



International
Water Association



Yokohama Waterworks Bureau



The 6th IWA Workshop in Yokohama - Panel Discussion -1 -



Prof. Satoshi Takizawa

The 6th IWA Workshop in Yokohama.

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Panel Discussion-1: Topics

- Gap: Paul,
 - “How clean is clean” problem. (Paul)
 - There is information gap between water utilities and customers. (Paul)
 - Gap between what sectors?
 - Communication within utilities, and between utilities and customers. (Brita)
- Invisiblensness of tap water
 - Brita, Walter: Low price, and no interest
 - Emphasize technologies
 - Greg: stimulate customer interests by ads

Panel Discussion-1: Topics

- Customer complaints: Brita, Kevin, Walter
 - Troublesome or worth listing?
 - How to make it an opportunity of communication?
- Is bottled water a competitor?
 - Yes, and banned bottled water (Kevin)
 - Yes, inspiring and challenging ads. (Greg)
 - No, bottled and piped supplies are different. (Walter)
- Marketing: Brita, Walter, Greg
 - Is there anything to learn from bottled water ads?
 - The public has made the brand. (Walter)

Panel Discussion-2: Topics

- International Water Association
 - Water Kling, IWA
- National Water Association
 - Tom Mollenkopf, Australia Water Association
 - Japan Waterworks Association,



The 6th IWA Workshop in Yokohama - Panel Discussion -2 -



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Panel Discussion-2: Topics

- Focusing young generation, professionals
 - Kevin, Bruno, Rivera
- International Assistance and Cooperation
 - Technology comes first: Virgilio Rivera, George
 - Networking: Bruno Nguyen
 - Water Safety Plan: Hisashi Taira, Nguyen T. T. Nhi
- Climate change
 - Kevin Young, Hunter Water
 - What can you suggest to us?
 - Other countries? How to collaborate?



The 6th IWA Workshop in Yokohama - Concluding Remarks -

水道水飲用の促進—まとめ—



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Key Issues - Day 1-

- Paul Reiter: Framework
 - Sense and respond customer needs
 - How safe is safe? Difficult to answer. > Gap.
 - USA today: too many chemicals! > Information gap.
 - Public health and mission to sense the public needs.
 - Information Gap
 - Customer expectation
 - Water professionals' understandings about risks.



Key Issues - Day 1-

- Brita Forssberg
 - Water supply is anonymous and invisible
 - To win customer trust, it should be made visible.
 - Water Ambassador (Walter, Satoshi)
 - Good communication can solve many problems.
 - Secure the budget and human resources.
 - Communication Gap
 - Internal and external communication



Key Issues - Day 1-

- Kevin Young
 - Climate impact and response to it.
 - Many years of combatting climate vulnerability in Australia
 - “Good for kids, good for life.”
 - A community banned pre-packed water bottles.
 - Hit the bottle. Refill station.
 - Efficiency, education, and recycling for customer education.



Key Issues - Day 1-

- Greg Kail
 - Financial difficulty in the future
 - 334 billion USD needed for the next 20 years
 - 10.6 billion spent for bottled water in 2009
 - Rethinking the values for tap water
 - AWWA campaign “Only tap water delivers.”
 - Fire hydrant, not by bottled water.
 - Investment needs and full cost recovery.
 - Support to small communities



Key Issues - Day 1-

- Bruno Nguyen
 - Struggle against bottled water manufacturers
 - PRs very important
 - Promotion tools:
 - Public fountain: 488 in Paris. natural, cool and gassed.
 - Carafe: design competition. “Nice on table”

Key Issues - Day 1-

- Walter Kling
 - Our behavior changes in a short time and distance
 - Image + Innovation + Technology + “Brand”
 - Brand “Viener Hochquellwasser” is made by public
 - Not a big and expensive campaign, but continuous small campaign. Smart phone generation is coming up.
 - Many communication tools
 - Temporary fountain
 - Supporting film festival
 - Mega-boards



Key Issues - Day 1-

- Nguyen Thi Thanh Nhi
 - Water Safety Plan
 - Good tool for promoting safe drinking water: safe drinking water was declared
 - International cooperation for making tap water potable

Key Issues - Day 1-

- Yoshikawa Masakazu
 - Declining income, difficulty in raising water tariff
 - Customer dissatisfaction rate: 50%
 - How to improve customer satisfaction
 - W-eco-p: collaboration with private companies
 - Promotion video in Haneda Airport
 - “Water Exam” on the web
 - Many PRs activities: 190 times/year reported by TV and newspapers
 - Marketing becomes more important



Key Issues - Day 2-

- Walter Kling as IWA Vice President
 - PRs: a practice of managing communication between an organization and the public
 - Targeted communication:
 - “Public sphere” coined in the internet age.
 - IWA Marketing and Communications Award
 - Three tiers: Public, Customer, Internal communication
 - IWA-YWP
 - Easy access to school

Key Issues - Day 2-

- Ryan Yuen, IWA East Asia and Pacific
 - Pre-condition; tap water is safe!
 - Global disease cases can be prevented by safe water and sanitation.
 - “Water Safety Plan” can help utilities in providing safe water.
 - Systematic assessment
 - IWA helps the gap between the utility’s needs and available resources.

Key Issues - Day 2-

- Tom Mollenkopf, Australia Water Association
 - Climate impact: declining rain fall
 - 10% rainfall reduction > 20-30% reduction in available water resources
 - Demand management: priority issue
 - Smart Water Accounts:
 - Report of water use in households
 - Water saving PRs
 - Customer and community engagement
 - From D.A.D. to P.E.P.
 - International Association of Public Participation

Key Issues - Day 2-

- Yoshihiko Misono, JWVA
 - Communication with customers: very important
 - Information gap: customers have limited knowledge
 - Tariff increase: difficult, but possible through public relations
 - Water Caravan (Tokyo); Train channel, lottery
 - Volunteer Monitoring Program
 - Water tasting
 - Safe and fine-tasting water (JWVA)

Key Issues - Day 2-

- George Madhavan, PUB Singapore
 - Natural sources: Reservoir
 - Engineered sources: Desalination, NEWater
 - Pre-requisite of PRs
 - Quality assurance, reliable technologies
 - Get many types of professionals involved
 - Media report
 - Leader's endorsement
 - Water professionals

Key Issues - Day 2-

- Bruno Nguyen, Eau de Paris
 - Oudin Act
 - Recognizes technologies of water supply
 - 1% of bill goes to international assistance
 - Local level international cooperation: no corruption
 - W-smart
 - International non-profit group of water suppliers

Key Issues - Day 2-

- Hisashi Taira, Yokohama Waterworks
 - Hue, grass-root cooperation program.
 - Capacity building
 - Water quality management
 - Distribution network; Non-revenue water
 - Human resources management
 - Water safety plan
 - Customer service
 - Interview survey
 - “Customer satisfaction is our happiness.”

Key Issues - Day 2-

- Virgilio C. Rivera, Jr., Manila Water.
 - Challenges of tap water consumption
 - MWSS > Manila Water, Manilad
 - Use of PI to measure performance
 - Rapid improvement of service by Manila Water

Concluding Remarks - 1

- Filling the gap
 - Water supply: invisible, communication gap
 - Communication tiers: internal, customer, public.
- Water supply and treatment technologies
 - Not enough to win public trust, but
 - Pre-requisite for public communication
- Resources for communication
 - Not enough, and need to put more resources
 - But there are a lot many things that can be done

Concluding Remarks - 2

- Tools of communication
 - Many, and new methods are being devised.
- International collaboration
 - Great many needs of assistance & collaboration
 - Including public relations, HR development, operation and management of water utilities
 - Some of the water utilities are very active
 - Cities in developing/emerging countries are also keen on improving water services
 - Need to strengthen those networks



See you again!