to be used in briefings, newsletters, press conferences, presentations, invitations, signs, commemorative plaques, etc.

Information to be the dissemination of data and information originating from the WASSP and targeted at (inter)national stakeholders on the introduction of the sector wide approach in the water sector of Samoa, in order to increase knowledge and awareness of the WASSP and its objectives.

Communication to be the exchange of data and information between the WASSP and (inter)national stakeholders as well, on the introduction of the sector wide-approach in the water sector of Samoa, in order to exchange ideas and experiences, to generate feed-back and inputs from the stakeholders, so as to generate a better understanding, support and, wherever possible, participation in the implementation of the WASSP.

It must be noted that the WASSP is neither a single entity nor a homogeneous group, as it comprises different stakeholders in the water sector, the main ones being MNREM, MOH, MWCSD, SWA, MOF and the EU. Therefore, communication within WASSP should receive special emphasis, as this would contribute to the efficient and effective programme management (see also Chapter 5.2 component objective 1).

On the one side, one can conclude that visibility, information and communication are very important as they are complementary in supporting the implementation of the WASSP. On the other side, the concept and understanding of visibility are of a quite different nature than those of information and communication.

So whereas a final strategy and implementation plan should incorporate all three elements, their respective contributions are different. Therefore, specific design questions relating to communication and information are described in the next chapter 5, while the guidelines on WASSP visibility are presented separately in chapter 6.

5 DESIGN QUESTIONS FOR INFORMATION AND COMMUNICATION

5.1 Introduction

A strategy for information, communication (and visibility) should aim to support the implementation of the WASSP and towards the achievement of its objectives. The goal and the purpose of the WASSP are defined as follows:

Goal	<i>To reduce poverty and hardship and to provide opportunities for all in Samoa</i>
Purpose	<i>To improve the quality of public health through improved water services and the sustainable management of water resources</i>

In designing the details of an effective and efficient strategy and related implementation plan (see also Chapter 7), one should carefully consider and define clear answers to the following eight questions, which are further elaborated below:

1. What is the purpose of an intended message(s) (why) ?
2. What is the content of the intended message(s), and does it reinforce and does it not conflict with other intended message(s) (what) ?
3. Who (within WASSP) is best suited to communicate the intended message(s) (from whom) ?
4. To who is the intended message(s) targeted (to whom) ?
5. What are the best media to communicate the intended message(s) (how) ?
6. What is the best time to communicate the intended message(s) (when) ?
7. Is the intended message(s) a one-time message, several times or continuous (how many) ?
8. What is the most cost-effective way to communicate the intended message(s) (how much) ?

5.2 Why - Purpose

The question to be asked here is: What is the purpose or the intended impact of an intended message(s)?

General and specific messages the WASSP would like to communicate should not only be in line with the goal and purpose of WASSP, but should also contribute to achieving one or more of its 7 component objectives and 29 envisaged outputs. These objectives and outputs are listed in the table on the next page.

However, as the WASSP is not only an EU funded programme with its own specific objectives and envisaged outcomes and outputs, it also aims to secure proper sector coordination with other water related initiatives, projects and activities. As such, the WASSP is actively promoting the water sector as a whole and effective and efficient water sector coordination. The Water for Life initiative, aiming to establish a process of water sector planning with wide stakeholder consultations. Therefore, the current strategy document also incorporates support to information, communication and visibility of all these wider water initiatives.

Component objectives	Envisaged outputs
1. To ensure effective and timely WASSP delivery; Build institutional capacity for sector programme management especially in MOF	1. Effective and timely delivery of WaSSP and its associated components 2. Effective and sustainable capacity for water sector programme management within MOF 3. Sector implementing agencies demonstrate capacity to manage projects and components 4. Properly functioning Water Sector Steering Committee receiving appropriate technical support and advice
2. To develop a comprehensive institutional framework for effective water governance	5. Coherent and comprehensive institutional framework in place and relevant updated legislation and regulation 6. Formalized and structured mechanism for Government-led sector co-ordination, including enhanced donor co-ordination 7. Proper guidance and co-ordination in the management and development of the water sector 8. Improved coherence through harmonization of shared information systems, common reporting, and common planning and budgeting processes 9. Sector-wide MTEF to guide future investment in the water sector 10. Properly functioning system for sector performance monitoring, reporting and evaluation
3. To strengthen institutional capacity to manage, develop and self sustain water-related systems	11. Increased capacity of communities to benefit from and contribute to water sector goals 12. Strengthened capacity of SWA to plan, manage, finance, operate, and maintain water supply and sanitation services 13. Strengthened capacity for effective management, operation and maintenance of village managed schemes (VMS)
4. To increase access to safe water supply in rural areas	14. Preparation of tender dossiers (in cooperation with PDA) and award for contractors and consultants 15. Improvement & rehabilitation of RWS schemes completed 16. Management, operation and maintenance of rural schemes fully operational and improved services extended to 53,500 of the rural population (30,600 in Upolu and 22,900 in Savaii), approximately 30% of the total population 17. Effectiveness of WTPs and disinfection systems improved
5. To improve the efficiency and effectiveness of water supply systems	18. Reduced wastage and losses in water supply systems 19. Demand management promoted & consumer consumption reduced 20. Reduced vulnerability and failure of water supply systems to adverse weather conditions and cyclonic events 21. Improved understanding of sanitation, health & environmental linkages
6. To reduce the detrimental public health & environmental impacts of inadequate sanitation facilities	22. Access to sanitation facilities with required standards in up to 42,000 school children and district hospital patients 23. Appropriate & environmentally sensitive sanitation practices in place 24. Safe collection and disposal facilities available for septage pump-out
7. To set development within a sustainable water resources management framework	25. Focal point for WRM established and strengthened within MNREM 26. Agreed WRM strategy 27. Environmentally sensitive development of WR 28. Improved conservation & protection of water catchment areas & WR 29. Improved assessment and monitoring of WR

5.3 What - Content

The question here to be answered is: What is the content of the intended message(s), and does it reinforce and does it not conflict with other intended message(s)?

Different types of messages can be distinguished, depending on the different water sub-sectors, types of water, types of water uses, etc.:

- Water quality (e.g. of ground- and surface waters)
- Water quantity (e.g. of ground- and surface waters)
- Water use (e.g. for drinking, washing, flushing, hydropower, irrigation)
- Water discharge (e.g. for sanitation, sewerage, drainage, flood protection)
- Water resources management (e.g. for sustainable groundwater and surface water resources)

5.4 From whom - Origin

The question here to be addressed is: Who within WASSP is best suited to communicate the message?

Depending on the specific target group of any given message, or the specific weight and importance of a message, the most suitable organization will thus be identified on a case to case basis. The following organizations can be identified to be the bringer of WASSP messages:

- CDC
- NAO
- WSSC
- WSMU
- MNREM
- MOH
- SWA
- MESC
- MWCSO
- NGO/SUNGO

5.5 To whom - Destination

The question here to be answered is: To who is the message targeted?

Messages should be tailor-made towards the target group or stakeholder the message is directed to. In fact, many groups can be identified, the main ones being:

The general public:

- Beneficiaries of the WASSP
- Groups affected by the WASSP
- Other groups not-directly affected by WASSP interventions

Non Governmental Organisations (NGO) and Community Based Organisations (CBO):

- Active at grass-root level on water-related information dissemination, awareness raising and community involvement and public participation (e.g. SUNGO and its members)
- Funding water related activities at grass-root level (e.g. international NGOs like Care, Red-Cross)

The private sector:

- Agricultural sector (e.g. farmers using water for irrigation)
- Construction sector (e.g. builders, constructors of water related infrastructure)
- Industrial sector (e.g. water abstractors, water users, water vendors, wastewater dischargers)
- Services sector (consultants on water related issues)

Government corporations and para-statal organisations:

- Responsible for piped water supply, sewerage and wastewater treatment (SWA)
- Responsible for hydropower (EPC)
- Responsible for water related education and training (e.g. NUS, USP)

Ministries:

- Responsible for water use and users (e.g. MAFF for irrigation)
- Responsible at grass-root level on water-related information dissemination, awareness raising and community involvement and public participation (e.g. MWCSO for water supply)
- Responsible for drainage, sewerage and flood-control (e.g. MWTI)
- Responsible for water legislation and regulation (e.g. MNREM, MOH)
- Responsible for water quantity, water resources assessment and monitoring, water abstraction and water discharges (e.g. MNREM)
- Responsible for water quality, water related diseases (MOH)
- Responsible for water and sanitation facilities in schools and hospitals (MESC, MOH)

International organizations and projects:

- Financing institutions and donor organizations active in water related projects (e.g. EU, ADB, WB, AUS-AID, NZ-AID, JICA, UNDP, FAO, Peace Corps)
- Regional organizations active in the water sector (SOPAC, SPREP)
- Internationally funded projects in the water sector in Samoa (e.g. WASSP, SSDP)

5.6 How – Choice of media

The question here to be addressed is: What are the best media to communicate the message?

Depending on the specific target group, the type of the message, the bringer of the message, and weighing the different media options, a choice will be made how to convey a message. This may include newspaper, radio, television, verbal or in writing, through meetings, seminars, conferences, fairs, exhibitions, or a combination of different media.

5.7 When - Timing

The question here to be answered is: What is the best time to communicate the message?

The proper timing of a message is also of crucial importance. Again, depending on the type of message and the specific target group, as well as its relations with other project activities, the timing has to be very carefully determined. For example, when rural water supply schemes are to be rehabilitated or newly constructed, village leaders, beneficiaries, and land owners have to be consulted well in time before the actual start of construction, but then again not too long in advance of the construction in order not to lose the momentum and expectations of the communities.

5.8 How many - Frequency

The question here to be addressed is: Is the message a one-time message, does it have to be repeated?

If a message intends towards behavioral change, a one-time message is not likely to achieve the objective, however, if a message wishes to inform a target group about say a meeting, informing once or twice may well have the proper result of the intended persons indeed attending the meeting. So, based on the intended impact of any specific message, one will have to determine on a case to case basis how many times, even possibly using a mix of different media, the message is to be repeated.

5.9 How much - Costs

The question here to be answered is: What is the most cost-effective way to communicate the message?

All the above design questions will have different cost implications. The main consideration to choose for one or the other is not only a technical one, i.e. which is the most effective way, but also a financial one, defining its cost-effectiveness. Costs have to be carefully estimated and weighed for different options, and will finally be included in the WASSP Programme Estimates (PE) for funding.

6 WASSP VISIBILITY GUIDELINES

6.1 Introduction

These guidelines have been drawn up to ensure that the WASSP not only to raises the profile and visibility of the water sector in Samoa, but also to visibly acknowledge the support of the European Union. In effect, other than for information and communication, design questions for visibility are not crucial, other than that they have to comply with the EU guidelines on visibility, and be tailor-made for the Samoan water sector.

These WASSP guidelines cover the written and visual identity of the WASSP and the specific requirements for activities to be used in briefings, newsletters, press conferences, presentations, invitations, signs, commemorative plaques and all other items/events highlighting the European Union participation. For more information on the EU Visibility Guidelines for External Actions see also: http://europa.eu.int/comm/europeaid/visibility/index_en.htm

6.2 Graphic identity

The common element branding all European Union projects and programmes is the European Union flag and, as all actions are undertaken in a development co-operation partnership with the Government of Samoa, the GOS insignia. The European Union logo can be downloaded from the www.euvisibility.net web page.



Whatever the size, scope or objectives of a project, these must be prominently displayed as specified in these guidelines on all materials produced by the Implementing Agencies (IAs) and/or contractors.

6.3 Implementing Agency and Contractor obligations

Under the terms of the contract signed with the European Union, contractors and the MOF/WSMU on behalf of the IAs are responsible for providing adequate publicity, which includes indicating the support of the European Union using the graphic identity (above), a general description of European Development Fund and further detail on the WASSP. These obligations cover:

- press conferences
- press kits, press releases, advertisements, announcements
- web sites
- newsletters, leaflets, brochures
- catalogues, guidebooks,
- stationary, letterheads, invitations, business cards, envelopes
- slides, transparencies, panels

- plaques, billboards, special signs or stickers
- conferences, seminar documents, training materials
- exhibition stands, fair materials
- CD ROMs
- Audio visual productions (DVDs, videos, etc.)
- equipment and vehicle panels
- other promotional materials

6.4 Information, Communication and Visibility Plans

Information, Communication and Visibility are integral elements of WASSP and it is a requirement that contractors and MOF/WSMU on behalf of the IAs prepare a “visibility plan” and monitor and report on its implementation.

The visibility plans should be forwarded to the NAO and EC Office for information and comment with progress on activities reported at least every quarter with details presented in a dedicated section of associated Project Progress Reports and/or Steering Committee minutes.

6.5 Recommended fonts

Contractors and implementing partners should use the following fonts and sizes where possible:

- Fonts:** Arial
- Size:** 12 pt for main texts in short press releases, bulletins, etc
11 pt for the main texts of more detailed information (reports, etc.)

6.6 Disclaimer

The European Union is not under any circumstances responsible for the contents of communication items prepared by IAs or contractors and communications must therefore include the following disclaimer:

"This document has been produced with the financial assistance of the European Union. The contents of this document are the sole responsibility of [Beneficiary's name] and can under no circumstances be regarded as reflecting the position of the European Union".

6.7 Key Messages

If the contractor and/or the IAs under WASSP wish to describe EU support to Samoa, the description should include the following:

- the core objectives of EU support (e.g. poverty alleviation, trade, etc)
- the objectives of the WASSP, the benefits it will bring to Samoa's and its communities, and the implementation duration (i.e. 5 years)
- the value of the WASSP (i.e. 19 million Euro or 71 million Tala)
- the agencies responsible for implementation (i.e. MOF, MNREM, MOH, MWCSA and SWA)
- a summary of essential facts (and figures)
- quotations from key persons
- contact details for further information

On certain press releases and bulletins generic slogans should also be presented. For example, for activities related to the activities in the water sector the slogan “Water is everybody's responsibility” should be included.

6.8 Support from the EC Office and Delegation

MOF/WSMU, IAs and contractors should ensure - before initiating any information, communication or visibility event - that the EC Office in Samoa is aware of the event and where applicable is provided with communication materials for comment. The EC Office is responsible for co-ordinating the overall EU visibility strategy in Samoa and therefore must be aware of all related activities. The EC Office has access to stocks of flags, stickers and other promotional materials such as videos that may be useful for some events.

6.9 Links for more information

All publications produced by MOF/WSMU, IAs or contractors in relation to the WASSP should refer to the European Union (EUROPA) web site of official European Union sources for further information and/or other relevant web site of the EU Delegation in Fiji.

Name	Website
European Union (EUROPA) web site:	www.europa.eu.int
EuropeAid Co-operation Office web site:	www.europa.eu.int/comm/europeaid
European Commission External Relations web site:	www.europa.eu.int/comm/external_relations
European Commission DG Development web site:	www.europa.eu.int/comm/development
European Commission DG Trade web site:	www.europa.eu.int/comm/trade
European Union in the World web site:	www.europa.eu.int/comm/world

7 IMPLEMENTATION PLAN FOR COMMUNICATION, INFORMATION AND VISIBILITY

7.1 Introduction

As stated in the previous chapter, the WASSP is neither a uniform or homogeneous entity, nor does it operate in isolation from other water related projects and organisations.

In implementing the communication, information and visibility strategy, the WASSP persons involved will have to closely liaise with other water projects, like e.g. PDA and SSDP. It is strongly suggested that community involvement and communication experts from different projects inform each other about their intended activities, use similar and mutually reinforcing approaches, and where possible even work together through the joint implementation of activities.

Similarly, the WASSP strategy should be streamlined with consultation, awareness raising and other community involvement activities being part of related plans from relevant ministries (e.g. MWCSD, MNREM, MOH, MWTI) and corporations (e.g. SWA, EPC). It is recommended that WASSP closely coordinates its activities with relevant communication and information units (e.g. customer relations, community information, public relations).

Not liaising and coordinating with these projects and organisations may well result in contradicting messages confusing the target groups, rather than mutually reinforcing efforts resulting in the achievement of the intended impact.

Taking into consideration the overall objectives and specific objectives for communication and information (See Chapter 3), and given the framework of design questions to be answered (See Chapter 5), an implementation matrix can be drawn up to detail the different communication and information interventions. This matrix is presented on the next page.

An implementation plan for visibility and the production of promotional materials, following the visibility guidelines in Chapter 6, is presented in the table on the next following page.

It is suggested that the implementation period of the communication and information plan is 4 years, effectively running from 2007 until 2010, and that a mid-term review be held at the end of 2008 in order to update the strategy and to modify the implementation plan.

7.2 Implementation Plan for Information and Communication

Implementation Plan for Communication and Information

Design	Question	Objective 1	Objective 2	Objective 3	Objective 4
Purpose	Why	1. Ensure that WASSP managers and implementers are properly informed, their knowledge increased, their support enhanced, and their contributions heard (internal)	2. Ensure public participation to provide WASSP managers and implementers with a platform to engage a wider group of stakeholders, WASSP beneficiaries, and opinion leaders (external)	3. Implement and evaluate multi-media communication campaigns, in line with EU visibility guidelines, to raise the water sector profile and visibility, and motivate water users to adopt positive WSS and WRM practices (external)	4. Ensure the proper communication and dissemination of WASSP lessons learned, and of the achievements and approaches developed (external)
Message content	What	To be defined by working group 0 and included in PE	To be defined by working groups and included in PE	To be defined by working groups and included in PE	To be defined by working groups and included in PE
Origin/Message deliverer	From whom	WSMU/MOF	WSMU/MOF in cooperation with MNREM, MOH, MWCSD, SWA, SUNGO	WSMU/MOF in cooperation with EU, MNREM, MOH, MWCSD, SWA, SUNGO, MESC	WSMU/MOF in cooperation with MNREM, MOH, MWCSD, SWA, SUNGO
Destination/ Target Group	To whom	MNREM, MOH, MWCSD, MWTI, MAFF, SWA, EPC, SUNGO, Chamber of Commerce	NGO/CBO, water users, general public, politicians, media	Water users, people affected by flooding, school children, general public	NGO/CBO, water users, general public, international financing organisations and professionals
Choice of media	How				
	Virtual Workspace (see also Annex 1)	X			
	Website (See also Annex 1)		X		X
	Project reports	X			X
	Annual Water Sector Status Report	X	X	X	X
	Library	X			
	Newsletters				X
	Conferences	X	X		X
	Workshops	X			X
	Consultation workshops		X		X
	WSSC meetings	X			
	WSMU meetings	X			X
	Working group meetings	X			
	Press releases		X		X
	Media attention		X		X
	Exhibitions/Fairs		X	X	X
	Road show		X	X	X
	Regular customer relations activities			X	
	Regular public relations activities			X	X
	Education curricula			X	
	Promo/visibility materials			X	
Timing	When	To be defined by working group 0 and included in PE	To be defined by working groups and included in PE	To be defined by working groups and included in PE	To be defined by working groups and included in PE
Frequency	How many	To be defined by working group 0 and included in PE	To be defined by working groups and included in PE	To be defined by working groups and included in PE	To be defined by working groups and included in PE
Costs	How much	To be estimated by working group 0 for PE funding	To be estimated by working groups 1-6 for PE funding	To be estimated by working groups 1-6 for PE funding	To be estimated by working groups 1-6 for PE funding

7.3 Implementation Plan for Visibility

a. Promotional materials

2006
WASSP leaflets (English and Samoan) Water for Life leaflets (English and Samoan) Water Supply and Sanitation Map of Samoa (incl. other water projects and programmes) WASSP shoulder bags (various colors) WASSP stickers WASSP year planners
2007
WASSP posters WASSP key chains WASSP pens WASSP calendars Making updates and reprinting of materials developed in 2006
2008, 2009, 2010
Making updates and reprinting of materials developed in previous years

b Other visibility

2006
WASSP letterhead WASSP business cards WASSP banner (general) (2) WASSP banner (specific activity) WASSP note pads (A-4 and A-5) WASSP envelopes
2007
WASSP display panels (fairs, exhibitions) WASSP/WFL website and virtual workspace (See also Annex 1) WASSP newsletter WASSP video/DVD (Samoan and English) WASSP billboards on construction sites WASSP commemorative plaques on constructed facilities WASSP vehicle panels WASSP awareness campaign materials WASSP education curricula materials Making updates and reprinting of materials developed in 2006
2008, 2009, 2010
Making updates and reprinting of materials developed in previous years

7.4 Progress to date

Until today, a significant number of communication and information initiatives have already taken place, in particular towards the achievement of Objective 1 (internal orientation, relating to programme management and implementation). A large number of meetings have been held for the WSSC, the WSMU and the WASSP working groups. In addition, internal workshops and conferences have been organized with technical assistance from PMS and PIA, and a number of technical reports have been produced by the same experts.

Within the framework of Objective 2 (external orientation, relating to public participation) , a number of conferences and consultation workshops have been organized like e.g. the WASSP official launch, a consultation workshop on PE no.2, WASSP presentations and promotion stands at the Environmental Week and International Water Day, and a workshop on the management of village water supply schemes. All these events have also received significant media attention (e.g. newspaper, television).

Progress has also been made in support of the achievement of Objective 3 (external orientation, multi-media communication campaigns). Promotional materials have been designed and distributed (stickers, shoulder bags, leaflets, banners, wall planners, water map of Samoa). Furthermore, WASSP-specific office stationery has been produced (e.g. envelopes, business cards, notepads, letterhead) to increase WASSP visibility.

Until today, no progress has been made with the achievement of Objective 4 (external orientation) on the communication and dissemination of lessons learned and of innovative approaches developed. This is understandable as the WASSP has started only in the last quarter of 2005. First activities related to Objective 4 are expected to take place from 2007 onwards.

Annex 1. Project Identification Brief for a Website and Virtual Work Space for the Water Sector in Samoa

Name of the Agency	Ministry of Finance (in cooperation with Ministry of Natural Resources, Environment and Meteorology, Ministry of Health and Samoan Water Authority)
Sector	<p>Strengthening the private sector/Strengthening the enabling environment/Efficient and effective utility service and infrastructure provision (I.1.b.)</p> <p>Tourism Development/Developing the infrastructure/Efficient and effective utility services (II.2.d)</p> <p>Improved infrastructure and services/Water supply quality and distribution and Environmental protection (VII.i and VII.viii)</p>
Problem Analysis	The current situation in the water sector can be characterised as one of fragmentation of organisations and (inter-)nationally funded projects. Efforts are being made to streamline the sector through a sector wide approach, resulting in less gaps and overlaps and in improved coordination and cooperation between different stakeholders, also including the private sector and civil society and the donor-community. Since early 2006, the EU-funded WASSP is leading this development in the water sector. As yet, a well defined virtual platform is missing to disseminate information and where stakeholders can collect and share information and where they can communicate to improve the performance of the water sector.
Project Objective	<p>The overall objective of the project is to strengthen the cooperation and collaboration between the various stakeholders in the water sector, comprising public service agencies, the private sector and civil society.</p> <p>Specific project objectives are to (1) provide a public interface and improve profile and visibility of the water sector by the dissemination of information for public use (external/public relations element) and (2) facilitate and support the communication and sharing of information amongst water sector stakeholders in the planning and implementation of water programmes, projects and activities (internal/communication) through a web based file management tool.</p> <p>Specific outcomes/outputs to be achieved are (1) an operational and regularly updated website/Virtual Work Space having a public component (ref. specific objective 1) and a team component (ref. specific objective 2), (2) a qualified manager maintaining the website/VWS, (3) a large number of persons visiting the website and finding relevant information (public domain), (4) a selected number of persons making effective use of the VWS through sharing of information and communicating with each other (restricted domain).</p> <p>The website will contain e.g. regularly updated general information on water projects, a meeting platform, a calendar with upcoming events, an e-library, press releases, who-is-who, number of hits,</p>

The VWS will contain e.g. regularly updated specific information and documents on water projects (planning, implementation, evaluation), a calendar with upcoming meetings and events, an e-library, who-is-who, experts' reports, etc.

Type of Assistance	Financial and technical assistance		
Estimated Project Costs	Estimated capital costs 25,000 SAT		
Costs	Estimated recurrent costs 2,500 SAT per month		
Budget Estimates	Month	Capital Costs	Recurrent Costs
	1	500 SAT	0 SAT
	2	1,500 SAT	0 SAT
	3	6,500 SAT	0 SAT
	4	3,500 SAT	2,500 SAT
	5	6,000 SAT	2,500 SAT
	6	7,000 SAT	2,500 SAT
Capacity Building	By having centralised data and information available and by sharing these data and information, the efficiency and effectiveness can be improved of the water sector stakeholders in the public sector, the private sector and civil society. The different stakeholder organisations will more easily cooperate and their staff will improve their performance.		
Consistency with SDS and Agency Plans	<p>SDS key strategies to be achieved in the water sector include: (1) Strengthening sector orientation and providing a coherent and comprehensive institutional framework for effective implementation, (2) Building institutional capacity to manage, develop and sustain water supply and sanitation services, (3) Improving and rehabilitating water supply systems, particularly in the more remote rural areas, (4) Increasing efficiency and effectiveness of water supply systems, and service provision, (5) Implementing sanitation and wastewater improvements in both urban and rural areas, and (6) Providing a focal point for sustainable water resource management through strengthening water resource assessment, management and monitoring.</p> <p>Specific SDS targets for the water sector include: (1) implement key strategies to achieve water sector goals, (2) increase access to metered treated water to over 85% of the total population, (3) improve drainage, wastewater treatment and sewerage disposal, (4) strengthen water management framework with improved sector monitoring and performance assessment, (5) strengthen baseline hydrological data collection programme, (6) raise power generation efficiency by enhancing hydro-capacity in both islands, (7) strengthen the Utility Provision Committee to support tourism investment.</p> <p>These SDS targets are also in line with the MDGs to halve the number of people without sustainable access to safe drinking water and basic sanitation</p>		

by 2015.

The Water for Life initiative, i.e. the Water Sector Plan for Samoa, describes the strategies, objectives and plans for the sustainable development of the water sector as a cooperative effort between public, private and non-governmental organisations.

**Relationship to PSIF
Principles and
Strategic Priorities**

The water sector in Samoa being a cross-cutting sector, has several government agencies involved in the development and management of water, the most important ones being MOF (aid coordination, sector planning, budgeting, monitoring SOEs), MNREM (water resources management, watershed management), MOH (water quality), MWTI (drainage, flood control), MAF (irrigation), SWA (water supply) and EPC (hydropower).

Similarly, the private sector has a strong presence and vested interest in the water sector, notably through companies involved in construction, consulting and sale of water (e.g. LeVai).

Also Samoa's NGOs have an important role to play in the water sector through its engagement with civil society, in particular through awareness raising, community development and public participation.

Timing

6 months duration; project start in March 2007

**Agency or GoS
contribution**

Staff time, office facilities, equipment and internet services from MOF, MNREM, MOH and SWA will be used to contribute to the design, development, operation and maintenance of the website/VWS.

In addition, other national stakeholders like MWTI, MAF, EPC, private companies, NGOs and the public at large, and international stakeholders like international financing institutions, donor organisations, professional associations, universities, water experts, etc. will make their own contributions to use either the website and/or the VWS.

Proposed counterparts

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Suluimalo Amataga Penaia, WRD Head (MNREM)

Kassandra Betham, Principal Water Quality Officer (MOH)

Philip Kerslake, Donor Projects Manager (SWA)

Sustainability

When this project finishes after 6 months, it is expected that the operation and maintenance of the website/VWS will continue.

As programs, projects and activities in the water sector will continue, it is also expected that directly and indirectly involved stakeholders will continue to be interested to make use of the digital platform offered to them.

The WASSP can continue funding the recurrent costs of the website/VWS until its closure in 2010. It is expected that similar funding will continue to be

available from 2011 onwards.

Other Assistance

The MOF and its collaborating partners (MNREM, MOH, SWA) are receiving international funding through ongoing projects, notably: WASSP (MOF, MNREM, MOH, SWA), RWSCP (SWA), SSDP (SWA, MWTI, MNREM), HSP (MOH)

**Authorisation &
Approval**

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For approval

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Client	:
Project	: Water Sector Support Programme Programme Management Support
File	: Y8506.01.001
Length of report	: 27 pages
Author	: Ludo Prins
Contributions	: Ludo Prins
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Date	: 22 December 2006
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