



## **Report on Media Workshops for UN-HABITAT's Water for Asian Cities Programme:**

- **First Regional Media Workshop on "Urban Water and Sanitation Issues in Asia and the Pacific", 11-12 December, 2006, New Delhi, India;**
- **Second Regional Media Workshop for development Journalists on Urban Water and Sanitation Issues and the Water for Asian Cities Programme, 12-14 July 2007, Water Hub, Singapore;**
- **Capacity Development Workshop for Asian Water Journalists, 26-28 November 2007, Tehran, Iran.**

**June 2008**

**Dick de Jong**

# Contents

## Summary

Most important things journalists learned from the New Delhi workshop  
Needs of journalists better met at Singapore workshop  
More active participation appreciated  
Key WAC messages from Singapore workshop  
Capacity Development Workshop for Asian Water Journalists in Tehran from 26-28 November 2007  
Iran minister: Media can force water officials to come up with expert solutions  
More sessions by journalists  
Key messages from Tehran workshop  
What do the participants take away and what will be their next action?  
Recommendations for future media workshops

## Annexes

1. First Regional Media Workshop on Urban Water and Sanitation Issues in Asia and the Pacific, New Delhi, on December 11 – 12 December 2006
2. Second Regional Media workshop for development journalists on Urban Water and Sanitation Issues and the Water for Asian Cities Programme, 12-14 July 2007, Water Hub, Singapore
3. Capacity Development Workshop for Asian Water Journalists in Tehran from 26-28 November 2007

## Summary

Challenges and recommended actions emerged from three regional media workshops on Water for Asian Cities for Asian journalists held in 2006-2007 in the context of UN\_HABITAT's Water for Asian Cities programme. The first two were co-organised by UN-HABITAT and the IRC International Water and Sanitation Centre. An unscheduled third media workshop was organized by UN-HABITAT (headquarter in Nairobi, Kenya), the United Nations University UNW-DPC (Bonn, Germany), and the Regional Centre for Urban Water Management (under the auspices of UNESCO) in Tehran.

The first workshop was in New Delhi, India in December 2006. It was attended by 21 journalists. Amongst the feedback (see Annex 1 for full report) the participants said there were too many content presentations, too much of an Indian focus and not enough dialogue with the journalists. This feedback was addressed at the second workshop in Singapore in July 2007. It was attended by 16 journalists and there were more sessions on media, focusing on journalists and their stories on water/sanitation, and plan for a strategy for working with UN-HABITAT on future stories (see Annex 2 for full report).

The unscheduled Capacity Development Workshop for Asian Water Journalists in Tehran from 26-28 November 2007 was organized by UN-HABITAT (headquarter in Nairobi, Kenya), the United Nations University UNW-DPC (Bonn, Germany), and the Regional Centre for Urban Water Management (under the auspices of UNESCO) in Tehran. It attracted 26 journalists. The IRC consultant's inputs on engaging users and media were adjusted on the spot to fit the flow of the programme as requested by the key organisers (see Annex 3 for full report).

In general, the feedback from the three workshops suggests that all journalists have found the workshops useful in terms of increasing awareness about various water and sanitation issues. All wanted more national workshops in future.

In all three workshops the journalists developed story ideas relating to the key water demand management and sanitation topics of the WAC programme, though working in groups. In the third they linked their planned stories to various international events such as: World Water Day (22 March), World Health Day (7 April), World Environment Day (5 June), World Toilet Day (19 November).

The three media workshops have provided valuable lessons on which the WAC programme 2008-2012 should build. They are highlighted below per workshop to show how lessons from each workshop were taken up in the next one.

For each of the media workshops a full report describes the activities, outcomes, programme, participants and the evaluations in three annexes.

## **Most important things journalists learned from the New Delhi workshop**

In evaluation of the Delhi workshop the journalists were asked to identify the two most important things they learned from the workshop. The majority of their answers listed below show a remarkable change in their knowledge and attitudes, 12 relate to their journalistic practice.

### *Change of knowledge and attitudes*

1. Despite the hopeless water situation in India, things can be turned around if there is political will and public awareness
2. India's experience in water management and use
3. A new dimension to the serious water problem in India
4. Poor sanitation degenerates the environment I learned about values and ethics
5. A lot of work on water and sanitation is being done, but does not get highlighted in the media
6. There are ways to deal with the water problem. Media has an immense role
7. Sanitation requires frequent reporting and poses a serious threat to the world community
8. I have changed my mind about toilets not being a problem
9. Every drop of water has value
10. Sanitation means health and health is life
11. The importance of bringing focus on these issues
12. Water and sanitation are important issues
13. We can cope with 'technical' problems
14. Water is a very serious issue
15. The importance of promoting dry toilet techniques to conserve water

### *On content*

16. About Minimum Development Goals
17. The critical role of human values and ethics for achieving the MDGs
18. About water and sanitation
19. Poor sanitation degenerates the environment
20. Learnt about projects I didn't know about
21. Water, sanitation and gender
22. Water supply and basic sanitation to urban poor
23. Water resource management and enhancing water efficiency
24. National policies, priorities and institutions
25. Sensitivity for pro-poor policies in water and sanitation
26. Holistic picture of projects in Madhya Pradesh

### *For their journalistic practice*

27. Journalism practice in India
28. One positive story
29. How to energize myself to write, following a seemingly hopeless situation
30. I got many story ideas to write about when I go back to my country
31. The importance of moral values, natural resources, human life
32. I expanded my knowledge about this field and got some new ideas for articles
33. Stories must be reader friendly and be based on human values
34. How to pitch stories

## **Needs of journalists better met at Singapore workshop**

The Second Regional Media workshop for development journalists on Urban Water and Sanitation Issues and the Water for Asian Cities Programme was co-organized by UN-HABITAT and IRC from 12-14 July 2007 in the Water Hub, Singapore. The programme consisted of a half-day field visit to Singapore's Newater Visitor Centre and Membrane Bioreactor treatment plant, an opening dinner session with films and two intensive days of presentations and some interactive sessions, see annex 4.b.

The goal of the workshop was to engage with the journalists and invite their collaboration in stirring up public debate on key sanitation and water problems in many slums in Asia and helping set the public and political agenda.

In all 16 journalists participated from cities and countries where WAC is already working, or in which WAC work is scheduled to start in the near future:

- India – two from Bhopal, one from New Delhi
- Nepal – three from Kathmandu valley
- China – one from Nanjing, two from Beijing
- Lao PDR – two from Vientiane
- Viet Nam – two from Ho Chi Minh City
- Indonesia – one from Jakarta, one from Riau
- Pakistan – one from Islamabad

Before the start of the workshop a WAC weblog was created in Wordpress, which can be used by everybody in the WAC network, see <http://wacblogger.wordpress.com/>, general username: wacblogger, password: WacBlog. Use of this blog is described in a separate report.

Four of the presentations tried to better address the needs of the journalists. The media related sessions included:

- Engaging media on sanitation, by one of the participants.
- Drinking water and sanitation issues in Asia and journalists as partners to find the solutions.
- Media at Water Summits, including media strategy of the Asian Water Development Outlook, to be published by Asia-Pacific Water Forum (APWF) in November 2007
- Perspectives from an Editor of a Water Magazine.

## **More active participation appreciated**

Two journalists from Nepal and India who were in both workshops commented on the Water for Asian Cities blog site that they appreciated the more active participation in the second one.

1. Nepal Team | July 13, 2007 at 4:49 pm

*It was a different experience for us to participate in the Regional Media Workshop being held in Singapore. The active participation of the journalists from Asian countries and sharing of experiences from different angles revitalized our strength.*

*The issues were thought-provoking and we appreciate the issues presented by the experts.*

*Visit to NEWater Center was an eye-opener for us. We wondered, can “wastewater” make money? You proved it, yes, we can! The hard-working Singaporeans are indeed a role model in the region.*

*We will come back with more updates soon.*

2. Vikas Mishra | August 9, 2007 at 1:04 pm

*Workshop was really very interesting and useful to the journalists. Personally I learnt more and more. Experts like Andrew, Dick, Kulwant Singh and Sahana given us some useful thoughts. Thanks to every body present in the workshop.*

*Vikas Mishra  
India*

Vikas Mishra, Editor(co-ordination) Dainik Bhaskar e-mailed on 2 August 2007 that he had created a forum of journalists for water and sanitation in Jabalpur. “I hope it will grow very fast and will be dedicated for the cause of better life in Asian cities, what the experts has taught the journalists in the Singapore workshop.”

## **Key WAC messages from Singapore workshop**

A summary of key points emerging from the Singapore field visit was presented at the start of the workshop:

- highest political will to solve water problems;
- recycling, reusing wastewater makes economic sense, industries are paying for it;
- everybody in Singapore is paying for water, more than it costs.

Other key messages emerged from the presentations and discussions.

Water and sanitation improvement are crucial for human and economic development. “*They are achievable and practical; Benefits range from US\$3 to US\$34 for US\$1 invested. What matters are the four Ps: People, Profession, Policy and Passion. Progress can be made with political will and commitment. Champions bring about success. Good institutional arrangements sustain the success made by champions. Are you ready to nurture a water champion?* ADB’s K.E.

Seetharam asked. How can journalists support programs for nurturing champions, including coaching to unleash excellence”? He offered ADB’s and UN-HABITAT’s support for this.

Ravi Narayanan’s two key messages on engaging users for the journalists were:

1. Civil society organizations connect to people in a way government agencies cannot. They are able to reach the last mile. They can provide journalists links to good stories.
2. See women and children not as victims, but as powerful leaders; they leverage more funds and help cause a silent revolution. Visit them, they have hundreds of little stories that are interesting for your readers, viewers or listeners.

This triggered an interesting discussion on the balance community-based organizations/NGOs have to find between taking journalists to orchestrated success stories expecting them to write nice stories and providing a basis for more realistic reporting, on people’s successes as well as problems. Especially from Nepal the existing mistrust between media and NGOs was stressed. Journalists should be more involved from the start of programmes and in the process of development. More interaction and dialogue on this is needed.

Sahana Singh shared during her presentation that the local journalists she met at Gwalior were rather cynical about water and sanitation projects in the region. There was a tendency to focus on the failures of the system rather than the path forward. She likes to believe that writing positive stories could become a self-fulfilling prophecy. Reading about water champions, for instance, could spawn more champions.

## **Capacity Development Workshop for Asian Water Journalists in Tehran from 26-28 November 2007**

This unscheduled third media workshop was organized by UN-HABITAT (headquarter in Nairobi, Kenya), the United Nations University UNW-DPC (Bonn, Germany), and the Regional Centre for Urban Water Management (under the auspices of UNESCO) in Tehran. The IRC consultant’s inputs on engaging users and media were adjusted on the spot to fit the flow of the programme as requested by the key organisers.

Highlights from the media workshop were published on the UN-HABITAT Water for Asian Cities web site and the WAC web log for communication and media on 29 November 2007:

### **Iran minister: Media can force water officials to come up with expert solutions**

“We need the art of water, we need passion and love for water. Administrative and technical approaches are not good enough. I recommend an international Water TV channel, with a web site, and including a radio programme. We have no water programme in the Iran media. Media can force the managers to come up with expert solutions”.

With this appeal Iran’s Energy Minister Mr. Parviz Fattah responsible for water and waste management kicked off the three-day Capacity Development Workshop for Asian Water Journalists in Tehran from 26-28 November 2007. Earlier the minister said his country is

investing US dollar 4 billion annually in the next 10 years in water supply, distribution and treatment.

Six journalists from electronic and print media joined the workshop from countries in Central Asia: Armenia, Azerbaijan, Kazakhstan, Kyrgyzstan, Nepal, Tajikistan, and Uzbekistan; four from other Asian countries China, India, Lao PDR, and Nepal. From Iran 16 journalists participated, nearly half of them women. The international journalists already noticed during a technical field trip to the Jalalieh Water Treatment Plant that quite a few section heads they talked to were women. “I am very impressed about the high level of involvement of women in the water sector in Iran”, Dr. Kulwant Singh, Chief Technical Adviser of UN-HABITAT (New Delhi) opined throughout the workshop.

The journalist training programme was organised by UN-HABITAT (headquarter in Nairobi, Kenya), the United Nations University UNW-DPC (Bonn, Germany), and the Regional Centre for Urban Water Management (under the auspices of UNESCO) in Tehran.

The technical visit also included the Saad-Abad National Water Museum, Iranian National Broadcasting, and oldest newspaper in Tehran, Ettela’at company, which publishes stories on water and environment regularly.

### **More sessions by journalists**

The content sessions by the three resource persons, Mr. Rudiger Heidebrecht from the German Association of Water Wastewater and Waste, Dick de Jong from the IRC International Water and Sanitation Centre from the Netherlands, and UN-HABITAT’s Kulwant Singh were complemented by presentations from various journalists. Tg Topics covered included: Engaging media on sanitation, the impacts of media on water and environment issues in Iran; the role of media in Nepal that helped the withdrawal of Seven Trent, which was granted a contract for water management of Kathmandu Valley.

Journalists together with civil society activism are forcing reform in the water sector in various countries so that it becomes more efficient, transparent and accountable to water consumers. The providers also have to invest more money in safe provision of water and sanitation for the poor in the slums of Asia, was the message in many presentations and discussions. Without adequate and safe water and sanitation many of the other UN Millennium Development Goals will not be reached.

Through working in groups the journalists developed story ideas relating to various international events such as: World Water Day (22 March), World Health Day (7 April), World Environment Day (5 June), World Toilet Day (19 November)

Starting a weekly water page in the newspapers and making brochures on water saving for schools were among the suggestions by the Iranian journalists. Other ideas included:

- A feature on World Toilet Day with different views on open defecation and some solutions (Nepal);
- the story behind the death of a child in a slum in India.



## **Key messages from Tehran workshop**

Throughout the workshop a number of key messages kept coming back in various sessions and discussions. They include:

- Safe water provision comes at a cost and cannot be free; someone has to pay for it.
- The poor in slums of many Asian cities pay and suffer most.
- Water management is more a matter of good local governance than of water scarcity.
- Involvement of women, men and children water, sanitation and hygiene programmes is essential to achieve sustained practices.

## **What do the participants take away and what will be their next action?**

Dick de Jong presented a summary on what aspects of the workshop participants had valued most.

These were the top scoring aspects:

1. New information on current water situation in the world and individual countries such as India and Germany.
2. Sharing and networking with journalists from other countries.
3. Interactive and open discussion
4. Very informative and interesting presentations
5. The field visit.
6. Participation in working groups and practical work
7. Work for reduction of water loss and water demand management.

Some of the individual remarks give a good impression of what participants take away:

- Knowing that the importance of water should be conveyed to the people in a much quicker way.
- Respecting that water is as valuable as oil.
- Importance of sanitation and the connection with agriculture.
- Understanding the initiatives done by some institutions and governments.
- Familiarize with the best web site
- Suggest this workshop be repeated.

This workshop was the third regional media capacity building of the Water for Asian Cities Programme of UN-HABITAT to help form a regional media network in Asia. Earlier workshops were held in New Delhi and Singapore.

On 29 November the three female journalists from China, Tajikistan and Uzbekistan were interviewed for one hour in the morning TV show “Hello Iranians” on Channel 2. They were asked about the water situation in their countries and what lessons they learned from the workshop. These include the importance of water and its economic value.

See for a draft report on the West Asia workshop annex 3.

## Recommendations for future media workshops

More specifically recommendations for future media workshops by UN-Habitat and the WAC cities include:

1. **Local and national-level workshops:** Before journalists attend regional workshops, they need to attend several local/national workshops. This is greatly needed for journalists from China, Lao PDR, Vietnam, who had less exposure to work in their own countries.
2. **Involving media manager and chief editors:** Since editors have more decision-making powers with regard to articles than reporters, more of them need to be involved. However, they are busy people. WAC staff could check with media managers what their needs and requirements are and WAC can work with them. .
3. **Programme in good time:** Having a printed programme well in advance of the workshop (about two months) could help to get more journalists to participate. The programme needs to be attractively designed. The circulated Aide Memoire alone may not succeed in getting national dailies to participate.
4. **Awakening the conscience of the media:** Mainstream mass media and regular professional journalists have a key role in spreading mass awareness on water and sanitation issues. They can mobilize people and policy makers for solving water related problems. A film on the role of the media in forming opinions would be helpful.
5. **Gender sensitization:** In both workshops there were many more men than women. And, the gender perspective was kept to one session. The project needs to very deliberately and consistently seek out and make contact with more women media professionals, in good time. Additionally, all resource people must be asked to have gender perspectives in their presentations. India and Nepal based WAC staff – at the Delhi meeting - suggested that gender sensitisation workshops would be extremely helpful to them.
6. **Myths and facts:** During the two meetings, many participants spoke of the taboos and traditions that are challenges to the success of their work. WAC's own literature speaks to this. It may be worth considering looking into this in a more focused way – in terms of research and production of effective material such as myth and fact worksheets, among other strategies.
7. **Select media:** An effective mechanism for success in the media strategy is to have a plan with a proper follow up – in the selection of media that WAC chooses to work with and media professionals in them. The 'tracking' of the media and workshop participants needs more determined follow up.
8. **Water and sanitation is good business:** While 'appealing to the conscience' of the media sounds attractive and a desirable goal, it must be remembered that no media, especially mainstream, are motivated by this. Media is a business proposition. They may have ideals and goals, but at the end of the day, the account books need to be balanced. WAC's media strategy may need to re-think this premise it has been working with. A more realistic picture of media in

all countries is essential. If media can be convinced that they can make money by running stories on water and sanitation, we would all be laughing –all the way to the bank!

9. **Be more innovative and creative:** The experience of the last two years suggests that a rather conventional approach has been used in the media strategy – approach to the media, design of the workshops, selection of participants and resource people. Over the next two years the media strategy can afford to be more innovative and creative. The rapid development in media and the issues of water and sanitation demand this.

## **Annex 1. First Regional Media Workshop on Urban Water and Sanitation Issues in Asia and the Pacific, New Delhi, on December 11 – 12 December 2006**

### **Summary**

The goal of the workshop was to introduce media professionals in the region to the UN-HABITAT Water for Asian Cities (WAC) programme being implemented in select countries in the region. The participants **included media** professionals from these countries and areas.

The regional media workshop was attended by the development journalists both print and electronic professionals from India, China, Nepal, Lao PDR, Vietnam, Singapore and Thailand. A complete list of Participants is at Annexure III.

During the two days the participants were introduced to the focus of UN-HABITAT and its work on water and sanitation, the WAC programme, and its connection to the UN Millennium Development Goals (MDGs). It was highlighted that progress on water and sanitation targets would contribute to achieving other MDGs, notable poverty reduction, improving health, and eliminating gender inequality. More specifically:

1. **Presentations:** The presentations were diverse in topic and resource persons, and included information on research, consciousness raising, gender perspectives and assessments, addressing politicians, bureaucrats and local governance bodies. Issues of implementation, lessons learned, various kinds of partnerships, and media coverage, were presented and discussed.

2. **Range and resources:** The macro level picture of global, regional and national policies was presented along with the micro level efforts of local bodies and community initiatives. A wide range of resource persons – scholars, multilateral and bi-lateral organisation staff, NGO representatives, media professionals, and bureaucrats - shared their work with the participants. As the workshop was held in India, most presentations focused on the Indian experience.

3. **Sanitation:** There was an animated discussion on open defecation and its effects on health. The presentation on a positive approach to getting people's involvement – in the Rewa District of Madhya Pradesh in India – caught the imagination of many participants. Here, the goal was complete freedom from open defecation. This was accomplished with the assistance of local governance bodies, teachers, women leaders, and a community based approach. The silent revolution - within a year - was that 100 villages in the district became 'open defecation free'. Some of the learning in the project was that subsidies were an impediment to progress; there should be no targets; and user charges should be implemented.

4. **Programmatic Interventions:** Presentations from various organisations covered their work from the beginning to the end and the stages in between. These included mapping of slums, needs assessment, collecting basic data about water sources, financing (tariffs, municipal bonds, borrowing from banks), and investments in hardware of water and sanitation.

**5. Human Values Education:** Since a great deal of water and sanitation patterns are learned behaviour, a presentation on human values education focused on changing the value system and culture of how water and sanitation are perceived. Modules were shared on work with various age groups, the emphasis being on starting with children.

**6. Gender:** Many presentations referred to gender, and the experience of carrying out rapid gender assessments before introducing projects in communities. These revealed essential insights into how men and women use water differently, and the point was made that ‘presence of women is not participation’. Various audio-visuals shown during the workshop highlighted the special challenges to women in the area of water and sanitation. Many of the success stories presented pointed to the fact that the participation of women - from the beginning of the projects – was essential to its success.

**7. Pro-poor focus:** Since it is the poor who are hugely challenged with access to adequate water and sanitation, most presentations focused on this. While there was agreement that pro-poor investment is essential, there was mixed opinions about whether the poor needed subsidies. Some argued that the poor needed subsidies as they were not guaranteed minimum wages, and they were already paying by procuring water from private companies and tankers. Others suggested that subsidies act as disincentives to empowerment.

**8. Governance:** The discussion around governance and policy focused on the how policy making, regulation and service provision are all with the government in India. These should be separate, without which there is no accountability and compliance, there are no participatory structures, no transparency, and there is passing up of responsibility. Policies needed an integrated, more holistic and cross sectoral approach. It was suggested that urban planning is not just rationing of land, but also requires mapping of water resources, drainage patterns, supply and distribution of water, and establishment of norms and standards.

**9. Data:** Many presenters suggested that studies on missing information and data were needed, without which policies and programmes would be difficult. For example, water use and sanitation behaviour, basic data related to water lines, conditions of pipes, state of water bodies such as tanks, lakes, etc.

**10. Media:** All through the workshop the media participants shared how they covered the issues, and the challenges they faced. Resource persons suggested that by putting people in the centre of reporting, and being more rigorous in story ideas, sources, research, human element etc, journalists could have a better success rate of getting their coverage into their media.

**11. Participants feedback:** The participants in the final session appreciated the information they received and looked forward to actively converting this to reportage, both print and electronic. More specifically:

1. The presentations were mainly from the Indian resource persons. It would have been good to have another focus.

2. The participant from the Vietnam News Agency said he would follow up with a story on the UN-HABITAT Water for Asian Cities project in Vietnam.
3. One Lao PDR participant from the news agency said he did not have an idea yet as of how he would follow up on the workshop. The second participant said that he had got some interesting background on the water and sanitation problems in India. And, that Lao people needed to know that these could become serious problems in their country too.
4. A major insight into the issues. The work done in Madhya Pradesh (MP) is impressive.
5. Participant from MP said she got to learn about the state led initiatives and would like to follow up on coverage of them.
6. A Nepali participant said he could disseminate information among the media network in his country on the issues covered at the workshop.
7. The Himalayan Times correspondent from Nepal said he had been able to get some new angles to the issues of water and sanitation.
8. The Kathmandu Post journalist said he would continue his work on issues in Nepal. More specifically: water tariffs; focus on links between open defecation, water quality, and health; and, rainwater harvesting.
9. A freelance journalist from Bangalore said that she would like to do a story on the bureaucrat in MP who has taken a leadership role in the work (Hari Ranjan Rao), and also on the Human Values-based Education presentation.
10. The Delhi Doordarshan camera person said he had covered a story on water in Delhi and was shocked at what he found. He would follow up on this.
11. The Doordarshan news editor from Bhopal said he would encourage programmes on the issues
12. The participant from China Daily said she learned a lot about water issues in India and would like to make a story for her paper. In China, her focus on these issues is related to pollution and water consumption. The UN-HABITAT WAC programme in China is about raising children's consciousness on these issues.
13. The second participant from China said the Human Values-based Water and Sanitation Education presentation appealed to him enormously, and would like to focus on this among children.
14. The Hindustan Times correspondent from Jabalpur said he would follow the leads on ideas presented at the workshop – connection charges for water, virtual water, wastage, etc.

15. The AIR person in charge of programmes in Bhopal said it was a good experience. He learned about many new and different dimensions of water.
16. A young journalist from MP said it was a wonderful experience; she got a lot of knowledge, and is excited about sharing this with others.
17. The editor from an industry magazine in Singapore said she started with a negative idea of the water and sanitation situation in India. By the end of the workshop, she was hopeful after listening to all the presentations on interventions. The presentation by Mr. Hari Ranjan Rao impressed her enormously and would like to do a story on him and his work.
18. The three ADB participants said the workshop had given them many ideas. More specifically: on monitoring and evaluation of the MP project; what the role of the media could be; and input into the in-house newsletter.

### **Suggestions for follow up (by Anita Anand, Moderator)**

- 1. Staying in touch:** Based on the feedback from the participants, it would be a good idea to plan for at least one e-mail to them every two weeks. This could include some 'news' related information on water and sanitation issues in the countries in the WAC programme. If the participants wanted, they could ask for and receive more information.
- 2. Asking for their products:** Participants could be asked to send anything related to the topics they write about to be sent to a central point. This could then be circulated to others.
- 3. A follow up session:** This could be planned with them – individually country by country. The India participants should definitely meet more often. This could focus more on success stories or what has been done and what is the impact of the success on people. My strong feeling is that journalists need to be strengthened in their countries before they move across to other countries. I would suggest national level workshops.
- 4. Asking what interests them:** Participants could be asked what each one would like to follow up on. This could be the focus of the individual work.
- 5. Session with management:** Sessions with media managers and management is needed - a one evening event, with a strong and interesting speaker and dinner.

<b>EVALUATION FORM</b>
------------------------

**Regional Media Workshop on Urban Water and Sanitation Issues in Asia and the Pacific**

**New Delhi, December 10-12, 2006**

To help UN-HABITAT assess the workshop, kindly fill out this evaluation form.  
Thank you very much.

<b>I. Rate the workshop sessions by ticking in the appropriate box</b>	<b>Excellent</b>	<b>Great</b>	<b>Good</b>	<b>OK</b>	<b>Poor</b>	<b>No Response</b>
Session 1: Setting the Scene	9	7	7	1		1
Session 2: Water and Governance in Asia	3	9	11	1		1
Session 3: Bringing Water Supply & Sanitation to the Urban Poor	6	8	5	3		3
Session 4: Human Values-based water, sanitation and Hygiene Education	11	1	5	6		
Session 5: Water, sanitation and Gender	4	6	5	6	1	3
Session 6: Water Demand Management	5	5	7	6		2
Session 7: Creating an Institutional and Policy Framework for Integrated Water Resource Management and Enhancing Water Use	4	11	7	3		



Efficiency						
Session 8: Promoting Pro-Poor Investment in Water and Sanitation	5	6	10	2		2
Session 9: Sanitation - National Priorities, Policies and Institutions	4	10	7	3		1
Session 10: Getting Issues of Water and Sanitation into the Media	4	8	7	5		
<b>II. Rate the Resource Persons and other parts of the workshop</b>						
1. Resource Persons knowledge and skills	8	4	13			
2. Resource Persons ability to communicate ideas	6	4	11	3	1	
3. Location and environment of the workshop	8	5	9	3		
4. Length of the workshop	5	3	7	8	1	1
5. Arrangements/Logistics of the workshop	4	3	11	3	3	1
6. Moderator*	5	2	3			15

*\*Moderator was an add-on category. The participants were asked to add this to the chart. Some did but most did not.*

**A. Did you find the workshop useful? Yes: 25**

**B. What are the two most important things you learned in the workshop?**

35. About Minimum Development Goals
36. About water and sanitation
37. Learnt about projects I didn't know about
38. Despite the hopeless water situation in India, things can be turned around if there is political will and public awareness
39. Every drop of water has value
40. Sanitation means health and health is life
41. A lot of work on water and sanitation is being done, but does not get highlighted in the media
42. The critical role of human values and ethics for achieving the MDGs
43. Water, sanitation and gender
44. Water supply and basic sanitation to urban poor
45. Water resource management and enhancing water efficiency
46. India's experience in water management and use
47. Journalism practice in India
48. One positive story
49. How to energize myself to write, following a seemingly hopeless situation
50. I got many story ideas to write about when I go back to my country
51. I have changed my mind about toilets not being a problem
52. The importance of moral values, natural resources, human life
53. The importance of bringing focus on these issues
54. Water and sanitation are important issues
55. We can cope with 'technical' problems
56. I expanded my knowledge about this field and got some new ideas for articles
57. Stories must be reader friendly and be based on human values
58. Water is a very serious issue
59. There are ways to deal with the water problem. Media has an immense role
60. A new dimension to the serious water problem in India
61. Poor sanitation degenerates the environment
62. I learned about values and ethics
63. National policies, priorities and institutions

- 64. How to pitch stories
- 65. The importance of promoting dry toilet techniques to conserve water
- 66. Sanitation requires frequent reporting and poses a serious threat to the world community
- 67. Sensitivity for pro-poor policies in water and sanitation
- 68. Holistic picture of projects in Madhya Pradesh

**C. Do you think the workshop needs a follow up workshop?**

Yes: 23      No: 1      No response: 1

**D. If it were organised, would you be interested in participating?**

Yes: 23      No: 1

**E. Would you recommend this workshop to a colleague?**

Yes: 25

**F. What in the workshop could have been done differently or better?**

1. A separate case study of the Madhya Pradesh water demand system
2. There could be more speakers from other countries. The workshop was India-centric (2 comments)
3. I like the way the workshop was organised, but there should be follow up as well
4. Participants from overseas should have been encouraged to speak more
5. I would like the workshop to have provided AV materials so I could have used it in my programmes
6. Organization and logistics of the workshop should have been better. More journalists from other Asia Pacific countries should have been invited. As there was a large number of journalists from India, the discussion centered mostly on India
7. More interaction time with journalists; more views from countries outside India; and more ideas from resource persons for media on how to tackle such grim issues
8. There should have been handouts for participants
9. Journalists should have had more time to interact with each others

10. Resource persons should have been asked to tell participants about how issues had been covered in the media and how NGOs could be friendlier to the press.
11. There could have been presentations from other countries to get a broader perspective on the Asia Pacific Region
12. There could have been more short films
13. Presentations could have included the achievements of the projects and the changes in society
14. Presentations should have focused more on how media can contribute and how to get stories published more frequently and better placements
15. Water and sanitation should have been handled separately
16. Interactive sessions on participants views on issues and some entertainment
17. Missing cartoonists and if they had been present, some other angles to stories could have been presented
18. The workshop should have been in the same venue for both days
19. It should have had more updated material and something that could be “news”, and some field trips
20. A CD of the presentations will be useful to refresh what has been learned here
21. Screening of films on success stories or good practices
22. An effort should have been made to incorporate best practices form their countries

## **Programme of the workshop**

**December 10-12, 2006**

**India International Centre (IIC), New Delhi, India**

*Sunday, 10<sup>th</sup> December 2006*

- |                        |  |
|------------------------|--|
| <b>1400 – 1800 hrs</b> | Participants Arrive in New Delhi and Check-in Hotel / Guest House  |
| <b>1830 hrs</b>        | Workshop Registration  |
| <b>1900 hrs</b>        | Welcome Dinner at Committee Hall II, India International Centre, 40 Max Mueller Marg, New Delhi and showing of short films on the programme theme. |

*Monday, 11<sup>th</sup> December 2006 (Programme Venue: Conference Hall – I First Floor at IIC)*

**0900 – 1030 hrs**      *Setting the Scene*

- Introduction & Agenda - *Anita Anand, Workshop Moderator, (IRC)*
- Introduction to UN-HABITAT and Water for Asian Cities Programme – *Andre Dzikus, Programme Manager, UN-HABITAT*
- Millennium Development Goal 7: Target 10&11 – the challenge in Asia-Pacific – *Kulwant Singh, CTA, UN-HABITAT*

**1030 – 1100 hrs**      Tea / Coffee Break

**1100 – 1300 hrs**      **Water and Governance in Asia**  
– *Chetan Vaidya, USAID FIRE-D Project*

**1300 – 1400 hrs**      Lunch break

**1400 – 1500 hrs**      **Bringing Water Supply and Basic Sanitation to the Urban Poor**

### **Speakers**

- *Anjal Prakash, WaterAid, New Delhi*
- *Hari Ranjan Rao, Project Director, UWSEIP, Madhya Pradesh*
- *Aniruddhe Mukerjee, CTA, UN-HABITAT Bhopal*
- *Roshan Raj Shrestha, CTA, UN-HABITAT Nepal*

**1500 – 1600 hrs**      **Human Values-based Water, Sanitation and Hygiene Education**

### **Speakers**

- *William Miller, GDC, Bangalore*

**1600 – 1615 hrs**      Tea/Coffee Break

**1615 – 1730 hrs**      **Water, Sanitation and Gender**

### **Speakers**

- *Nirmala Buch, Mahila Chetna Manch, Bhopal*
- *Sara Ahmed, GWA, Ahmedabad*

**1900 hrs**      Dinner at India International Centre, Terrace

***Tuesday, 12<sup>th</sup> December 2006 (Programme Venue: Conference Hall – III at IIC Annexe)***

- 0900 – 1030 hrs** Promoting Pro-poor Investments in Water and Sanitation  
– *Amitabh Kundu, Dean, School of Social Sciences, JNU, New Delhi*  
– *Usha Tankha, ADB, New Delhi*
- 1030 – 1100 hrs** Break
- 1100 – 1200 hrs** Creating an Institutional and Policy Framework for Integrated Water Resource Management and Enhancing Water Use Efficiency  
– *Anup Wadhawan, WSP, New Delhi*
- 1200 – 1300 hrs** Water Demand Management for Improving Access to Safe and Sustainable Drinking Water in Urban Areas  
– *Kapil Narula and colleagues TERI, New Delhi*
- 1300 – 1400 hrs** Lunch
- 1400 – 1500 hrs** Sanitation: National Priorities, Policies and Institutions Responding to Sanitation Needs in Urban Areas  
– *Ravi Narayanan, former CEO, WaterAid London*
- 1500 – 1600 hrs** Pitching your story for your Editor  
– *Anita Anand, Workshop Moderator*  
– *Sahana Singh, Editor, Asian Water, Singapore*  
– *Damandeep Singh, Freelance Journalist*
- 1600 – 1645 hrs** Interaction with the participants on their ideas of using information presented to them and feedback on the workshop.
- 1645 – 1730 hrs** Closing session and Distribution of Certificates

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## **Annex 2. Second Regional Media workshop for development journalists on Urban Water and Sanitation Issues and the Water for Asian Cities Programme**

Co-organized by UN-HABITAT and IRC .12-14 July 2007, Water Hub, Singapore

### **Summary**

This Second Regional Media workshop for development journalists on Urban Water and Sanitation Issues and the Water for Asian Cities Programme was co-organized by UN-HABITAT and IRC from 12-14 July 2007 in the Water Hub, Singapore. The programme consisted of a half-day field visit to Singapore's Newater Visitor Centre and Membrane Bioreactor treatment plant, an opening dinner session with films and two intensive days of presentations and some interactive sessions, see annex 1 for the programme schedule.

The goal of the workshop was to engage with the journalists and invite their collaboration in stirring up public debate on key sanitation and water problems in many slums in Asia and helping set the public and political agenda.

In all 16 journalists participated from cities and countries where WAC is already working, or in which WAC work is scheduled to start in the near future:

India – two from Bhopal, one from New Delhi

Nepal – three from Kathmandu valley

China – one from Nanjing, two from Beijing

Lao PDR – two from Vientiane

Viet Nam – two from Ho Chi Minh City

Indonesia – one from Jakarta, one from Riau

Pakistan – one from Islamabad

Six UN-HABITAT resource persons contributed to the workshop from Nairobi, Delhi, Bhopal, and Lao PDR. See annex 2 for the full list of participants.

The reasons why this workshop was held in Singapore were two-fold:

- the Governing Council meeting for the 1<sup>st</sup> Asia-Pacific Water Summit, early December 2007, which brought a number of key sector people from Asia to Singapore, who were able to give do a presentation in the media workshop;
- Singapore's PUB and the WaterHub offered support to the workshop, as part of its efforts to showcase Singapore's water expertise to these journalist

Before the start of the workshop a WAC weblog was created in Wordpress, which can be used by everybody in the WAC network, see <http://wacblogger.wordpress.com/>, general username: wacblogger, password: WacBlog.

On the final day the programme schedule was changed to accommodate the wishes of the UN-HABITAT staff and their planned future WAC work with the media. On the latter a good start was made following the announcement by Dr. Kulwanht Singh announcing a more intensive and structured relationship between UN-HABITAT and the journalists in the next two years.

### **Field visits**

Innovative solutions to Singapore's water problems hold lessons for other countries. "Water for all: Conserve, Value, Enjoy", is the tagline of PUB, which manages Singapore's water supply, water catchment and sewerage in an integrated way for 4.2 million people on this island nation. PUB is a statutory board under the Ministry of Environment and Water Resources. Rainwater is collected through rivers, streams, canals and drains, and stored in reservoirs. This raw water is then piped to their water works for treatment. Used water (a term coined by Singapore for wastewater) is a resource and is collected and treated at six water reclamation plants. With advanced technology they are producing what they advertise as high-grade NEWater. The NEWater Visitors Centre receives 100,000 mainly young people every year. The more water Singapore can conserve, recycle and reuse, the less money it has to pay to neighbouring Malaysia from which it imports water under two bilateral agreements, expiring in 2011 and 2061 respectively.

At the Membrane Bioreactor treatment plant close to the WaterHub a discussion started on the realities on the ground, for instance a current discussion in Indore on the costs and benefits of investing in a wastewater treatment plant. The bottom line is that this treated waste water of Singapore is sold to industries at 40 Singapore dollar cents per m<sup>3</sup>. Questions were also asked about the cost of membrane-based treatment processes in Asian countries.

A summary of key points emerging from the field visit was presented at the start of the workshop:

- Highest political will to solve water problems
- Recycling, reusing wastewater makes economic sense, industries are paying for it.

- Everybody in Singapore is paying for water, more than it costs.

## **Presentations**

To set the scene four presentations were done by UN-HABITAT resource persons:

- Workshop introduction
- Introduction to UN-HABITAT WAC & MEK-WATSAN Programmes
- Millennium Development Goal 7: Target 10&11 – the challenge in Asia
- Global Water Operators Partnership Alliance

The session Lessons from Singapore's water management helped put the field visit observations in the overall picture of integrated water management, under PUB's VOICE values: Value conscious, Ownership, Innovation, Caring, Excellence.

The media related sessions included:

- Engaging media on sanitation, by one of the participants
- Drinking water and sanitation issues in Asia and journalists as partners to find the solutions
- Media at Water Summits, including media strategy of the Asian Water Development Outlook, to be published by Asia-Pacific Water Forum (APWF) in November 2007
- Perspectives from an Editor of a Water Magazine

Three presentations focused on more general topics:

- Engaging Users (women, men, children and civil society)
- Perspectives from a big private sector player

Three presentations were added to the programme at the last minute:

- Sanitation: the search for meaning
- Introduction to the 1<sup>st</sup> Asia-Pacific Water Forum
- Introduction to the WaterHub

The IRC consultant suggested that the WAC regional office in Delhi puts up the programme, participants and the presentations from the CD online on the unwac.org site. This has not happened.



## Needs of journalists

Most of the presentations tried to address the needs of the journalists. Water and sanitation improvement are crucial for human and economic development. “They are achievable and practical; Benefits range from US\$3 to US\$34 for US\$1 invested. What matters are the four Ps: People, Profession, Policy and Passion? Progress can be made with political will and commitment. Champions bring about success. Good institutional arrangements sustain the success made by champions. Are you ready to nurture a water champion? ADB’s K.E. Seetharam asked. How can journalists support programs for nurturing champions, including coaching to unleash excellence”? He offered ADB’s and UN-HABITAT’s support for this.

Ravi Narayanan’s two key messages on engaging users for the journalists were:

1. Civil society organizations connect to people in a way government agencies cannot. They are able to reach the last mile. They can provide journalists links to good stories.
2. See women and children not as victims, but as powerful leaders; they leverage more funds and help cause a silent revolution. Visit them; they have hundreds of little stories that are interesting for your readers, viewers or listeners.

This triggered an interesting discussion on the balance community-based organizations/NGOs have to find between taking journalists to orchestrated success stories expecting them to write nice stories and providing a basis for more realistic reporting, on people’s successes as well as problems. Especially from Nepal the existing mistrust between media and NGOs was stressed. Journalists should be more involved from the start of programmes and in the process of development. More interaction and dialogue on this is needed.

Sahana Singh shared during her presentation that the local journalists she met at Gwalior were rather cynical about water and sanitation projects in the region. There was a tendency to focus on the failures of the system rather than the path forward. She likes to believe that writing positive stories could become a self-fulfilling prophecy. Reading about water champions, for instance, could spawn more champions.

At the beginning of the workshop, Andre Dzikus, Chief of Water and Sanitation Section II, UN-HABITAT gave an introduction to the Water for Asian Cities

(WAC) Programme - a collaborative initiative of UN-HABITAT, the Asian Development Bank (ADB) and countries in the region. The WAC Programme supports the implementation of the water and sanitation related MDGs in Asian cities, specifically promoting pro-poor governance, water demand management, increased attention to environmental sanitation; and income generation for the poor linked to water supply and sanitation.

“You, as media persons are our partners in achieving the MDGs,” noted Dr Kulwant Singh, Chief Technical Advisor of UN-HABITAT’s WAC Programme. “People believe what you write. You are opinion-makers. Please help to move water and sanitation up on the national agenda of your countries,” he beseeched.

### **Recent articles produced**

During the workshop plenary each journalist shared the most significant article on water and sanitation written in the last six months. From Nepal and India there were many.

The Nepal team presented Media Clips provided by Guthi for UN-HABITAT, containing 77 published stories from November 2006 - July 2007. Anil Dubey submitted six of his articles.

The selections mentioned:

Mr. Bikash Sangraula: Latrines become the in thing in Rai villages, 800 words, front page + inside, The Kathmandu Post

Mr. Razen Manandhar: Biogas plants to be installed in Valley, 800 words, page 3 The Himalayan Times

Mr. Aftab Zahoor: Total sanitation is a gigantic task, 800-word feature, to all subscribers of the Associated Press of Pakistan media

Ms. Pham Thi Thu Thuy, 20 families without water and toilets, and UN-HABITAT intervention, 10-minute draft film

Ms. Noviriyanti Andi, Rusty taps water problem, 700 words, Riau Pos Newspaper

Mr. Khamla PHANOUVONG, How UN-HABITAT support helped improve access to clean water, Lao News Agency (KPL Daily Newspaper)

Mr. Anil Dubey, Steps towards hygiene: Dignity for some but majority still devoid of it, 500 words, front page + inside, The Hindustan Times (MP)

**See the full list of draft articles matrix in annex 3.**

## Story ideas

On the last day of the workshop each participant shared individual story ideas that they are planning to write on.

Ms. Richel Dursin, IPS correspondent in Jakarta shared four:

- Efforts of Singapore to produce new water, rainwater harvesting
- A profile story in Jack Sim
- Operation of two water taxis
- Stop throwing garbage in the river

*Mr. Razen Manandhar from Nepal also shared four story ideas:*

- Story on generating income out of waste water
- How can we use surface water, as groundwater is becoming a problem
- What NGOs should do after toilets have been built. Construction is not enough, effective use is as important
- How my government will use the World Toilet Day, 19 November

*Girish Chada had also developed four story ideas, "but I don't want to share all of them with my Indian colleagues". So he provided two:*

- Pursue economic costs of lack of water and sanitation, in terms of low productivity, health bills going up, poverty trap, and the poor fighting for basic necessities.
- Low cost technologies watsan , city governments should start doing this on their own.

*Mr. Prakash Amatya, Nepal shared three of his ideas:*

- Write on workshop results, exposure of journalists to water and sanitation
- The benefits of sanitation
- Toilets for the disabled.

Otherss:

- Case studies on economic and social growth of communities after having decent sanitation, impact, success stories, Mr. Vikas Mishra,

India, Madhya Pradesh. Do something on community toilets before and on World Toilet Day, Mr. Anil Dubey, India, Madhya Pradesh.

- Breaking the silence on sanitation, Mr. Muhammad Aftab Zahoor, Pakistan
- Video clip on water conservation and rainwater harvesting, Mr. Hai Phan Trong, Lao PDR.
- Lack of access to water and sanitation resulting in people suffering from diseases, Mr. Phaisythong Chandara, Lao PDR.
- Research absence of toilets at schools and the relation with girls dropping out, Mr. Bikash Sangraula, Nepal.
- Write about how the municipality is dealing with water and sanitation problems, and its achievements, Ms. Leilei Wu, Nanjing, China.

### **Follow-up**

Leading into the final afternoon Dr. Kulwant Singh announced UN-HABITAT's willingness to provide WAC support to a two-year programme for journalists in the countries concerned. The participants then divided into two regional groups to discuss next actions.

The India, Nepal and Pakistan group teamed up with UN-HABITAT's Technical Advisor Mr. M.K. Mugdal from Bhopal. They shared in the final plenary a proposal for setting up a Forum of Journalists on Water and Sanitation and suggested objectives and a structure.

### **Objectives**

- Engaging media from regional, national, state and local levels;
- Establishing a network of journalists;
- Capacity building and orientation on water and sanitation.

### **The proposed structure**

- Apex group at regional level that will communicate through Internet
- a group at country level
- one journalist in each country to coordinate local media activities on water and sanitation issues.

This group started to develop an annual plan matrix with stories on water and sanitation issues per month from August 2007 -2008, bringing in seasonal variation. The Nepal team started filling this on six issues: water, sanitation, hygiene, school sanitation, gender mainstreaming and water management. This matrix should also be used by other WAC teams.

The China, Viet Nam, Lao PDR and Indonesia group teamed up Mr. Avi Sarkar Chief Technical Advisor, Mekong Regional Water and Sanitation Initiative (MEK-WATSAN). They reported back that they had started to make an inventory of the UN-HABITAT planned work.

### **Workshop evaluation**

Eight of the participants rated the workshop as very useful, seven found it useful. Additional comments made:

The workshop gave me more information I am interested in.

I learnt more and more

Very useful, journalists could present local level problems with international perspective

Very useful, interesting and engaging

The lessons from Singapore's integrated water management were for four participants among the most important lessons from the workshop. Raising public awareness on water and sanitation and the role of the media and UN-HABITAT's involvement in this was also mentioned four times.

Twelve participants answered yes to the additional question if this kind of workshop should be organized in their country. National level workshops were preferred by four.

The presentations were overall rated in the good to excellent range. The visit to NEWater and Jack Sim's session received the highest appreciation of the participants, with 12 times excellent each. The Perspectives of a Global Private Engineering Company and Media at Water Summits session were rated lowest, with overall still 13 and 11 positive score, respectively but also two below average scores. See annex 4.

**A SWOT cum comparative analysis with 1<sup>st</sup> Regional Media Workshop by**  
*Sahana Singh*

## **Strengths**

Better participation by journalists as compared to 1<sup>st</sup> media workshop in Delhi: Journalists from Nepal and India, especially, were more proactive than the previous workshop. More questions were asked to speakers and more discussions were held. The speakers whose presentations were followed by most questions and discussions were: a) Jack Sim b) Ravi Narayanan c) James Currie.

More sessions devoted to media: The Singapore workshop had more sessions centred on journalists in which their stories on water/sanitation were discussed as well as future story ideas. They were even asked to present a strategy for working with UN-HABITAT on future stories. Group work was a plus.

Many journalists had already written articles on UN-HABITAT projects: A number of journalists had already written articles on 'Water for Asian Cities' projects.

Field visit generated great interest: Visit to NEWater factory was rated very high by journalists.

Films set the scene: A number of films were shown to journalists and these helped to keep them focussed on the main issues in water and sanitation.

Journalists give a thumbs-up: The feedback form indicates that all journalists have found the workshop useful in terms of increasing awareness about various issues such as rainwater harvesting and water recycling and all of them want more workshops in future.

Flexible programme added value: Last minute inclusion of speaker like Jack Sim added a surprise element which was most effective in injecting new story ideas. An impromptu entreaty by Dr Kulwant Singh to journalists exhorting them to be more responsible in their roles as opinion-makers and advocates for water and sanitation stirred them to become more active in sharing story ideas.

No longer India-centric: While the first regional media workshop was accused of being India-centric, the 2<sup>nd</sup> workshop was more balanced in covering pan-Asian issues.

## **Weaknesses**

Language problem: Journalists from Lao PDR, China and Vietnam were hobbled by problems in communication. They were not active in questions and

discussions. There is a question mark on how much they understood the presentations.

Some important aspects of water and sanitation were not brought out: Important aspects such financing the water and sanitation sector, human values in water/sanitation sector, gender mainstreaming, public education etc were not well-emphasized in Singapore workshop. However, these were well-presented in 1<sup>st</sup> workshop.

Too much flexibility?: Since the journalists were aware that the programme was flexible, there was an attempt to wrap up early on the 2<sup>nd</sup> day in order to be free for sight-seeing. The group tasks met with slight opposition and it needed intervention by Dr Singh to make the journalists appreciate the bigger cause they were working for. A planned film could not be screened as it was vetoed. The add-on tour of Water Hub could have been planned before-hand.

Not enough inter-mixing of journalists: Journalists tended to stay within their own groups and did not make much effort to mix with journalists of other countries.

Audio-visual media persons and cartoonists were missing.

## **Opportunities**

Creation of blog: A blog on Water for Asian Cities created during the Singapore workshop provides opportunities for the journalists to share their articles, views and comments. Needs to be followed up vigorously. The family of journalists writing on water and sanitation can grow with the help of this blog.

Formulation of time-bound action-plan: A two-year working plan for UN-HABITAT to collaborate with journalists provides a framework to keep the latter engaged throughout the period.

## **Threats**

Becoming another talk-shop: There is a threat that workshops such as this become talk-shops where people talk and go back to business as usual.

One disinterested/cynical journalist can affect the morale/level of interest of other journalists: One bored journalist who is not interested in seeing a film or doing a group task can have a negative effect on other journalists.

Too many agendas: When many partners are involved, there will be many competing agendas. Singapore's PUB aimed to maximise coverage of its water management experience at the 2<sup>nd</sup> regional workshop. At the 1<sup>st</sup> workshop, the women's NGOs attempted to do the same.

### **Suggestions for future workshops:**

More local and national-level workshops: Before journalists are deemed fit to attend regional workshops, they should first qualify by attending several local/national workshops, especially journalists from China, Lao PDR, Vietnam etc.

Overcoming language problem: Can we have the local-language speaking technical advisors to be more active in terms of translating presentations for the benefit of regional participants? It could be useful to have hand-outs in local languages to help understand the presentations. Hiring interpreters might also be considered.

Involving editors: Since editors have more decision-making powers with regard to articles than reporters, it will be good to have more of them in the future workshops. However, editors are usually hard-pressed for time and it is a challenge to get them to attend workshops.

Programme in advance: Having a printed programme well in advance of the workshop (about two months?) might help to get more journalists to participate. If we have to catch the attention of well-known newspaper journalists, editors and TV channels, we need to circulate an attractively designed programme, apart from the Aide Memoire. Just circulating the Aide Memoire alone may not succeed in getting national dailies to participate.

Awakening the conscience of the media: A call to journalists asking them to awaken their conscience and values (in the local language) would be welcome. It has to be emphasized that mainstream mass media and regular professional journalists have a key role in spreading mass awareness on water sector issues. They can mobilize people and policy makers for solving water related problems. In fact, screening a film on the role of the media in forming opinions would be helpful.

Steps to encourage mixing of journalists: We can think of pairing journalists of different countries together or encouraging journalists to sit at different tables with different people at each session.



A balance has to be struck between presentations and media interactions. If there are too many presentations, the audience feels fidgety. On the other hand, if there are more media interactions than presentations, important messages may not be conveyed.

## Programme Schedule

Water Hub, Singapore  
Toh Guan Road East)

(Address: 80-82

### Thursday, 12 July 2007

<b>Before 1200 hrs</b>	Participants Arrival in Singapore and Check-in Hotel / Guest House
<b>1300 hrs</b>	Registration at Water Hub
<b>1400 hrs</b>	Visit to Membrane Bio Reactor (MBR) at Ulu Pandan WRP
<b>1545 hrs</b>	Visit to NEWater
<b>1900 hrs</b>	Welcome Dinner (Level 2, Water Hub) and showing of short films on the programme theme

### Friday, 13 July 2007

<b>0800 hrs</b>	<b>Departure from Hotel</b>
<b>0845 hrs</b>	<b>Workshop Introduction &amp; Agenda</b> <ul style="list-style-type: none"><li>– <i>Kulwant Singh, UN-HABITAT, New Delhi</i></li><li>– <i>Discussion</i></li></ul>
<b>0900 hrs</b>	<b>Introduction to UN-HABITAT WAC &amp; MEK-WATSAN Programmes</b> <ul style="list-style-type: none"><li>– <i>Andre Dzikus, UN-HABITAT, Nairobi</i></li><li>– <i>Discussion</i></li></ul>
<b>1000 hrs</b>	<b>Millennium Development Goal 7: Target 10&amp;11 – the challenge in Asia</b> <ul style="list-style-type: none"><li>– <i>Kulwant Singh, UN-HABITAT, New Delhi</i></li><li>– <i>Discussion</i></li></ul>
<b>1030 hrs</b>	Tea / Coffee Break
<b>1100 hrs</b>	<b>Learning from Singapore's Water Management</b> <ul style="list-style-type: none"><li>– <i>Yahya Abdul Ghani, Deputy M.D., SUI, Singapore and</i></li><li>– <i>Tan Ban Thong, Manager, WaterHub, Singapore</i></li><li>– <i>Discussion</i></li></ul>
<b>1230 hrs</b>	<b>Engaging media on sanitation</b> <ul style="list-style-type: none"><li>– <i>Aftab Zahoor, Pakistan</i></li></ul>

- *Discussion*
- 1315 hrs      Lunch
- 1415 hrs      **Drinking water and sanitation issues in Asia  
and journalists as partners to find the solutions**
  - *K.E. Seetharam, ADB, Manila*
  - *Discussion*
- 1545 hrs      Tea/Coffee Break
- 1600 hrs      **Engaging Users (women, men, children and civil society)**
  - *Ravi Narayanan, GC Member, APWF*
  - *Discussion*
- 1700 hrs      **Media at Water Summits**
  - *Dick de Jong, IRC, the Netherlands*
  - *Discussion*

<b>Saturday, 14 July 2007</b>
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- 0900 hrs      **"Perspectives of a Global Private Engineering Company  
Undertaking Business in the GDA sector."**
  - *James Currie, Regional Director, Black & Veatch, Singapore*
  - *Discussion*
- 1000 hrs      **World Toilet Day and the media**
  - *Jack Sim, Founder World Toilet Organization, Singapore*
- 1030 hrs      **Tea/coffee break**
- 1045 hrs      **Global Water Operators Partnership Alliance**
  - *Andre Dzikus, UN-HABITAT Nairobi*
  - *Discussion*
- 1145 hrs      **Perspectives from an Editor of a Water Magazine**
  - *Sahana Singh, Asian Water Magazine, Singapore*
  - *Discussion*
- 1245 hrs      Lunch

- 1345 hrs**                    **Reporting story ideas on WATSAN for the urban poor by participants, followed by a UN-HABITAT film, as introduction to group work** *participants*
- 1415**                        **Introduction about UN-HABITAT's support for journalists**  
*Dr Kulwant Singh, UN-Habitat, New Delhi*
- 1430**                        **Group work revisiting the story ideas in three groups:**  
**Laos with** *Avi Sarkar and Joyce*  
**India + Nepal with** *M.K Mugdal*  
**Rest with** *Debashish Bhattacharjee + Workshop Moderators*
- 1530**                        **Tea/coffee**
- 1600**                        **Reporting back to plenary**
- 1700 hrs**                    **What do the participants take away and what will be their next action?**  
– *Workshop Moderators*  
– *All Participants*  
– *Discussion*
- 1730 hrs**                    **Closing session and Distribution of Certificates**

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## EVALUATION Results

### Regional Media Workshop on Urban Water and Sanitation Issues in Asia and the Pacific

12- 14 July 2007, Singapore

To help UN-HABITAT assess the workshop, kindly fill out this evaluation form.  
Thank you very much.

<b>I. Rate the workshop sessions by ticking in the appropriate box</b>	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Below average</b>	<b>Poor</b>	<b>No Response</b>
Visit to NEWater	12	3 15				2
Visit to Membrane Bio Reactor (MBR) at Ulu Pandan WRP	7	6 13	1	1		1
Introduction to UN-HABITAT WAC & MEK-WATSAN Programmes	8	7 15	11			
Millennium Development Goal 7: Target 10&11 – the challenge in Asia	6	7 13	4			
Learning from Singapore's Water Management	7	9 16	1			
"Perspectives of a Global Private Engineering Company Undertaking Business in the GDA sector."	3	10 13	2	2		
Engaging media on sanitation	4	8 12	3			1
Drinking water and sanitation issues in Asia and journalists as partners to find the solutions	8	4 12	1	1		2
Engaging Users (women, men, children and civil society)	5	9 14	1	1		1
Media at Water Summits	3	8 11	2	1	1	1
Global Water Operators Partnership Alliance	5	7 12	2			3



World Toilet Day and the media	12	2 14		1		1
Perspectives from an Editor of a Water Magazine	4	7 11	3	1		1
Story leads for News and Feature Writing and peer review of the Journalists Stories on WAC & MEK-WATSAN Programme activities	5	8 13	3			1
WASH Media Guide, 5 myths, 10 facts, 10 tests, 4 mistakes [only handout]	3	8 11				6
What do the participants take away and what will be their next action?	2	7 9	1			7
<b>II. Rate the Resource Persons and other parts of the workshop</b>						
1. Resource Persons knowledge and skills	8	5		1		1
2. Resource Persons ability to communicate ideas	6	9	2			
3. Location and environment of the workshop	5	7	1			1
4. Length of the workshop	4	8	1	1		1
5. Arrangements/Logistics of the workshop	8	4	1			1
6. Facilitators	8	4	1			2

**A. Did you find the workshop useful?**

Yes 7

Yes, very useful 3

Yes. The workshop gave me more information I am interested in.

Yes, I learnt more and more

Very useful, journalists could present local level problems with international perspective

Very useful, interesting and engaging

Naturally

**B. What are the two most important things you learned in the workshop?**

The lessons from Singapore on Newater 2

Experience of Singapore in increasing their water supply

Water related work in Singapore

HABITAT's interest in working with media 2

The role of the media creating awareness for sanitation and water

Crucial to raise public awareness

Public awareness, political will

The importance of water and sanitation issues at international level

Harvesting rainwater

The way to develop stories about water and sanitation.

Water environment

Workshops are not a waste of time and they offer good opportunity to generate new story ideas.

Toilet talk

Water purification, waste management as part of environment

Main things known on the general water and sanitation situation

Almost everything was an eye opener

Seeing is believing

Solutions are everywhere

**C. Would you recommend this workshop to be organized in your country at the national/provincial/local level?**

At the beginning, a similar workshop to be organized in my country at national level

Yes, at international to local levels

National and provincial level is better

Yes

Yes!

Yes, national

Yes, whenever possible

Absolutely

Of course

Of course, these are direly and urgently needed

Of course, I can play a vital role for these upcoming workshops

First at local level, then to provincial level and finally to national level

**D. What in the workshop could have been done differently or better?**

More activities outside the workshop

Participants should have been given prior information on how they could make presentation.

Invite government officials from different countries

Field exposure rather than classroom talks

There should have been an extensive focus on how media and water/sanitation

NGOs can work together and do away with their mutual mistrust

More speakers from the field/practice

Visits to areas worst hit by poor sanitation

Direct interaction of journalists with the sufferers on the ground through visits to localities

Story leads could be done in a different way 2

-

We missed to learn about malaria. This aspect should have been included in the workshop.

Overall an excellent approach

**ANNEX 3. Capacity Development Workshop for Asian Water Journalists in Tehran from 26-28 November 2007**

**Capacity Development Workshop for Asian Water Journalists**

Tehran 26-28 November 2007

*Report*

Dick de Jong

## Summary

### **Iran minister: Media can force water officials to come up with expert solutions**

“We need the art of water, we need passion and love for water. Administrative and technical approaches are not good enough. I recommend an international Water TV channel, with a web site, and including a radio programme. We have no water programme in the Iran media. Media can force the managers to come up with expert solutions”.

With this appeal Iran’s Energy Minister Mr. Parviz Fattah responsible for water and waste management kicked off the three-day Capacity Development Workshop for Asian Water Journalists in Tehran from 26-28 November 2007. Earlier the minister said his country is investing US dollar 4 billion annually in the next 10 years in water supply, distribution and treatment.

Six journalists from electronic and print media joined the workshop from countries in Central Asia: Armenia, Azerbaijan, Kazakhstan, Kyrgyzstan, Nepal, Tajikistan, and Uzbekistan; four from other Asian countries China, India, Lao PDR, and Nepal. From Iran 16 journalists participated, nearly half of them women. The international journalists already noticed during a technical field trip to the Jalalieh Water Treatment Plant that quite a few section heads they talked to were women. “I am very impressed about the high level of involvement of women in the water sector in Iran”, Dr. Kulwant Singh, Chief Technical Adviser of UN-HABITAT (New Delhi) opined throughout the workshop.

The journalist training programme was organised by UN-HABITAT (headquarter in Nairobi, Kenya), the United Nations University UNW-DPC (Bonn, Germany), and the Regional Centre for Urban Water Management (under the auspices of UNESCO) in Tehran.

The technical visit also included the Saad-Abad National Water Museum, Iranian National Broadcasting, and oldest newspaper in Tehran, Ettela’at company, which publishes stories on water and environment regularly.

Content session by the three resource persons Mr. Rudiger Heidebrecht from the German Association of Water Wastewater and Waste, Dick de Jong from the IRC International Water and Sanitation Centre from the Netherlands, and UN-HABITAT’s Kulwant Singh were complemented by presentations from various journalists. Topics covered included: Engaging media on sanitation, the impacts of media on water and environment issues in Iran; the role of media in Nepal that helped the withdrawal of Seven Trent, which was granted a contract for water management of Kathmandu Valley.

Journalists together with civil society activism are forcing reform in the water sector in various countries so that it becomes more efficient, transparent and accountable to water consumers. The providers also have to invest more money in safe provision of water and sanitation for the poor in the slums of Asia, was the message in many presentations and discussions. Without adequate and safe water and sanitation many of the other UN Millennium Development Goals will not be reached.

#### **UN Millennium Development Goals – the centrality of water and sanitation goals**

In a world where some 1.1 billion people lack access to safe water and 2.4 billion people lack access to basic sanitation, what could be a more direct attack on poverty (Goal 1) than to enable them to access these vital, life-sustaining services that could protect their health and improve their productivity?

In a world where 2 million children die, needlessly, every year, for the lack of water or for its poor quality, what could be a better starting point to reduce child mortality (Goal 4)?

In a world where millions of girl children are forced to trade education for collecting water, or drop out from schools for the lack of even minimal sanitation facilities, what could be a better way to promote universal primary education (Goal 2) or gender equality and empowering of women (Goal 3)?

And in a world where one billion people live in slums in overcrowded condition without access to basic services, what would be a concrete way to make significant improvements in their lives (Goal 7, target 11) other than access to water and sanitation?

### **Outputs**

Through working in groups the journalists developed story ideas relating to various international events such as: World Water Day (22 March), World Health Day (7 April), World Environment Day (5 June), World Toilet Day (19 November)

Starting a weekly water page in the newspapers and making brochures on water saving for schools were among the suggestions by the Iranian journalists. Other ideas included:

- A feature on World Toilet Day with different views on open defecation and some solutions (Nepal);
- the story behind the death of a child in a slum in India.

Throughout the workshop a number of key messages kept coming back in various sessions and discussions. They include:

- Safe water provision comes at a cost and cannot be free; someone has to pay for it.
- The poor in slums of many Asian cities pay and suffer most.

- Water management is more a matter of good local governance than of water scarcity.
- Involvement of women, men and children water, sanitation and hygiene programmes is essential to achieve sustained practices.

A final recommendation from this workshop came from the workshop secretary and senior journalist Mr, Reza Zandi, who proposed to set up an international Water Pen Award for media, annually, with international referees. His Iranian water media NGO is ready to provide the secretariat for this.

This workshop was the third regional media capacity building of the Water for Asian Cities Programme of UN-HABITAT to help form a regional media network in Asia. Earlier workshops were held in New Delhi and Singapore.

On 29 November the three female journalists from China, Tajikistan and Uzbekistan were interviewed for one hour in the morning TV show “Hello Iranians” on Channel 2. They were asked about the water situation in their countries and what lessons they learned from the workshop. These include the importance of water and its economic value.

Tuesday, 27 November 2007

### Opening session: welcoming addresses

In his welcoming addresses to the participants Mr. **Hamid Reza Janbaz**, Acting Director, RCUWM Tehran introduced the workshop, with 15 papers over 6 sessions scheduled. Pollution loads are increasingly affecting water in many places. Water has regional and global dimensions. Keeping water clean, water saving, conservation are all at play. He stressed the important role of media have to drive public awareness on those issues.

Minister of Energy H.E. **Mr. Parviz Fattah** explained to the participants that his ministry included the important water and wastewater department. The minister was very happy to join this international workshop on water and the media. He quoted from the Quran: I have created everything from water, it has to remain fresh and has importance for all livings. Importance of water.

Mr. Fattah continued to say that water is a vital and sensitive issue today. He urged the media not to fuel regional water conflicts. These conflicts should not be politicized, not reported with a bias.

Regional water conflicts can be solved by technical negotiations.

Water economy, is not globalised, should be addressed at regional level, in Iran we put no economic value of water. We have to reuse water, close the cycle. Water means life, has an age.

Over consumption of ground water, problem of ground falling is causing problems in Iran. Drinking water should be separated from other uses.

The Minister concluded: We are in the fourth development water management plan, we need 10 more years, every year we invest 4 billion USD on water management, we are even taking loans form the World Bank.

We have 250 mg per year rain. We need the art of water, we need passion and love for water. Administrative, technical are not good enough. I recommend that an international Water TV channel be launched, with web sites and a radio programme. We have no water programme in Iran media. Media can force the managers to come up with expert solutions.

**Mr. Kulwant Singh**, UN-HABITAT expressed in his opening words that he was impressed about the Iranian culture and development, as he and the international participants had witnessed during the excellent field trip in Tehran. He was very happy to see in the wastewater treatment plant many women in high level position. He



suggested this could be a good lesson for the journalists to take home. Iran will be organising 2<sup>nd</sup> Asia Pacific Urban Water in 2008.

This media workshop is the first activity of the proposed cooperation with RCUWM and UNW-DPC.

### **Introduction to UN-HABITAT WAC & MEK-WATSAN programmes**

**Mr. Kulwant Singh**, UN-HABITAT introduced the WAC Programme that is being implemented in three phases sequentially, simultaneously or be overlapping as per circumstances:

Phase I - Capacity Building for Creating the Enabling Environment by UN-HABITAT

Phase II – Project Planning: Identifying and Developing Investment Projects by ADB

Phase III – Investment for project Implementation by ADB

Country activities are going on in India, Nepal, PR China, Lao PDR, and Vietnam. The thematic focus areas are:

- Pro-poor urban water and sanitation governance
- Promoting urban water demand management
- Promoting urban environmental sanitation
- Income generation for the urban poor through community-based WATSAN services

Mr. Singh also summarized the regional WAC activities, in which this workshop fits:

- Advocacy, Awareness Raising and Information Exchange
- Establishment of Regional Media Network in Asia in cooperation with IRC, the Netherlands
- Communication strategy for Public Awareness and Advocacy with IRC, Netherlands
- Regional Media Strategy
- Training and Capacity Building
- Gender Mainstreaming strategy for Asia
- Promotion of Human Values based Water, Sanitation and Hygiene Education

UN-HABITAT plans to continue support to this WAC programme until 2012. This includes the Hunan province in China as part of the MEK Watsan programme.

### **Introduction to UNW-DPC activities in the Asian region**

**Dr. Reza Ardakanian**, Director, UN Water-Decade Programme for Capacity Building explained that

UN-Water DPC started a few months ago, funded by the German government. The 24 UN agencies active in water, environment, hygiene, sanitation, have identified that capacity building in water resources management needs to be improved. This includes governance, financing, and capacity building, individual and institutional skills.

The centre plans 40 activities for the next three years in three main thrusts:

- a questionnaire on who is doing what in capacity building for urban water management, including web presence;
- what resources are available, especially from Germany, a Memorandum of Understanding has been signed with DWA;
- a needs and resources assessment developing countries.

He was four years in charge on Water Affairs in Iran, media was always following and helpful to convey the message and to push for reform and prepare the ground for public awareness.

### **German experiences – raising awareness in the public and professional water sector**

*Clear concepts, Clean Environment* was the sub-title of Mr. **Rudiger Heidebrecht**'s paper. As Head of Training and International Cooperation of the German Association for Water Wastewater and Waste (DWA) he first gave an extensive introduction into the German water and waste water situation and water facts.

Some highlights:

- Jordan and Palestine water and waste people, don't want to pay for training. In Germany they have to.
- Environmental workforce and business will be bigger than the share that the car market has.
- Increases in household rates for water and waste disposal are picked up by the press, operators try hard to keep it as low as possible.

Mr. Heidebrecht mentioned his favourite sites with trustworthy information:

- MDG figures of WHO
- DWA, EWA
- IWA
- WRM web sites

He also showed a list with events, as hooks for journalists, for working in groups, developing a two- year plan on their action per event.

#### **Events: UN days**

22 March	World Water Day
7 April	World Health Day
5 June	World Environment Day
11 July	World Population Day
16 October	World Food Day

19 November	World Toilet Day
5 December	World Volunteer Day

Mr. Heidebrecht advised the journalists to find good stories in their water industry, such as a water pioneer of 100 years ago.

He identified what roles the media play related to water utilities, crises and/or public awareness:

- Information and education
- Save water campaign
- Raise awareness for the environment
- Critical news - fees, service level, water pollution
- No regulator in place - media important
- Good stories entertain
- Describe history and future
- Initiate and change situations
- Motivate and honour

We suffer from a high flood of information, knowledge doubles every 15 years.

In the discussion the journalist from Nepal argued that national events are more important, in his country for instance the use a cultural day when people clean their ponds.

### **From Drop to a Splash: The Singapore Success Story**

**Dr. Kulwant Singh** stated that Singapore is fast becoming a model for sustainable water management. Not endowed with natural aquifers and lakes nor an abundance of rain or land to collect rainwater, Singapore has successfully managed to diversify its water sources. Today, it is capable of producing all the water that its industries and population of 4.2 million required.

UNHCR representative also mentioned that from the days of water rationing and smelly rivers in the 1960s, Singapore has overcome its water challenges and successfully developed a sustainable water supply system through investing in water technology in the last 40 years. Recycled water, branded NEWater, is the pillar of its water sustainability efforts and will meet one-third of its water needs by 2011.

Having successfully developed a sustainable water supply system, Singapore has now set its sights on becoming a wellspring of water solutions for cities. Singapore is investing €160 million (S\$330 million) to develop the water sector over the next five years. It has successfully attracted international water companies such as GE Water,

Siemens Water Technologies, Black and Veatch Water and Delft Hydraulics to invest in Singapore by setting up centres of excellence for water.

## **The role of the media in water**

**Gisoo Misha Ahmadi**, Press TV

This was the first of the presentations from the Iranian journalists.

“Human activities cause all the problems with pollution and overuse of water. Why is this issue of water not talked about?”, she asked.

Mrs. Ahmadi shared interesting trends and ideas for stories, based on the research she did for her first TV feature on Water Management on the occasion of a G-15 meeting in Tehran:

- Transnational corporations causing most of pollution, this needs to be followed up in investigative journalism.
- The world is not agreeing to non conflicts on water sharing between nations, as the minister wanted.
- Focus on waste management and alternative technologies and energy from waste.
- Emphasize the important role of women in water in Asian cities.
- More efficient water management is needed.
- Provide our politicians stories on water conservation, water policies.
- There is a need for economic incentives for water saving, and putting economic value to water
- Knowing what happens in different countries are good examples of the kind of stories we can write.

She ended by saying: “I want better stories and a strong regional water network. Let us be part of the solutions.”

## Engaging media on sanitation

**Mr. Kulwant Singh** argued that the Struggle for achieving the Millennium Development Goal for water and sanitation will have to be waged in human settlements - in our cities, towns and villages, where water will be consumed and wastes generated. Here is where the actions have to be coordinated and managed. It is at this level that policy initiatives become an operational reality and an eminently political affair: conflicts have to be resolved and consensus found among competing interests and parties. The MDGs cannot be delivered in orbit but in a defined space.

We all know that a business-as-usual approach will not be enough. We need a fundamental change in our approach to reach the Millennium Development Goals – we need a strategy that is workable, realistic and will make a difference in the lives of the people in their habitats.

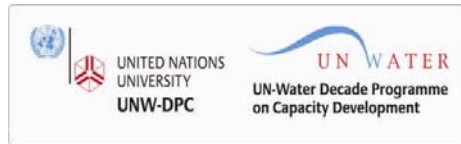
For this he identified **key policy challenges** that we must address to translate the Millennium Development Goal for water and sanitation into reality:

- **Urbanization and Feminization of Poverty**
- **Translating Global Goals into Local Action**
- **The Right to Water and Sanitation**
- **Sector Reforms and External Assistance**
- **Enhancing Pro-poor Investments**

Media can help achieving what the world leaders in Johannesburg eluded as “humanity’s best investment to achieve development and sustainability”.

## Coping with water scarcity by Ms. Mojgan Tavana, IRNA, Iran

“In the last two decades specially in the last years of the twentieth centuries water has become an important issue in international interactions, although in the past water problems were local but in future they will be national, regional and of course global’ she mentioned. “Based on the report of United Nations in near future 31 countries will face water shortage and surely Iran will be one of them” she added. “To confront the drought conditions in future more than correct management of demand, procedures for optimal use of available facilities should be founded. Iran has 60 percent of all of the Qanats all over the world” she said. The procedure that I.R. Iran has managed to save the Qanats was the last part of her speech.



## **Drinking water and sanitation issues in Asian countries and journalists as partners to find solutions, by Dr. Kulwant Singh, UN-HABITAT**

If we reach the MDGs in 2015 we still have a long way to go. Getting the economics of water right is important. With rising costs effective pricing is needed, also to reduce wasting it. Sustainability is the challenge to be addressed.

Partnerships for water are needed, not only citizens - water utility, but also utilities and governments.

Water, sanitation and financial outlay, mostly government funding in water and sanitation is going down, so is external ODA funding, in total USD 60 billion needed, we have only USD 30 billion.

Journalists can find two authoritative reports on this online, the Camdessus and Guariezz reports.

In general water demand management needs a better balance between supply and demand. Water meters and right tariffs are essential between different water uses for irrigation, industry, drinking water.

Mr. Singh identified the media role as follows:

- Making water policies known to the public, so that these policies get accepted, and contribute to better insight and understanding that help change mindsets.
- Community participation and ownership, where communities join hands, media can play a role in galvanizing this.

### **Discussion**

In the discussion Mr. Zandi said there should be a mutual relation between government, communities and media. This workshop is a good start. What other media programmes UN-HABITAT has take for media?

Mr. Singh agreed that this is needed. But he hoped that media take a number of these issues serious. UN-HABITAT is interested to hear suggestions on how we can strengthen these relations.

Mr Heidebrecht added that media also have to be unfriendly at times.

Mr. Zandi added that the three hour TV show *Hello Iranians* from 6-9 in the morning carries many programmes on quanaats, dams, projects, a glass of water is dramatic issue.

Dick de Jong showed online selected headlines from Source South Asia 2007, issue 2 (19 Nov 07:

### **South Asia - General**

 Asia-Pacific: Millennium Development Goals update

In the Asia-Pacific region the average drinking water coverage is 76 per cent in rural areas, which is higher than in Latin America and the Caribbean, and the region as a whole is on track for this indicator largely because of rapid progress in India which has reached 83 per cent.

[Read more](#)

☞ South Asia: regional workshop adopts declaration on transparency in the water sector

A three-day regional workshop on transparency in the water sector, held in Dhaka, Bangladesh, during 3-5 November 2007, has called for the effective control of corruption.

[Read more](#)

### Quotes

☞ Dr. Manmohan Singh, Prime Minister of India

Every village, every locality, every neighbourhood, every town should have a rain water harvesting scheme. Panchayats must be actively engaged in ground water recharge and the renovation and maintenance of water bodies.

[Read more](#)

☞ Sharadah, female manual scavenger, India

When I first went to do this job I was 21 years old. I was so overwhelmed by the stench and smell that I felt sick and fainted, falling in the gutter.

[Read more](#)

☞ Ratna Begum, school drop-out, Bangladesh

I did not enjoy going to school. The school was like a cowshed.

[Read more](#)

### Bangladesh

☞ Bangladesh: “Not Latrinization, SANITATION” campaign

“Not Latrinization, SANITATION” is the slogan of a new campaign, launched by the NGO Forum for Drinking Water Supply and Sanitation for total sanitation in Bangladesh.

[Read more](#)

☞ Bangladesh, Dhaka / Chittagong : donors pledge US\$ 800 million for water and sanitation

Five donors have agreed to give US\$ 800 million in loans for drinking water and sanitation projects. The Asian Development Bank (ADB), World Bank and Danish International Development Assistance (Danida) will fund projects in Dhaka, and the governments of Japan and the Republic of Korea in Chittagong.

[Read more](#)

### Bhutan

☞ Bhutan, Thimphu: city introduces solid waste management act

From 1 December 2007, environment inspectors will fine those who are caught littering and illegally dumping solid waste in and around the capital Thimphu (pop. 100,000). This follows the introduction,

a month earlier, of the Thimphu Municipal Solid Waste Management Rules and Regulations 2007. Urinating and defecating within city limits are also offences covered by the new act.

[Read more](#)

These short articles are selected come from some 150 web sites, including newspapers.

See for the full Source South Asia <http://www.irc.nl/page/38268>.

### **Mohammad Ali Tohid, Hamshahri Newspapers, Iran**

Mismanagement problems plague the water sector Iran. Subsidising water sectors is a mistake, biggest example subsidy given to the energy sector, drawing money away from others. This requires sector reform; subsidies should go to more productive sectors, such as irrigation. Economic management needs to consider water for value, put real prices on it for those in most needs. However, politicians do not like to reform. The public and NGOs need to be activated.

It requires good management, political management, and increase of public participation. In Iran a new water policy allows NGOs and private groups for downstream behind a dam to use of water for income generating activities. But they also need education and training how to use the resource. This requires also a policy on pricing, no water is free.

### **Discussion**

In the discussion Mr. Heidebrecht stressed that an independent regulator is essential, to control the operators, but is lacking in most countries of the developing world.

Mr. Tinayef Azmat Jounuzkocish added a saying in Kyrgyzstan: "He who manages water is managing the nation."

### **Engaging users (women, men, children and civil society)**

**Dick de Jong** showed Voices from Gwalior India, the presentation by Sahana Singh, Editor of Asia Water, in the Singapore media workshop.

### **Depressing world for water / sanitation journalists:**

- Polluted waterways; degraded watersheds; groundwater exploitation
- Poor governance; utter corruption
- Growing urban poor with primitive access to water and sanitation
- Overstaffed utilities; lack of skilled workers
- Low tariffs; low financial accountability
- High Non Revenue Water; illegal water users
- Floods and droughts

### **Concepts in action in Gwalior:**

- Gender mainstreaming
- Community participation
- WatSan class rooms



- NGOs and Civil society
- Capacity building
- Progress

Too much skepticism?

- Local journalists largely skeptical about water and sanitation projects
- Tendency to focus on failures of system, rather than path forward
- Writing a positive story could become a self-fulfilling prophecy

Users she interviewed and portrayed were school girls, women from slums dialoguing on their grounds with municipal officers, teachers about hygiene, local journalists.

## Media and events

**Dick de Jong**, IRC, Netherlands started this session by interviewing Ms Boeva Munawar Shohinova (Tajik Television) and Anil Dubey (Senior correspondent Hindustan Times in Bhopal India).

Issues raised:

- The need to have political commitment for water issues, the president of Tajikistan pleading at the UN for the International Year of Water and for the Decade Water for Life; in India a mayor campaigning for water conservation.
- What Boeva and Anil had done reporting this in news and features.
- The beauty of water conservation and rainwater harvesting.

This triggered a lively discussion with other journalists giving examples of water news from their country.

De Jong continued by sharing information on various media programmes of interest to Asian journalists:

- The Water Media Programme of World Water Council, every three years during a World Water Forum, the next one is in 2009 in Istanbul, see their site <http://www.worldwatercouncil.org/index.php?id=737>
- The media programme of the 1st Asian Pacific Water Forum, Beppu Japan, 3-4 December 2007. Three priorities there are water financing, water-related disaster management and water for development and ecosystems. Find out which ministers of your country are going and report about that and the outcomes.
- The International Year of Sanitation 2008 provides opportunity to do stories on sanitation the whole of next year, such as: Sanitation is vital for human health; Sanitation generates economic benefits; Sanitation contributes to dignity and social development; Sanitation helps the environment; Improving sanitation is achievable!
- The Second WASH media Award, from the Water Supply and Sanitation Collaborative Council and Stockholm International Water Institute. Competition 1 Jul 2007- 30 April 2008, Works published or broadcast, focus on gender and water, sanitation and hygiene, prize winners: invitation to Stockholm Water Week in August 2008. A leaflet with further information was available in the display area.

Wednesday, 28 November 2007

**Workshop: Creating your own work plan on water for 2008/2009**

**Rüdiger Heidebrecht** asked the group to split up and create their own work plan on water per event in 2008.

**Pushkar from Nepal** explained: normally we plan news stories max 24 hours ahead, features one week.

The results of the **Iranian group** were:

- Impact of cultural ideas and believes on water saving
- Documentary on religions water experiences other countries
- Documentary on integrated planning of dams on all aspects
- For the 6-9 morning TV programme Hello Iranians in Channel 2
- News web site on water for all the participants of this workshop
- A weekly news page in the newspapers
- Form a water journalist NGO, education, sharing
- Brochures for students e.g on ecosan for schools

The results from the other two groups are grouped in the following table.

**Table - Story ideas per event**

Journalist name	Jan 2008	WWD 22 Mar	World Health Day 7 Apr	Sithi Nakha 15 Apr	World Env. Day 5 Jun	World Toilet Day 19 Nov
Sayed Sharif, Afghanistan		Water challenges in Afghanistan				
Haik, Armenia		Water problems in high mountains	Tribal family/H&W Poverty			
Munavar, Tajikistan					Sarez lake Danger of Breaching	Government program to build toilets in schools
Azmat, Kyrgystan	Intergovernmental relation regarding water					
Pushkar, Nepal		Water scarcity in Katmandu	Relation of health & clean water	Safeguarding traditional WS		Get rid of open defecation
Xu Shu Kunming, China					Story on firewood use for cooking change to gas	Story on changing dry latrines to flush latrine
Chandala		school water			Find	school

Lao PDR		sanitation stories			factories that pollute water	water sanitation stories
Sharifov Azerbaijan		take children to the water reservoirs				Free the toilets
Dubey India	Look behind the death of a child in a slum in India	Find and report ancient ways of water conservation		Role of women in water and waste water management at city level	Story on problems of increasing waste dumping	

Dr. Kulwant Singh asked the journalists to create some forums and peer groups where this can be shared + communication with community.

### Impacts of media on water and environment issues

**Reza Zandi**, Journalist and Workshop Secretary based his presentation on the Sivand dam construction in North province 50 km away from Persepolis. It was delayed following because media reported that the project could damage the cultural heritage in this region. "This has become the biggest water scandal ever in recent years."

Media complained and protested:

- Kurosh holy shrine was going to be drowned (illustrated in papers by manipulated picture), officials reacted technically
- underground water gaps were threatening it also
- media investigated further: precipitation, humidity etc was also hampering the shrine, Ministry of Energy had to install an expensive monitoring system.
- compensation later would include restoring other cultural heritage sites.

The officials were forced to do more research.

#### History Sivand dam construction:

- 1988 first drawings
- 1990 1995 tunnel constructed
- 1998 coverage in newspaper started stories, NGOs joined and more than 1,000 articles published in last three years.
- The request to make the site UNESCO heritage granted
- SMS campaign started.
- Pressurizing other ministries etc. including the Cultural Heritage Organisation.
- Energy pages and political sections of newspapers published researched stories.
- Media earlier skeptic initially also joined, Tourism, UNESCO, international specialists
- Sivand dam was constructed finally with all sorts of cultural compensations, such as a new museum.

He showed a collection of stories, quoting headlines. He also suggested establishing a "Water pen award" for journalists all over the world.

## Global Water Operators Partnership Alliance

**Kulwant Singh** introduced the Global Water Operators Partnership Alliance. The burden of meeting the enormous global WATSAN challenge (effectiveness, efficiency, financial soundness, etc) rests with the key players in the sector operating in urban areas (including small urban centres).

The Compendium of Actions (COA) – “Hashimoto Action Plan” - was announced by the UNSGAB during the 4th World Water Forum. One recommendation of the Action Plan is a proposal to create and implement a global mechanism to promote water operators partnerships (WOP). The WOP has received approval and support worldwide, including the UN Secretary-General and the President of the World Bank, amongst others. It stems from concern about the risk of missing the MDG targets on WATSAN

The underlying premise is: Capacity building and retention, facilitated by networking and mentoring (through partnerships) can equip key players in the sector to play a crucial role in meeting the challenge of MDGs.

GWOP is designed to:

- have inherent mechanisms for improving mutual cooperation, with a focus on the key players operating in the water and sanitation sector (both public and private);
- exploit the valuable experiences and lessons learned from well performing utilities for the benefit of others;
- provide WATSAN utility operators with a platform that would allow them to systematically communicate and share knowledge, and build their own capacity through a “learning by doing approach”, and providing mutual support among themselves.

The key functions and services of the Global WOP will include:

Serving as a framework for advocacy and lobbying for water utilities at international, regional and national forums

- Promoting effective capacity building tools, experiences and best practices
- Supporting utilities to assess and improve their performance to facilitate access to credit
- acting as a broker for water and sanitation utility needs and demands including proposal development and cooperative and pooled purchasing
- Information provision and dissemination, including information on employment opportunities for returning nationals and the establishment of a bibliography of best practices
- Networking through personal and electronic contacts, providing one another with feedback on experiential learning
- Establishing a web based platform to facilitate sharing and exchange of lessons and experiences (e.g. a “question and answer forum” where members could post questions and receive answers)
- Hosting of annual conventions as well as specialist technical events driven by demand from members
- Facilitating issue of labour-management (the whys and hows) as a tool in utility management.

**Discussion:**

Azmat: How can the media get information about pricing and costs and economics? And how can we get the value from the associations such as yours from improving our bad infrastructure? What can journalists do to increase the pressure on the states for this?

Mr. Heidebrecht replied: Our association started 60 years ago, based on municipal city engineers, forming groups of cities. Accra engineers in Ghana don't have experience with media and communicating their messages.

So ask your government why the cities are not formulating an association and help them to communicate, articles, web site etc. and join these international initiatives.

Dr Singh added: The UN does not have a bag of dollars, national government and utilities have to help themselves. Needed is a change of mindset, nothing is free. Journalists can help with that.

**Nepal presentation**

**Mr. Pushkar Mathema** gave a country presentation that he prepared in advance, entitled **Media in Promoting Appropriate Technologies (ATs) Related to WATSAN.**

A practice of applying Appropriate Technologies in WATSAN management has been developing in some urban and rural communities in Nepal nowadays. They have been liked by local people because they are easy to handle, economy as well as generates income and culture friendly.

Water for Asian Cities Program-Nepal, UN-HABITAT is in forefront in implementing such Appropriate Technologies in various peri-urban communities of Nepal. Apart from the program, other NGOs, such as, NGOFUWS, Water-Aid Nepal, ENPHO, CIUD, NEWAH etc. are also active in this line. Local community groups' interests and involvement have created favorable environment to localize such technologies. Some of the peri-urban areas, such as Siddhipur, Khokana, Thimi, and Lubhoo have been exemplary in adopting such technologies and people from other areas are increasingly interested in them. Some of the ATs being implemented in some peri-urban areas are mentioned below:

1. Ecosan (Ecological Sanitation) Toilets/Dry Toilets
2. Household composting
3. Rainwater Harvesting
4. Reed-Bed Treatment System/Constructed Wetland Treatment System
5. SODIS (Solar Water Disinfection)
6. Chlorination at Home
7. Bio-Sand Filter

The media sector in Nepal is cooperating its best from its side to create positive environment for sustainable water and sanitation. Whenever people are in problem, the first to raise voice has been the media. The awareness generated towards water conservation and sanitation, the motivation to adopt environment friendly technologies, the initiatives in favor of WATSAN can be credited to a joint effort of GOs, NGOs and civil society and the media world can not be forgot in this context.

Media has played decisive role regarding water and sanitation issues time to time. One of the recent example could be the withdrawal of Seven Trent, which was granted a contract for water management of Kathmandu Valley. When the decision was taken by the government under the recommendation of Asian Development Bank, media published a lot of stories about the dark side of the company, which has been badly reputed in the international arena. As a result, water related NGOs as well as civil society started to protest against the government decision and the government was compelled to withdraw its own decision.

In the context of ATs in WATSAN, media has been playing mention worthy positive role since the technologies are in the benefit of the people in crisis. Media's following role is helping in promotion of ATs:

1. Motivation
2. Education
3. Voice of Voiceless
4. Watchdog
5. Bridging gap between needy people and knowledge-holders
6. Information Dissemination

It could be less important to count the number of stories published, but the important question is how the stories are published. Journalists have to be empowered the best way in producing the most effective, the most impressive, the most motivating, the most interesting, the most informative and the most appealing stories, Mr. Mathema concluded.

messages around rural water in Cameroon, Colombia, Kenya, Nepal, Nicaragua and Pakistan

### **Story leads for news and feature writing**

**Dick de Jong** showed the participants the Water for Asian Cities web log site for communication and media people, see <http://wacblogger.wordpress.com/>. This included the story ideas as developed by the journalists in the Singapore WAC media workshop in July 2007, which were also given as a handout:

#### **[Five reasons to drive development by investing in water and sanitation](#)**

“Good business: that’s what investing in improved water, sanitation and water resources management is for national economies and poor people. The greatest economic benefits of such investments will be felt in those countries with greatest water, sanitation and poverty challenges”. With this key message the World Health Organization and the Stockholm Water Institute are providing five compelling facts that should convince finance ministers and prime ministers in the developing world to invest in water and sanitation:

1. Improved water supply and sanitation and water resources management boosts countries' economic growth and contributes greatly to poverty eradication. Poor countries with access to improved water and sanitation services enjoyed annual average growth of 3.7% GDP; those without grew at just 0.1%.
2. The economic benefits of improved water supply and "in particular, sanitation" far outweigh the investment costs. Economic benefits range from USD 3 to USD 34 per USD 1 invested, depending on the region and technologies applied.
3. National economies are more resilient to rainfall variability and economic growth is boosted when water storage capacity is improved. Improved resilience to the effects of floods and droughts could make Kenya's GDP grow annually at rate of at least 5-6 percent, rather than the current 2.4 percent annual growth rate.
4. Investing in water is good business. Proper water supply, sanitation and water resources management is increasingly becoming a competitive advantage for attracting business investment. It is estimated that 322 million working days per year, and an annual global value of US\$750 million from working days gained as a result of improved health, could come from meeting the Millennium Development Goals water supply and sanitation targets. Proper water supply, sanitation and water resources management is increasingly becoming a competitive advantage for attracting business investment.
5. The overall public and private investment needs for improved water supply and sanitation and water resources management are considerable, the World Health Organization and the Stockholm Water Institute agree. But they say that at the country level, "meeting such investment challenges is highly feasible and within the reach of most nations." Broken down nationally, meeting such investment challenges by 2015 is clearly doable. The annual per capita costs to meet the MDG on water supply and sanitation in Bangladesh, Cambodia, Tanzania and Uganda ranges from USD 4 to USD .7

Other sources:

Making Water a Part of Economic Development: The Economic Benefits of Improved Water Management and Services, full report PDF

[http://www.siwi.org/downloads/Reports/CSD\\_Economics.pdf](http://www.siwi.org/downloads/Reports/CSD_Economics.pdf)

Securing Sanitation: The Compelling Case to Address the Crisis, full report PDF

[http://www.siwi.org/downloads/Reports/CSD\\_Sanitation.pdf](http://www.siwi.org/downloads/Reports/CSD_Sanitation.pdf)

Mr. De Jong briefly explained the other handout: *Water - waste economy*, an editorial by Sunita Narain, Editor of Down to Earth. This is a call against the politics and mismanagement of water in India, and especially New Delhi. This powerful magazine is involved in a long-term campaign for local water harvesting.

## **What do the participants take away and what will be their next action?**

As most of this presentation had already been covered in the group work of the morning **Dick de Jong** asked the participants to all fill out the evaluation form for him to quickly analyze. In that time a film was shown on successful NGO and media action in New Delhi, India against water privatisation. Introduced by **Kulwant Singh** this film showed the effective action of civic society in New Delhi based on the new Right to Information Act in India. Together with the help of the media they successfully contested the lack of transparency in the process of privatizing water in the city.

Dick de Jong presented a summary on what aspects of the workshop participants had valued most.

These were the top scoring aspects:

8. New information on current water situation in the world and individual countries such as India and Germany.
9. Sharing and networking with journalists from other countries.
10. Interactive and open discussion
11. Very informative and interesting presentations
12. The field visit.
13. Participation in working groups and practical work
14. Work for reduction of water loss and water demand management.

Some of the individual remarks give a good impression of what participants take away:

- Knowing that the importance of water should be conveyed to the people in a much quicker way.
- Respecting that water is as valuable as oil.
- Importance of sanitation and the connection with agriculture.
- Understanding the initiatives done by some institutions and governments.
- Familiarize with the best web site
- Suggest this workshop be repeated.

## **Closing session and distribution of certificates**

**Mr. Alireza Salamat** mentioned in the closing session that Iran and other Islamic countries have a problem with World Water Day on 22 March. This coincides with their holidays and New Year. He also stated that the workshop has already resulted in good media coverage in a few media in Tehran. He hoped that the participating journalists would also publish stories in their media and inform RCUWM about that.

The chief Public Relations in the Ministry has recommended from a PR campaign perspective to recommend 20 February as the national day of water.

**Kulwant Singh** considered this workshop to be one of the best organized in his long experience in training and international workshops. He thanked the RCUWM for their leadership, efforts and team spirit to make this workshop a success. "We are not stopping here, we'll stay in touch, sharing through our newsletter, etc. The contributions from the outside resource persons have been appreciated and valued. Participants have cooperated very well, also from Iranian colleagues."



**Mr. Sayed Shariff**, Afghan water Resources adviser on behalf of all the participants thanked the organizers and resource persons for this interesting workshop. He suggested bringing in water engineers in a next workshop with journalists so that they can learn from each other. He will organize a one day national workshop for engineers and journalists.

**Mr. Heidebrecht** added that this was his first time meeting with journalist, he learned a lot, and found it very useful.

**Mr. Hamidreza Janbaz** along with Dr. Singh handed out the certificates to all the participants.

# Annex 1 Capacity Development Workshop for Water Journalists from Central Asia, Iran and Other Asian Countries

## Programme Schedule (provisional)

Dates: 26 – 28 November 2007

Venue: IRIB Conference Hall, Tehran

### Sunday, 25 November 2007

Participants' arrival at Tehran Grand Hotel

### Monday, 26 November 2007

07:30 – 08:00	Registration of workshop participants at Tehran Grand Hotel
08:00 – 08:15	Departure for Jalalieh
08:15 – 10:30	Visit to Jalalieh Water Treatment Plant
10:30 – 11:00	Departure for Saad-Abad Museum Complex
11:00 – 12:30	Visit to Saad-Abad National Water Museum and others
12:30 – 13:30	Lunch
13:30 – 14:00	Departure for IRIB
14:00 – 16:00	Visit to IRIB (Iranian National Broadcasting)
16:00 – 17:00	Return to Tehran Grand Hotel

### Tuesday, 27 November 2007

08:00	Departure from hotel to workshop venue
09:00 – 09:30	<b>Opening session: welcoming addresses</b> <ul style="list-style-type: none"><li>– <i>Hamid Reza Janbaz, Acting Director, RCUW Tehran</i></li><li>– <i>Kulwant Singh, UN-HABITAT</i></li><li>– <i>Dr. Reza Ardakanian, Director, UNW-DPC</i></li></ul>
09:30 – 09:45	<b>Introduction to UN-HABITAT WAC &amp; MEK-WATSAN programmes</b> <ul style="list-style-type: none"><li>– <i>André Dzikus, UN-HABITAT</i></li></ul>
09:45 – 10:00	<b>Introduction to UNW-DPC activities in the Asian region</b> <ul style="list-style-type: none"><li>– <i>Reza Ardakanian, UNW-DPC</i></li></ul>

**10:00 – 11:00**

**German experiences – raising awareness in the public and professional water sector**

– *Rüdiger Heidebrecht, DWA, Germany*

**11:00 – 11:30**

Tea / Coffee Break

11:50 – 12:30	<b>Learning from Singapore's water management</b> – UN-HABITAT – Discussion
11:30 – 11:50	<b>Impacts of media on water and environment issues</b> – Reza Zandi, RCUWM-Tehran
12:30 – 13:00	<b>Engaging media on sanitation</b> – UN-HABITAT – Discussion
13:00 – 14:00	Lunch
14:00 – 14:20	<b>Coping with water scarcity</b> – Mojgan Tavana, IRNA, Iran
14:20– 15:10	<b>Drinking water and sanitation issues in Asian countries and journalists as partners to find the solutions</b> – UN-HABITAT – Discussion
15:10 – 15:30	<b>Water and climate change</b> – Mohammad Ali Tohid, Hamshahri Newspapers, Iran
15:30 – 15:45	Tea / Coffee Break
15:45 – 16:45	<b>Engaging users (women, men, children and civil society)</b> – UN-HABITAT – Discussion
16:45 – 18:00	<b>Media and events</b> – Selected journalists / resource persons – Discussion – Session facilitator: Dick de Jong, IRC, Netherlands
19:00	Welcome Dinner hosted by RCUWM-Tehran

## Wednesday, 28 November 2007

08:00	Departure from hotel to workshop venue
09:00 – 10:30	<b>Workshop: Creating your own work plan on water for 2008/2009</b> – Rüdiger Heidebrecht, DWA, Germany
10:30 – 10:50	<b>Water tariffs as a source of revenue</b> – Gisoo Misha Ahmadi, IRIB, Iran
10:50 – 11:20	Tea / Coffee Break
11:20 – 12:30	<b>Presentations by participating journalists on WATSAN issues in their countries</b>

- *Participants*
- *Discussion*

**12:30 – 13:00**

**Global Water Operators Partnership Alliance**

- *UN-HABITAT*
- *Discussion*

**13:00 – 14:00**

Lunch

- 14:00 – 15:30**            **Story leads for news and feature writing**  
– *Discussion*  
– *Session facilitator: Dick de Jong, IRC, Netherlands*
- 15:30 – 16:00**            **Film on community water management**  
– *Discussion*
- 16:00 – 17:30**            **What do the participants take away and what will be their next action?**  
– *All participants*  
– *Discussion*  
– *Session facilitator: Dick de Jong, IRC, Netherlands*
- 17:30**                      **Closing session and distribution of certificates**

Annex 2 List of Participants