

LA/PER/YY:

Year

Task Team Leader:

Client:

Country:

Partners:

Water Culture Initiative in Peru

1 of 2

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Peruvian sector authority, municipal governments, and citizenship Peru

International Cooperation Agencies, members of the Water Group in Peru¹, the National Radio Broadcaster RPP, local governments and leaders, and journalists.

Desired Project Outcome:

People's knowledge increased on appropriate habits on sanitation and practices to preserve water resources, and public awareness raised regarding the value of water as a natural scarce resource.

Project Description:

Water scarcity is a reality and a tremendous threat for human development. Studies estimate that in 2025, over 3000 million people will be affected by water stress. Within the Latin American context, Peru would be one of the countries suffering continuous water stress, and not because of lack of resources but due to an inefficient management of the systems and poor public awareness and knowledge of the critical situation. According to a perception study among young population from lower middle class carried out by WSP-LAC in Peru's capital city Lima, there is almost an inexistent awareness regarding the importance of a responsible consumption and the preservation of the water sources. In view of the International Year of Sanitation and the increasing pollution and inadequate disposal of wastewater affecting people's health and living standards, it becomes a priority to join efforts and build strategic partnerships with international development agencies, local governments, the media, and citizens to deploy a public awareness campaign. Main goal is to promote a favorable attitude among the population towards an improved water culture including awareness of the link between water, sanitation and human welfare. Two main issues will lead the key messages and slogans of the campaign:

- Responsible and rational use of water resources
- Adequate sanitation practices to reduce pollution of water sources and the environment.

Assumptions:

1. International cooperation agencies working in the WSS Sector in Peru are interested in providing continuous support to a communications campaign aimed to promote a water culture.
2. There is evidence that the radio is an effective tool to increase people's knowledge on conjunctural topics reaching critical masses.
3. Local governments and leaders are willing to support the water culture initiative including efforts oriented to citizens' involvement and participation, and capacity building of local journalists.
4. Journalists are interested in getting more information and report on the critical situation of water and sanitation issues.

Start Date Jul 08

End Date Jun 00

Project Milestones:

5. Partnerships with international cooperation agencies are established to launch and sustain a two-year communications campaign to promote a culture of water –Aug 08.
6. Campaign designed and partners' resources are available to start implementation –Sep 08.
7. Airing of radio spots and special programs across the country – Dec 08.
8. Selected local governments and leaders are engaged as champions of the Water Culture Initiative in their localities and have included it in their action plans – Jan 09.
9. M&E results report increase in people's knowledge regarding adequate practices to preserve water resources and the link between water, sanitation and human development–Jun 09.

Indicators of Outcome:

1. 30% of the sample has increased knowledge on good practices of water use and sanitation –Jun 09
2. 30% of the sample are aware of the link between water, sanitation and improvement in their quality of life and environment–Jun 09
3. At least two municipalities at provincial or district level have joined the Culture Water Initiative –Feb 09

¹ The Water Group is comprised of the main donors working on water and sanitation and Peru, whose role is to serve as an advisory body to the Ministry of Housing, Construction, and Sanitation.

Project Update: This is a new project, done in collaboration with other agencies of the Water Group of Peru, hence setting a concrete example of harmonization.

Project Activities and Outputs:

Activities	Output(s) and their Deliverable Dates
Design communication strategy and campaign.	Communication strategy and campaign delivered and implemented in its initial phase – August 08.
Launch initial sensitization phase of the campaign.	Scripts and radio spots produced and aired– Sep 08.
Create adequate contents to be integrated into the radio’s special programs and news sequences including interviews to experts.	Program scripts created and launched –Oct 08.
Design and implement M&E plan.	Intermediate evaluation applied –Jan 09 Yearly evaluation –Jun 09.
Prepare plan to involve at least two selected local governments in the Water Culture of Initiative.	Plan outlined and implemented –Dec 08
Design capacity building program for local journalists in selected municipalities.	Capacity building program designed and implemented – May 09.