

# Protect water now - don't let it run out!

2008 - 2011

A "Grupo Agua" and "RPP" Initiative

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This report is dedicated to the memory of the Researcher Abel Fernández

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The Grupo RPP is a multimedia group, having both national and international reach, whose vision is to bring together Peruvians in search of a better quality of life, through capacity building and information. Its priority areas in society and development are health, education, environment, justice and security. Communication and sensitization campaigns are some of the mechanisms through which its social commitment takes shape.

**Grupo Agua**

The Grupo Agua has been working in Peru since November 2004, with the aim of improving the synergy between government representatives and international cooperation agencies in water and sanitation. At present, the Grupo Agua is formed by representatives of 16 institutions. Among these are the International Development Bank (IDB), the Japan International Cooperation Agency (JICA), the Pan American Centre for Sanitary Engineering (CEPIS), Swiss Cooperation for Development (SCD), German Cooperation (GTZ, KFW and INWENT), the Andean Development Corporation (CAF), the Spanish Agency for International Cooperation for Development (AECID), the Delegation of the European Commission in Peru, the United States Agency for International Development (USAID), the Fund for the Americas and the Water and Sanitation Program of the World Bank (WSP-BM)

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# Introduction

In Peru, water scarcity is not very apparent as yet. Despite the fact that we have 5 percent of the world's surface water, there are indicators that the drinking water produced is wasted, a situation that is worsening with the progressive increase in our country's population and the resulting use of the resource.

It is estimated that by the year 2025 the population will grow to 35.5 million and the per capita availability of annual renewable fresh water will be 1,090 cubic meters, which means that Peru will suffer from water stress. Given this situation, it is vital that key sectors of the population come together to promote the responsible use of water, as well as the care and correct use of water and sanitation services.

It is this motivation that led to the forging of the alliance between **Grupo Agua** and **Grupo RPP**, which gave birth to a national campaign to promote a "Culture of Water": "Protect water now, don't let it run out," whose main objective is to sensitize, inform, and educate people on the importance of water in the lives of people.

The outcome of this extensive campaign is being made available to the authorities and professionals in the sector, journalists, and the general public through this publication. We hope that this experience will lead to the forging of new strategic alliances for the care and conservation of water in Peru.

We thank the Grupo Agua and Grupo RPP's teams for their substantial contribution to this initiative and to all those who have made the publication and distribution of the results of the study possible.

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# Acronyms

<b>AECID:</b>	Spanish Agency for International Development Cooperation
<b>CAD:</b>	Ciudadanos al Día
<b>CAF:</b>	Andean Development Corporation
<b>CEPIS:</b>	Pan-American Centre for Sanitary Engineering and Environmental Sciences
<b>CPI:</b>	Peruvian Opinion and Market Research Company
<b>GIZ:</b>	German Technical Cooperation Agency
<b>IDB:</b>	International Development Bank
<b>INWENT:</b>	Capacity Building International, Germany
<b>JICA:</b>	Japan International Cooperation Agency
<b>KFW:</b>	German Financial Cooperation
<b>PAHO:</b>	Pan-American Health Organization
<b>RPP:</b>	Radio Programas del Perú
<b>SDC:</b>	Swiss Agency for Development and Cooperation
<b>USAID:</b>	United States Agency for International Development
<b>WHO:</b>	World Health Organization
<b>WSP-WB:</b>	Water and Sanitation Program of the World Bank

# Executive Summary

This report details the strategy, results and lessons learnt from the “Protect water now, don't let it run out” campaign, which is an initiative of the Grupo RPP and Grupo Agua to promote a “Culture of Water” in Peru.

This initiative is a novel experience in the water and sanitation sector in Peru, as it is based on an alliance between international financial and technical cooperation institutions and the privately owned media to create a public space for debate and reflection on an issue that is becoming increasingly relevant: the issue of water and its responsible use.

The general objective of the campaign “Protect water now, don't let it run out” was to sensitize, inform, and educate the public on the importance of water in the lives of people. In the 94 weeks that it was on air, it reached an average of 6 million listeners per week in Peru.

The strategy and the communication plans were designed based on opinion research studies, technical assistance from specialists, and the experience of the Grupo RPP's journalists and presenters in the production and dissemination of messages.

The strategy included a:

- Plan for development and dissemination of content and materials, including the organization of working committees within the broadcasting company to facilitate interaction with the advisory committee formed by Grupo Agua's specialists in the sector.
- Programming schedule combining different elements such as short radio programs special reports and children's stories in order to complement the traditional short duration informative spots.
- Capacity building program aimed at increasing and standardizing the knowledge of journalists, producers and hosts on the topic in question.
- Schedule of activities with assigning of responsibilities and a timetable.

The campaign's impact assessment showed significant results – it contributed towards increasing awareness in the general public on water related issues, in particular water scarcity. Thus, before the campaign, only 36.6% of the population expressed concern about the scarcity of this resource, while in 2009 the percentage had risen to 83.7%.

Other important results were those related to the responsible use of water through consumption habits.

- Lower incidence of people leaving the tap running while washing dishes (in the case of Arequipa this figure rose from 16% in 2008 to 30% in 2011).
- Increase in the number of people confirming that they watered their gardens with recycled water (from 16% in 2008 to 23% in 2011).

Likewise, a significant number of respondents also declared that they were aware that the payment for water services was not only for supply but also for the sewerage system's maintenance, with the figure growing from 8.9% before the start of the campaign to 15.4% in the last survey.

Regarding the media company, the benefits of the campaign were clearly evident, including the strengthening the participating company's corporate image: in just one year, Radio Programas del Perú (RPP) tripled its public recognition as a promoter of water-related social responsibility campaigns.

A self-assessment by the participants and actors of the initiative identified good practices and aspects to improve upon based on an analysis of the following factors: relevance, effectiveness, efficiency, impact, sustainability, and replicability.

Among aspects that functioned successfully are:

- Joint and complementary work between international cooperation institutions and a mass communication medium, effectively executing complementary activities: the Grupo Agua providing the required technical know-how and the Grupo RPP bringing in its experience in the management of mass media campaigns.
- The organization of the public-private alliance in a Technical Advisory Committee for the follow-up and assessment of the initiative.
- A serious and systematic research component that guided the campaign's design, adaptation and assessment.
- A decentralized capacity building program for journalists, producers, and hosts to involve them in the campaign, increase the quality of the content transmitted and reinforce its social role in the service of the community.

The experience of the “Protect water now, don't let it run out” campaign and the results obtained show that mass communication media are effective tools to reach out to public opinion and to launch awareness campaigns through institutional alliances. However one of the main challenges that will determine the degree of success would lie in demonstrating our ability to continue with such campaigns and make them sustainable over time.





# I. The issue

Worldwide, a billion people do not get drinking water at home and three billion people lack proper sanitation services<sup>1</sup>. In developing countries, one in every three pre-school children suffers from malnutrition<sup>2</sup>. In general, such cases lead to diarrheic diseases, which stem from the absence of both these domestic services.

Climate change brings equally complex challenges. It is estimated that by 2010, 77 million people in Latin America and the Caribbean will be affected by what experts call “water stress”. That is to say, demand will exceed the supply of fresh water in terms of quality (eutrophication, contamination by organic matter and saltwater intrusion) and quantity (over-exploited water tables and dry rivers, for example)<sup>3</sup>.

In spite of having 5% of the world’s surface water, Peru is facing serious problems in managing this resource.

While in cities, the access to water and sanitation services stands at 90% and 81% respectively, in rural areas it is merely 61% and 36%<sup>4</sup>.

Added to low coverage are structural management issues, such as the poor quality of service, the absence of consumption measurements (55% at the national level) and inadequate billing (42% of the total water produced).

Surprisingly, only 36.6% of the 1,306 people interviewed in a representative study of the cities of Arequipa, Iquitos, Lima and Piura believe that the country is facing water scarcity<sup>5</sup>. The current trend, however, suggests that this perception will change shortly.

Various studies suggest that Peru’s glaciers have shrunk by 22% (7000 million cubic meters) as compared to the area they covered 35 years ago (equivalent to 2.8 million Olympic sized swimming pools filled with water). And by 2025, Peru will be the only Latin American country that facing permanent “water stress”<sup>6</sup>.

Given the current and future global, regional and national demand for water and its limited availability, it is crucial to stop water wastage.

Acting within the framework of the International Decade for Action, “Water for life 2005-2015”<sup>7</sup>, this campaign aimed at arresting and preventing water scarcity by promoting a better Culture of Water. In other words, it is important to make people aware that since it is a resource that is as essential as it is finite, maximum care needs to be taken of it.

1 World Bank (2011) Acceso a Agua Potable [Online] Available at: <http://www.worldbank.org/depweb/Spanish/modules/environm/water/print.html> [Reviewed on 22.11.11].

2 Smith, Lisa C., Usha Ramakrishnan, Aida Ndiaye, Lawrence Haddad and Reynaldo Martorell (2003) The Importance of Women’s Status for Child Nutrition in Developing Countries, Washington DC: International Food Policy Research Institute Research Report 131.

3 Green Facts (2011) Estrés Hídrico [Online] Available at: <http://www.greenfacts.org/es/glosario/def/estres-hidrico.htm> (Revised on 22.11.11)

4 World Bank (2008) in <http://data.worldbank.org>

5 IMASEN (2008) Estudio de Línea de Base sobre la percepción del problema de escasez de agua – Fase cuantitativa. Lima: IMASEN

6 UNDP (2006) Informe de Desarrollo Humano 2006. Más allá de la escasez: Poder, pobreza y la crisis mundial del agua. Nueva York (2006 Human Development Report): Palgrave Macmillan.

7 Initiative promoted by the United Nations, through its mechanism for coordination between agencies, “UNO Water”. For more information, visit: [www.unwater.org](http://www.unwater.org)

# II. The Campaign

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## Partners

The “Protect water now, don't let it run out” campaign was conducted through a strategic alliance between two groups: the Grupo Agua and the Grupo RPP<sup>8</sup>.

The Grupo Agua was set up in Peru in November 2004, with the participation of the World Bank's Water and Sanitation Program, the German Technical Cooperation Agency (GTZ/PROAGUA), the Swiss Cooperation Agency (SDC), the Canadian International Development Agency (CIDA) and the Pan-American Sanitary Engineering and Environmental Sciences Centre of the Pan-American Health Organization (CEPIS/PAHO).

The frame of reference for this initiative included the National Accord, the Strategy for Overcoming Poverty, the Sector's National Plan as well as the Millennium Development Goals and the Paris Declaration.

The Grupo Agua's specific objectives are: increasing efficiency in cooperation in the sector through better coordination between the cooperating partners, exchange of information and experiences, structured dialogue between the sector and international cooperation entities, and follow-up of sector support on specific issues with studies, projects and workshops.

At present, 16 institutions, agencies or international cooperation organisms, including the State, are a part of the Grupo Agua, including the: International Development Bank (IDB), Japan International Cooperation Agency (JICA), the Pan-American Sanitary Engineering and Environmental Sciences Centre of the Pan-American Health

Organization (CEPIS/PAHO), the Swiss Development Cooperation (SDC), the German Cooperation (GIZ, KfW and INWENT), the Andean Development Corporation (CAF), the Spanish Agency for International Development Cooperation (AECID), the Delegation of the European Commission in Peru, the United States Agency for International Development (USAID), the Americas Fund, and the World Bank's Water and Sanitation Program (WSP-WB).

The Grupo RPP is a multimedia group with national and international reach, whose vision is to bring together Peruvians seeking a better quality of life, through capacity building and information. Its priority areas in terms of society and development are health, education, environment, justice and security. Communication and sensitization campaigns are some of the mechanisms through which its social commitment takes concrete shape.

RPP Noticias, a part of the Grupo RPP, is the leading medium for news-related content in Peru, given its reach, immediacy and credibility. In 2011, RPP Noticias was classified as the brand with the second best reputation in the country and as the communication medium with the best worldwide reputation<sup>9</sup>.

## Objectives

### General Objective

The general objective of the “Protect water now and don't let it run out” campaign is to promote a culture of water in Peru. In other words, people must become aware that given that it is a resource that is as essential as it is finite, maximum care must be taken to preserve it.

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<sup>8</sup> See footnote 1.

<sup>9</sup> RPP Noticias (2011) RPP lidera ranking de medios en estudio internacional sobre reputación. [Online] Available at: [http://www.rpp.com.pe/2011-07-13-rpp-lidera-ranking-de-medios-en-estudio-internacional-sobre-reputación-noticia\\_384304.html](http://www.rpp.com.pe/2011-07-13-rpp-lidera-ranking-de-medios-en-estudio-internacional-sobre-reputación-noticia_384304.html) (Reviewed on 22.11.11)

### Specific Objectives

1. Inform people about water scarcity in the context of global warming.
2. Inform people about water and sanitation services and how they improve the quality of life.
3. Promote daily actions for the responsible use of water.
4. Promote healthy practices in relation to the consumption of water.
5. Promote and spread activities to prevent the contamination of water sources.

### Target Population

#### Main population

Men and women above the age of 18 who are frequent listeners of RPP Noticias at the national level, reside in urban and rural areas and have direct access to drinking water and/or sanitation services.

#### Group Dynamics

##### Interviewer:

“...They mentioned that there is going to be water scarcity, is water a natural resource or can it be produced...?”

##### Respondent:

Woman, 23 years, NSE C: “Yes it could be. Sea water would have to be desalinated, but in our country we have water. We are not suffering. So we are not aware of any wastage...”

Male, 21 years NSE C: “Water has a cycle. Rain evaporates, is filtered into the soil and wells are formed. And later, it evaporates once again. This is a cycle. What I understand is that the water is running out, but what I don't understand is where it is going.”

#### Secondary population

Authorities (regional presidents/mayors and governors all over the country), opinion makers and civil society (neighborhood

associations and non-governmental organizations linked to the water and sanitation sector).

### Main Message

The main message of the campaign warns about water scarcity, highlights how important it is for health, and exhorts people to take care of it.

### Phases

All the campaign's monitoring and assessment components combined quantitative and qualitative social research methods. The idea behind the baseline, in particular, was to contribute to the campaign's design to enable the main target population's understanding, assessment of the perceptions and opinions to be refined, with regard to:

- The scarcity of water resources, and
- Their water consumption habits

Between April and May 2008, the opinion and market research company, IMASEN, was hired to conduct the baseline study.<sup>9</sup>

IMASEN conducted four focus group activities and four in-depth interviews. For the quantitative baseline component, 1,306 surveys were carried out in four cities, representative of Peru's coast, highland and forest areas. Just as in the case of the two quantitative studies conducted on the completion of the campaign's first and second phases, the baseline study was conducted through a probabilistic, poly-phase, random sampling, with a margin of error of  $\pm 2.8\%$  and a confidence level of 95.5%. To ensure the reliability of the results, the veracity of 30% of the surveys done was checked at random.

9 .....

The baseline drew from the following 10 key ideas, around which the campaign was designed:

1. 30% of the respondents did not know what “potable water” meant and were unaware that the water we drink needs to be treated in order to safeguard people’s health.
2. Listeners were not aware of the shortage of water in Peru. People needed to understand that the problem was serious, but also that they could and had to do something about it.
3. It was a fairly commonly held belief that natural water was always pure.
4. 43.6% believed that they were paying a lot or too much for water and sanitation services.
5. The campaign had to target those availing of drinking water services and needed to highlight the individual as well as collective benefits of water conservation.
6. To value the services provided, it was recommended that cases of areas with no drinking water had to be presented.
7. People knew how to conserve water and 66.4% of those surveyed thought that people like them could do something to prevent water contamination.
8. 62.8% of the cases mentioned specific water conservation related behavior; therefore one of the campaign’s objectives had to be that of articulating this knowledge through concrete actions.
9. The majority considered that water was everyone’s right. However people were not aware of what could be done to increase coverage. At the end of the day, according to them, it was the authorities’ responsibility and not that of citizens.
10. In fact, the shortage of drinking water was attributed to the authorities’ lack of efficiency.

**First Stage**

***Duration***

The duration of the “Protect water now, don’t let it run out” campaign’s first phase was an uninterrupted 56 weeks: from 19<sup>th</sup> August 2008 to 6<sup>th</sup> October 2009.

***Approach***

Using both the baseline, as well as the experience of the campaign partners as a reference, it was decided that this phase would be executed on the basis of two complementary approaches. Water as:

- A scarce natural resource
- A service that required prior processing before reaching people’s homes.

These approaches were further sub-divided into the topics listed in table 1.

**TABLE 1: APPROACHES AND THEMES**

Water as a resource	Water as a service
Availability	Wastage and Saving
Contamination of sources	Quality and Health
Scarcity	Management
Value	Cost
Climate Change	Water and Sanitation

***Communication Strategies***

The first phase of the campaign used three complementary strategies: (a) content production both for the radio as well as RPP Noticias’ web page, (b) capacity building of journalists and (c) school competitions.

(a) Content Production

*Radio:*

This phase of the campaign included two types of products for the radio: advertisements and spots. 10 advertisements, with durations of between 12 to 30 seconds, which were aired 2,400 times, from Monday to Friday between 6am and 10pm, were produced.

The spots, on the other hand, were of a duration of 5-8 minutes. The 229 spots and the 12 special reports prepared, also to be broadcast by RPP Noticias via Plus TV, combined testimonies of specialists, with reports

on the above-mentioned issues and even children's stories.

These spots were inserted in the following RPP Noticias programs.

- "Salud en RPP" (10:00AM)
- "Rotativa del Campo" (largely rural audience, 4:00AM)
- "Sabado Domingo/ "Por nuestra gente" (11:00AM)
- "Rotativa de aire" (8:00AM)

**Climate change advertisement: 30 seconds**

Boy Presenter 1: They say that the climate is changing, that we have made our planet hotter by one degree.

Girl Presenter 2: And that the glaciers could melt and cause floods. If we continue to produce green house gases and waste water, valleys could become deserts and we won't be able to get enough water.

Boy Presenter 1: There are things we should not change. The climate is one of them.

Institutional presenter: "Protect water now, don't let it run out" – a Grupo Agua and RPP message.

**Water and Health Advertisement: 30 seconds**

Girl Presenter: Water is a source of life – every form of life.

Boy Presenter: ... including bacteria, parasites and diseases that take away your life.

Girl Presenter: Let us not contaminate water with wastes or chemicals.

Boy Presenter: The quality of our lives depends on the quality of water.

Institutional Presenter: "Protect water now, don't let it run out" – a Grupo Agua and RPP message.

**Plug: 12 seconds**

Institutional Presenter: The main source of water that feeds our rivers, lakes and springs on the coasts and in the forests is running out. "Protect water now, don't let it run out" – a Grupo Agua and RPP message.

*Blog*

The "posts" in the campaign blog ([http://www.rpp.com.pe/campanias-cuida-el-agua-seccion\\_592.html](http://www.rpp.com.pe/campanias-cuida-el-agua-seccion_592.html)) were prepared based on the above-mentioned spots and national and international notes linked to the topic.

Additionally, the blog enabled all the content and other communications produced for the campaign to be posted – i.e. advertisements, stories, "capsules", interviews, and photographs.

The blog was updated at least once a day and had a monthly average of 23,000 visits.

One aspect of the blog that must be highlighted was the level of participation that it promoted between users, who frequently shared both their opinions as well as various resources through their stories on Twitter and Facebook.

(b) Capacity building of journalists

The capacity building of journalists by water and sanitation specialists took place at two points in time during the campaign, with the objective of fine-tuning and updating their knowledge.

At the beginning of the campaign, the team of RPP Noticias' journalists (producers, hosts and researchers) was invited to a training program aimed at sensitizing and equipping them with key messages.

All through the campaign and with a view to ensuring the quality and precision of their messages, the campaign team followed up on the work with the producers of each RPP Noticias program involved.

(c) School competition

In order to involve the educational and academic community (students, teachers, mothers and fathers), a competition was held in which questions were formulated on the campaign's key messages, through the blog.

The competition was held between 30<sup>th</sup> May and 15<sup>th</sup> July 2009, and managed to garner the participation of 1560 students from the fifth grade of primary school to the fifth grade of secondary school from different parts of the country.

**Investment**

Taking into consideration the actual values of the design, production, dissemination and other related costs, the campaign’s economic value stood at US\$ 1,261,146, including IGV (General Sales Tax). The Grupo Agua’s financial contribution, which accounted for almost 20% of the total campaign investment, was US\$250,144; the difference corresponds to the valuation of the costs borne by the Grupo RPP. It must also be pointed out that the valuation of contributions, such as the participation of Grupo Agua’s specialists in the Advisory Committee, has not been included in this report.

**Monitoring and Assessment**

In May 2009, IMASEN conducted four focus group studies with 30 frequent listeners of RPP Noticias in Lima. In the case of Arequipa, Iquitos and Piura, CPI was hired to replicate the methodology with a similar number and profile of participants. The aim of this activity was to assess the effectiveness of the messages aired during the first six months of the campaign, and make the required adjustments.

The reason for such adjustments was to simplify the issues and obviate the use of technicalities.

Additionally, in September of the same year, IMASEN carried out an end of campaign assessment. 1312 surveys were carried out, including men and women who met the following criteria:

- Above 18 years of age.
- Frequent listeners of RPP Noticias.
- Availing of drinking water services inside and outside their home.
- Residents of the cities of Arequipa, Iquitos, Lima and Piura.
- Contributing towards ensuring an adequate representation of all socio-economic levels.

To compare the results of the baseline with the final assessment of this and the next stage, please refer to the section on “Effects of the campaign”.

**Second Phase**

**Duration**

The duration of the campaign’s second phase was 38 weeks: 27<sup>th</sup> April 2010 to 16<sup>th</sup> specialists 2011.

**Focus**

Using the findings of the first stage monitoring and assessment process as a basis, the technical committee proposed focusing the campaign’s second phase on three key points in water conservation: be aware, feel and act. That is to say:

- Be aware of the water situation and the problem.
- Feel how important water is for your life.
- Take concrete actions for the care and proper use of water.

The three key points led to the themes presented in table 2.

**TABLE 2: THEMES DURING THE CAMPAIGN’S SECOND PHASE**

Number of weeks	Key themes	Messages	Sub-themes
2	Launching	Why is it important to protect water?	Why do we need to Protect water? Water is life and progress
12	The current water situation: resource and service	Be aware	Climate change
12	The importance of water in the lives of people	Feel	Use and maintenance of the infrastructure (water and sewage)
12	Promoting a water culture: good care and use of water	Act	Duties and rights in the use of sewage systems

### Communication strategy

The second phase reiterated all aspects that worked well in the first phase and three new components were added to it, which were equally useful: decentralized programs, a study on good government practices in the management of water and the registration and compilation of press notes (clippings) related to the campaign.

(a) National production and broadcasting of content:

*Radio:*

In this phase, radio advertisements were also aired 10 times a day, five days a week. In the 38 weeks that the second phase of the campaign lasted, a total of 1900 broadcasts were aired. Besides their content, these advertisements differed from those that were aired in the previous phase in terms of their duration, which was of 20 seconds.

Another important difference was that instead of four programs, the 157 spots produced for this phase were inserted in eight programs.

**Water and Climate Change Advertisement: 20 seconds**

Boy Presenter: Phew! Our earth is heating up!  
 Girl Presenter: And the glaciers that produce fresh water are melting, that's why, more than ever before...  
 Boy Presenter: ...."Protect water now, don't let it run out".  
 Institutional Presenter: Let's conserve water today so that there is no shortage tomorrow.  
 Institutional Presenter: This is a Grupo Agua and RPP message.

**Duties and Right Advertisement: 20 seconds**

Boy Presenter: Having water in our homes is our right and taking care of it is our duty.  
 Institutional Presenter: By paying for your water consumption on time and reporting illegal connections, you will be helping more people have water in their homes.

**TABLE 3: GUIDE FOR THE SPOTS IN THE SECOND PHASE OF THE CAMPAIGN**

Program	Day	Duration of the spot	Frequency
Rotativa del aire, 1a edición	Thursday	5 minutes	once every 15 days
Rotativa del aire, 3a edición	Monday	5 minutes	once every 15 days
Salud en RPP	Wednesday	8 minutes	once every 15 days
De la noche a la mañana	Tuesday	8 minutes	once every 15 days
Rotativa del campo	Friday	8 minutes	Weekly
Por nuestra gente	Sunday	8 minutes	once every 15 days
Cuidando tu salud	Saturday	8 minutes	once every 15 days
Ampliación de noticias	Depending on the slot	5 minutes	once a month

**TABLE 4: DECENTRALIZED PROGRAM GUIDE**

Province	2010							2011	Broadcasts
	I Quarter		II Quarter			III Quarter		I Quarter	
	June	July	August	September	October	November	December	January	
Arequipa	2	2	2	2	2	1	3	1	15
Trujillo	2	1	3	0	1	2	4	1	14
Piura	2	2	2	2	1	3	2	1	15
Cusco	2	2	2	1	0	2	4	0	13
Puno	2	1	1	2	2	1	2	1	12
Huancayo	2	1	3	2	2	2	2	2	16
Cajamarca	0	2	2	1	3	2	2	1	13
									98

Prepared by the authors: RS-Grupo RPP Team.

Additionally, nine reports were produced on the issues addressed by the campaign. These were two and three minute pieces, characterized by the use of various approaches and resources (testimonies, statistics and case studies). The reports were aired once a month and repeated in the four news editions.

**Excerpt from the blog:**

Thanks to RPP for creating awareness about these issues that are so important for children as well as teachers.  
Lic. Rosa C.Marcos Urtega, Teacher at the “San Juan” de Trujillo I.E

*Internet*

The blog ([http://www.rpp.com.pe/campanias-cuida-el-agua-seccion\\_592.html](http://www.rpp.com.pe/campanias-cuida-el-agua-seccion_592.html)) maintained the same momentum as during the previous phase. Even so, it increased its traffic by almost 40%, registering 32000 monthly visits on an average. The increase was due to two key factors: the issue was gaining ground in the public agenda and there was greater interaction with the readers, for which social networks, such as Facebook, proved to be vital.

The campaign’s Facebook page (<http://www.facebook.com/pages/Cuida-el-agua-RPP/259879780103>) continues to be active and has almost 4000 followers.

(b) Production and broadcasting of regional content.

One of the innovations of the campaign’s second phase was the decentralization of the production and broadcasting of spots at the regional level.

As shown in Table 4, between June 2010 and January 2011, 98 fortnightly spots of eight minutes each were produced, which were aired in seven regions through the “Rotativa Regional” news.

(c) School Competition:

A competition was held once again during the second stage. Although it was based on the same method as in the first phase, the number of participants was significantly higher, growing from 1560 to 5561. In part, the growth was thanks to the popularity of the issue within the educational community and the Ministry of Education’s support in building awareness about the competition. A third factor that would explain the increase in the number of participants was the utilization of the first stage’s database to spread the news about the competition.



(d) Study on the best water management practices.

The second innovation in this phase of the campaign was the study that the Association Ciudadanos Al Día (CAD, a citizens' association) conducted. Adopting rigorous technical criteria, it identified experiences to be taken as a reference to improve the professional standards of the institutions involved in the proper management of water.

Based on the terms of reference, CAD prepared the following products:

*Identification of successful experiences (200- 2009):*

Among the participants proposed for the Best Practices in Public Management Award, for the 2006- 2009 period, CAD identified 13 that were working on water management: four in education, five on access to water and sewerage, three on management and one on the regulation of the service.

*Identification of successful experiences (2010):*

Within the framework of the 2010 edition of the same award, RPP Noticias and CAD resolved to launch the category 'Best Water Management Practices.'

Of the fifteen applications received, eight complied with the competition's criteria. And among these, the proposal submitted by SEDPAL – entitled: "Manchay: inclusion through access to drinking water and sewerage services" – was the winner.

RPP Noticias covered the awards ceremony, placing a special emphasis on the winning experience in the new category.

*Management guide for elected bodies:*

The third CAD product aimed at answering the following questions: What do the figures related to Peru's water situation tell us? Who is responsible for water in Peru? Which of the successful experiences can be replicated?

With this, it hopes to build awareness about the lessons learnt from the initiatives that promote a just and responsible management of water in our country.

(e) Clippings

The third component of the campaign's second phase was the compilation of journalists' reports on the campaign, published in other media.

The daily monitoring of print and digital media, news agencies and institutional portals during the campaign's second phase helped collect a total of 2914 clippings, whose distribution is given in detail in the following table.

Although no rigorous analysis of the contents of the clippings was done, it may be said that in general, they were positive and informative. However, rather than mentioning the name of the campaign, these reports tended to mention the names of the specialists concerned and the institutions for which they worked. On another note, these references served as a source of information for the campaign's advertisements and spots.

**Investment**

Taking into consideration the actual value of the design, production, dissemination, and other related costs, the campaign's economic value stood at USD\$ 1,602,487, including IGV (General Sales Tax). In this phase, the Grupo Agua's financial contribution was US\$ 225,840 – about 14% of the campaign value; the difference corresponds to the valuation of the costs borne by the Grupo RPP as well as other intangible contributions, such as the participation and consultancy of the Grupo Agua's specialists and the Technical Committee.

**Monitoring and Evaluation**

In October 2010, IMASEN once again studied four focus groups with almost 30 frequent listeners of RPP Noticias in Lima to evaluate the messages and make the corresponding adjustments.

**TABLE 5: CLIPPINGS FROM JOURNALISTS' ARTICLES**

		2010										2011	Total
		Quarter I			Quarter II			Quarter III			Quarter I		
	Media	March	April	May	June	July	August	September	October	November	December	January	
Dailies	Correo		6	7	52	55	49	65	89	1058	84	76	1541
	El Comercio	6	6	2	21	27	31	48	58	69	70	71	409
	El Peruano				2	7	7	11	21	20	20	27	115
	Gestión					0	1	1	5	3	1	1	12
	La República	5	3	5	10	6	34	15	18	22	27	51	196
	Perú21		0	2	4	20	14	24	14	15	4	8	106
News Agencies	Andina	2	3	20	31	74	48	38	53	37	37	38	381
	Enlace Nacional								8	8	9	12	37
Web Portal	Terra				1	0	0	1	6	5	3	16	32
	Perú21.net								11	12	0		23
	CPN Radio								9	5	0	2	16
	América Económica								8	0	5	4	17
	ANA - Asociación Nacional de Agua								0	9	9	5	23
	Ministerio de Agricultura		1						2	2	1		6
		14	19	36	121	189	184	203	302	1265	270	311	2914

Prepared by the authors: RS-Grupo RPP Team.

Additionally, between 20<sup>th</sup> January and 10<sup>th</sup> February 2011, IMASEN conducted an end-of-campaign evaluation. 1207 surveys were carried out, with the same inclusion and exclusion criteria as in the previous two studies. To compare the results of the baseline with the final evaluations of this and the previous phase, please refer to the section, “Effects of the campaign”.

# III. Effects of the Campaign

Till this section, the report details what experts would term “campaign effort”, which could be summarized as 94 weeks on air, with a weekly audience of 6 million people and a total estimated monetary value<sup>10</sup> of US\$2,406,414.

This section, however, attempts to demonstrate the “effects of the campaign”, based on a comparison of the findings of the investigations, in terms of its educational aspects, as well as processes and impact.

In other words, we now move to comparing the baseline’s results with those obtained at the end of the first and second phases in Arequipa, Iquitos, Lima and Piura.

As we mentioned earlier, these studies combined both qualitative as well as quantitative research methods – the latter based on probabilistic, poly-phase and random sampling, with a margin of error of ± 2.8% and a confidence level of 95.5%, in which the veracity of 30% of the surveys done was checked to ensure the reliability of the results.

**TABLE 5: PARTICIPANTS IN THE MONITORING AND EVALUATION**

Research	Supplier	Methods	Data Collection	Phase			
				Base Line	First Phase	Second phase	
				June 2008	Sep 2008	Feb 2011	
Quantitative	IMASEN	Surveys	Participants	Total	1,307	1,312	1,207
			Sex	Hombres	55.6%	53.1%	53.4%
				Mujeres	44.4%	46.9%	46.6%
			Age	18-24	13.2%	11.8%	12.3%
				25-50	50.4%	49.1%	49.0%
				>51	36.4%	39.1%	38.7%
			City	Arequipa	23.0 %	22.9%	24.9%
				Iquitos	23.0 %	22.9%	24.9%
				Lima	30.9 %	31.3%	25.4%
					23.0 %	22.9%	24.9%
Qualitative	IMASEN and CPI	Focus groups	The three phases used group dynamics in the four participating cities				

<sup>10</sup> It includes both production expenses, as well as the amounts that would have had to be paid for the slots in RPP Noticias had they not been donated by the RPP Group. Free coverage given by other media is not considered (cascade effect)

## Specific Objectives

Below you will find the results of the campaign's assessments, in keeping with its five specific objectives.

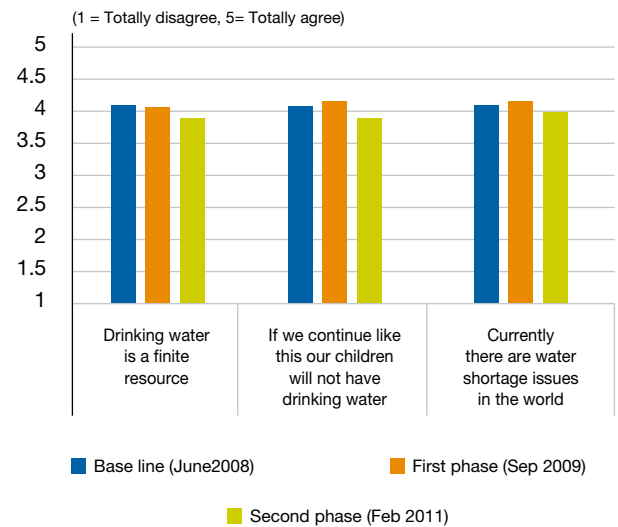
### (1) Inform about water scarcity, in the context of global warming

A comparison of the three phases of quantitative data collection suggests that the concerned population, in particular women, is increasingly concerned about the impact of climate change in our country. Using a scale of 1 to 5, where 1 is 'not at all affected' and 5 is 'very affected', the average in September 2009 was 3.59 (males = 3.53 and females = 3.67), while in March 2011, it was 3.67 (males = 3.63 and females = 3.72).

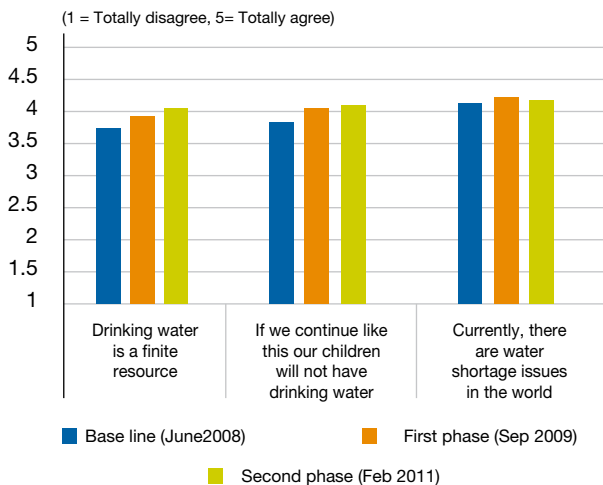
It also suggests that while the campaign lasted, the issue of water gained in importance. In the three studies, the participants spoke of the benefits of taking care of the environment. "Having better quality water" for example, topped the list of spontaneous reasons recorded in the first study in only 7.3% of the participants. In September 2009, this figure rose to 8.3% of the participants. And in the last study, almost 14.6% of the people interviewed gave the same reason.

The following graphs show how the participants became increasingly aware of the current and future shortage of water in the four cities in which the study was conducted.

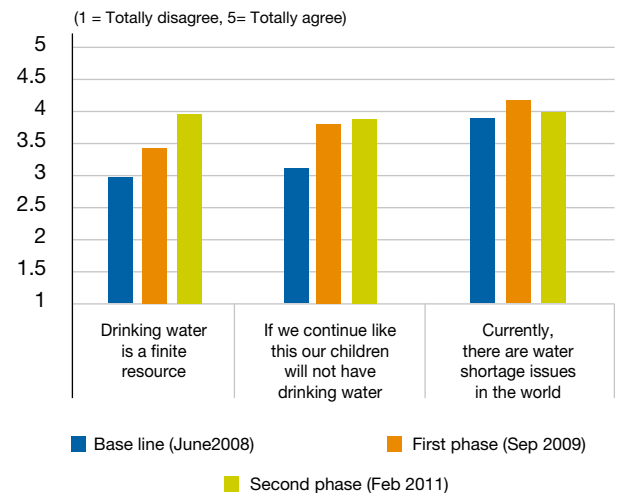
**GRAPH A2: WATER SCARCITY – AREQUIPA**

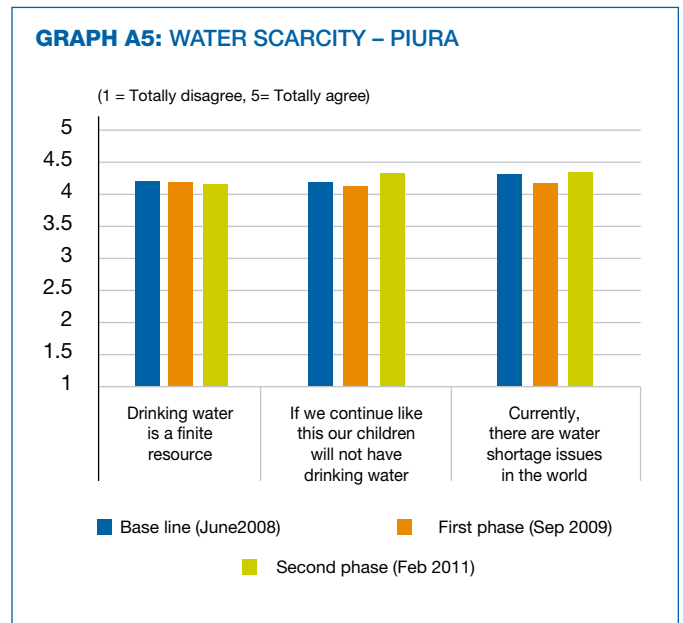
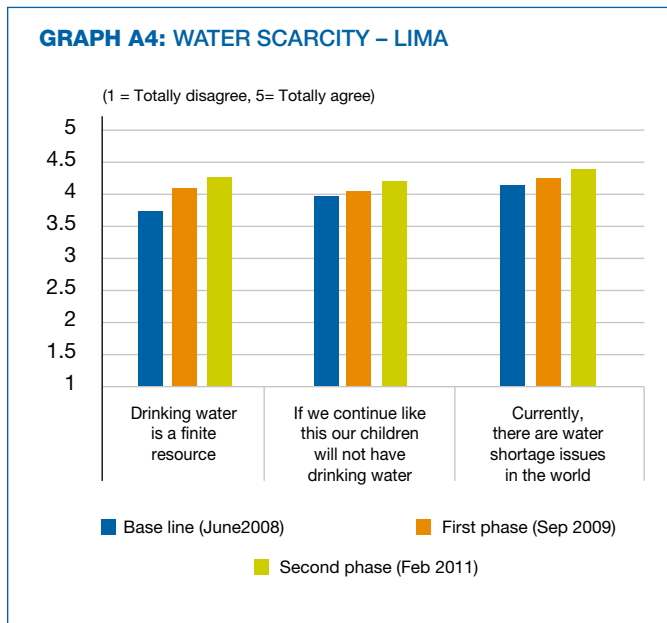


**GRAPH A1: WATER SCARCITY – AVERAGE (AREQUIPA, IQUITOS, LIMA AND PIURA)**

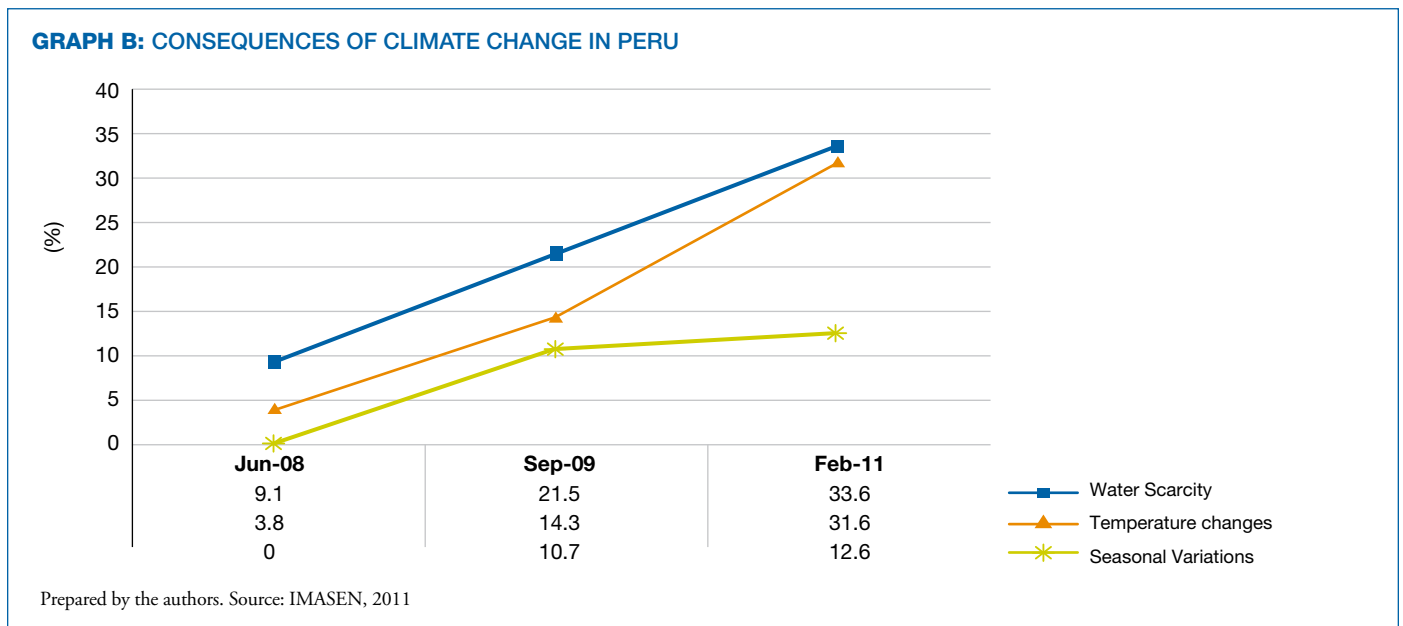


**GRAPH A3: WATER SCARCITY – IQUITOS**

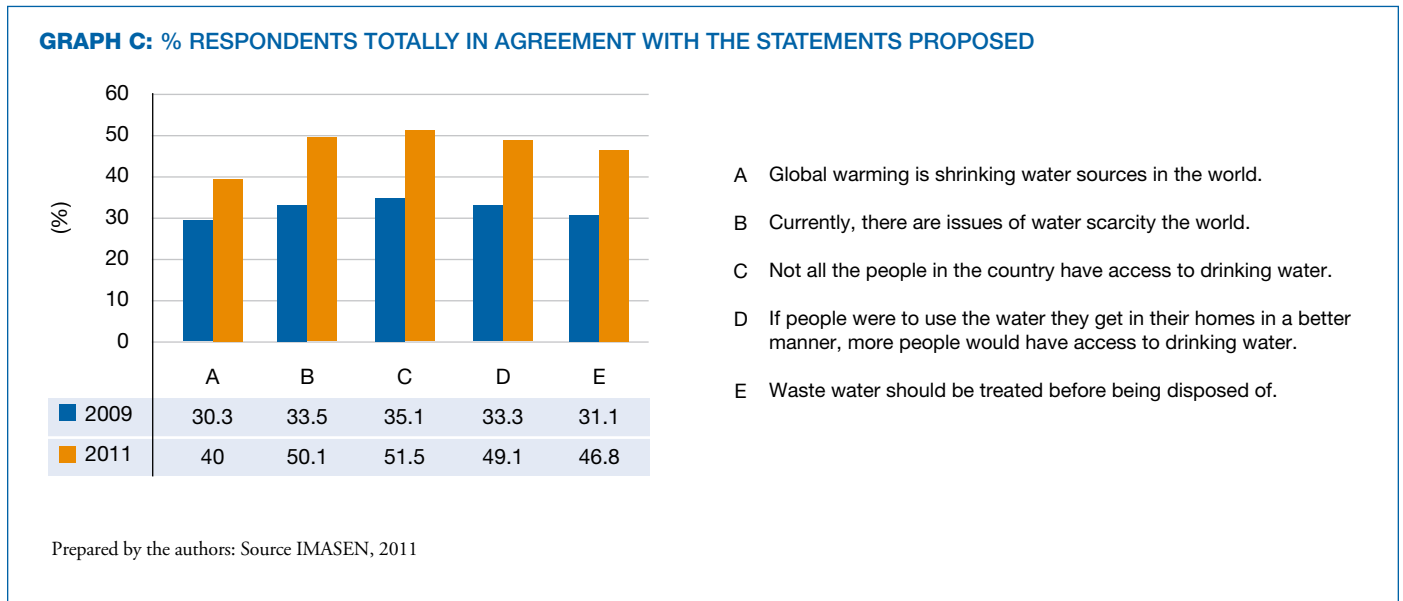




The following graph shows three significant improvements through the campaign. It is to do with the consequences of climate change as expressed spontaneously by the respondents. As observed, the number of persons who mentioned “water scarcity” as one of these consequences almost quadrupled.



The following graph confirms the positive impact that the campaign had in raising public awareness. The levels of agreement with the five statements proposed in the survey show significant improvement between the first and second phases. For example, in the case of the second statement, there is an increase of almost 17%.



**(2) Inform people about the role of water and sanitation in improving the quality of life**

As expected, not always did the indicators behave as desired. In the case of the second objective, the question asked was, ‘Do you believe that not having a waste water treatment system (dirty water and waste water) would affect people’s health?’ In September 2009, 96.6% of the participants said ‘yes’, whereas in March 2011, “only” 87.4% agreed.

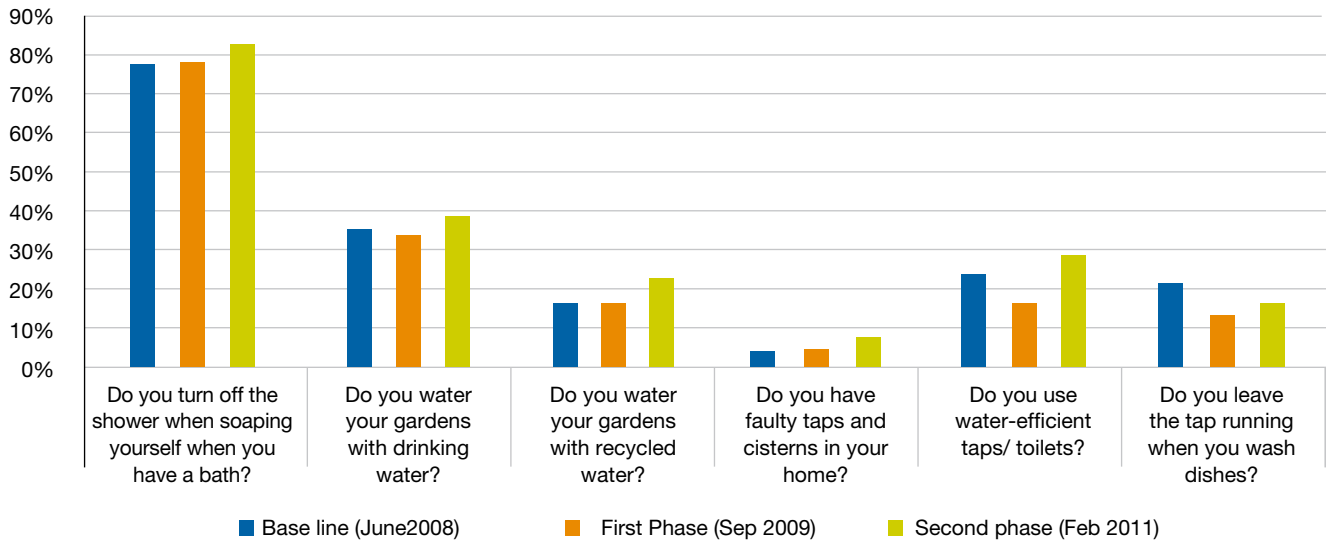
**(3) Promote daily actions for the responsible use of water**

The following graphs show participants responses regarding how they conserve water in their homes. They also show the pattern of these actions at the three points of time covered by the study.

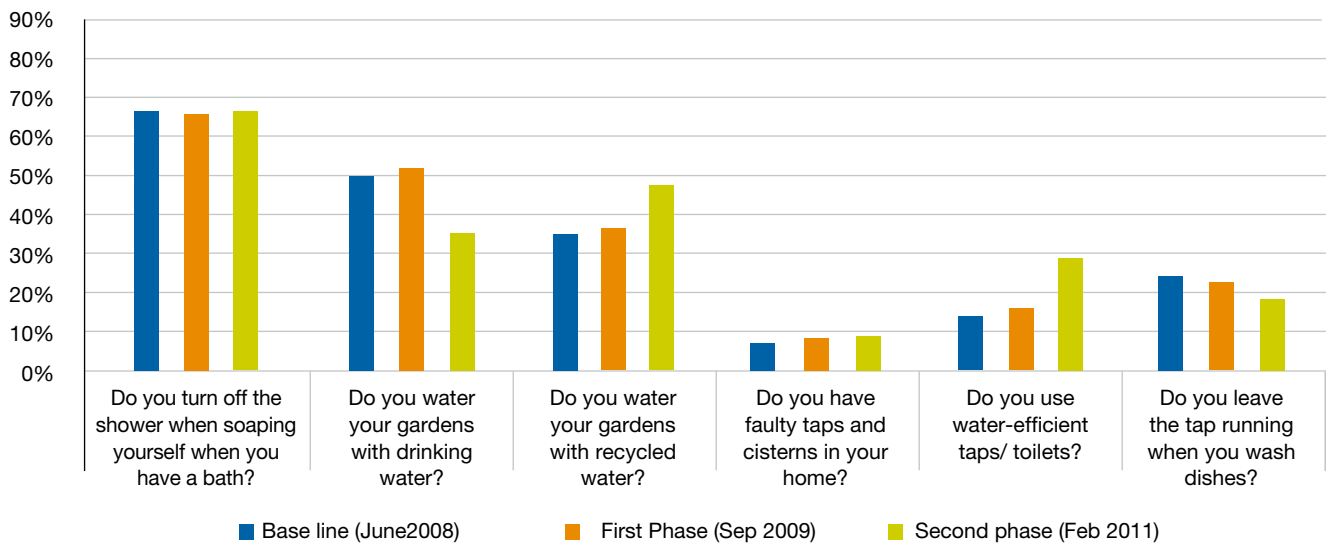
Three of these are worth mentioning:

- The most common water conservation strategy at home is in the shower. The campaign increased the use of this strategy by five percentage points between the baseline and the second phase, attaining 83%.
- It was equally interesting to see that the use of water efficient taps and toilets increased significantly in Arequipa, rising from 16% in 2008 to 30% in 2011.
- A third very positive aspect was the use of recycled water for watering gardens, where all four cities recorded significant improvements. In the four cities, on an average, this action went from being adopted by 16% of the participants in 2008 to 23% in 2011.

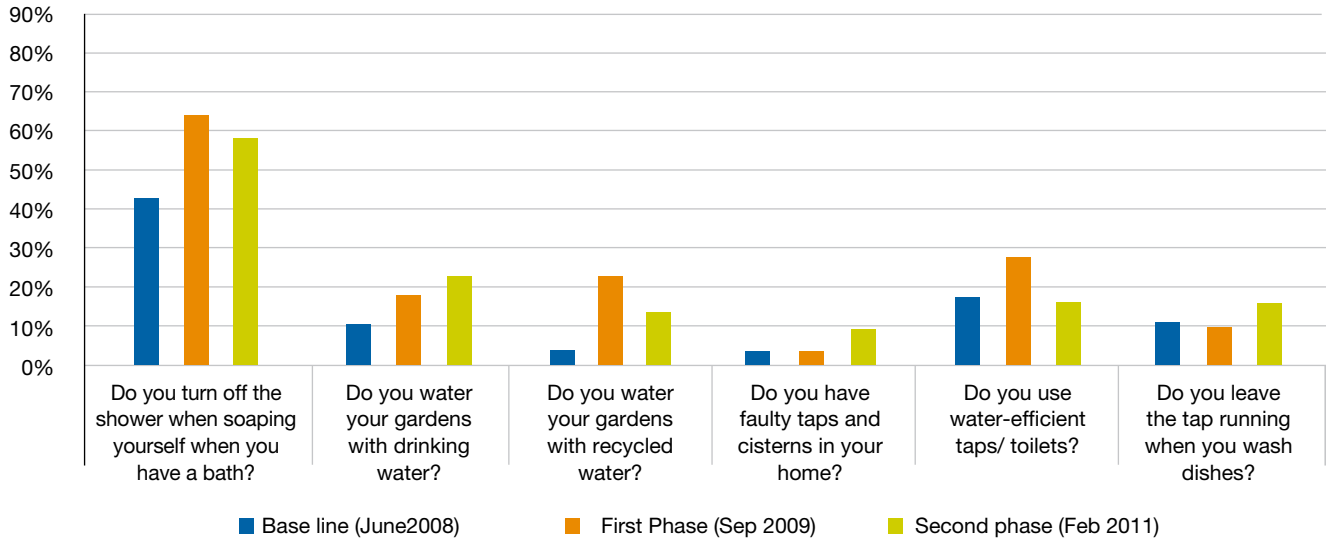
**GRAPH D1: WATER CONSERVATION – AVERAGE AFFIRMATIVE RESPONSES (AREQUIPA, IQUITOS, LIMA AND PIURA)**



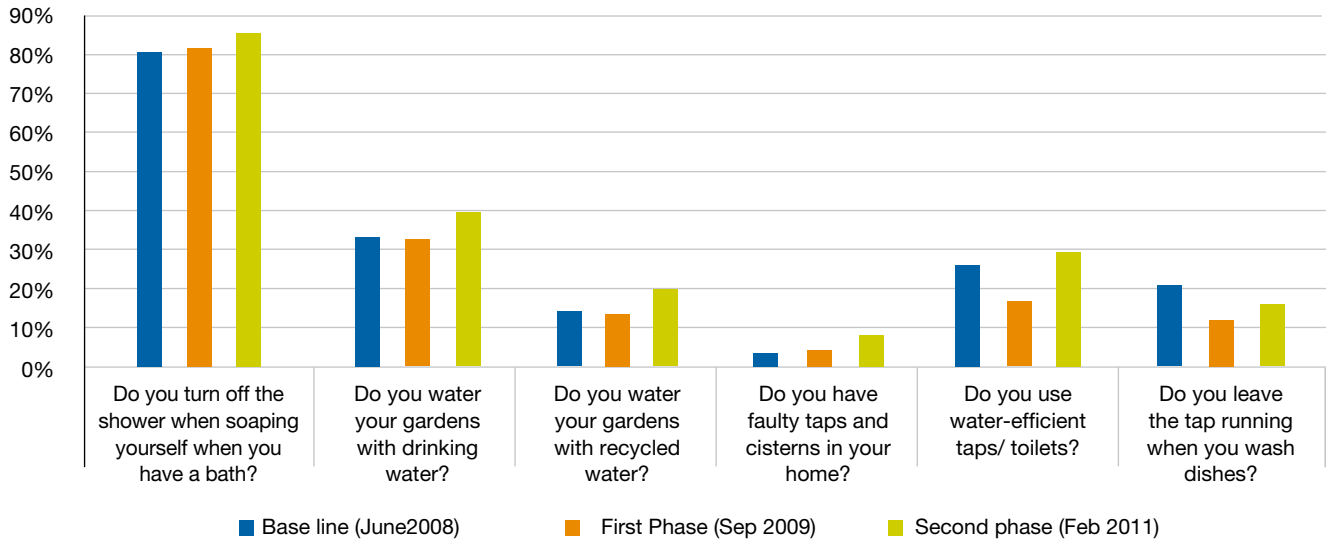
**GRAPH D2: WATER CONSERVATION – AVERAGE AFFIRMATIVE RESPONSES - AREQUIPA**



**GRAPH D3: WATER CONSERVATION – AVERAGE AFFIRMATIVE RESPONSES -IQUITOS**

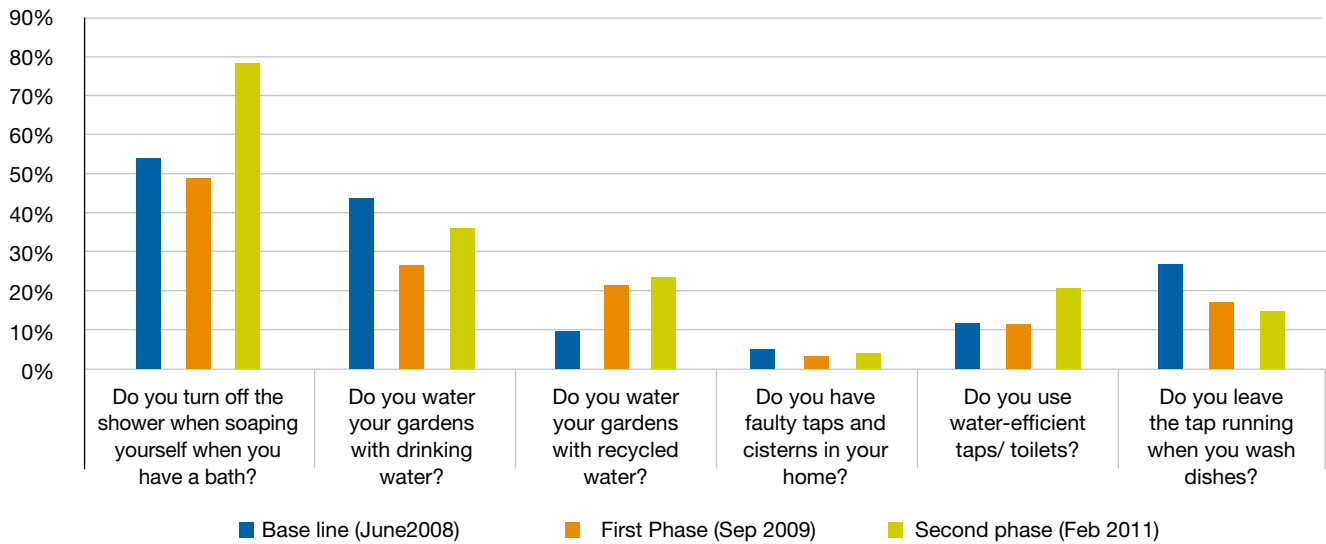


**GRAPH D4: WATER CONSERVATION – AVERAGE AFFIRMATIVE RESPONSES - LIMA**





**GRAPH D5: WATER CONSERVATION – AVERAGE AFFIRMATIVE RESPONSES - PIURA**

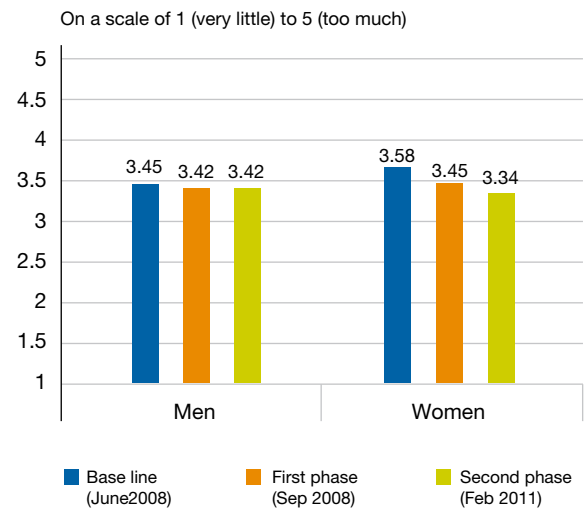


Regarding perceptions of charges for drinking water services, on a scale of 1 (very little) to 5 (too much), in the baseline survey, the average recorded was 3.51, then when the first phase of the campaign ended it rose to 3.56, and at the end of the second phase, it came down to 3.36.

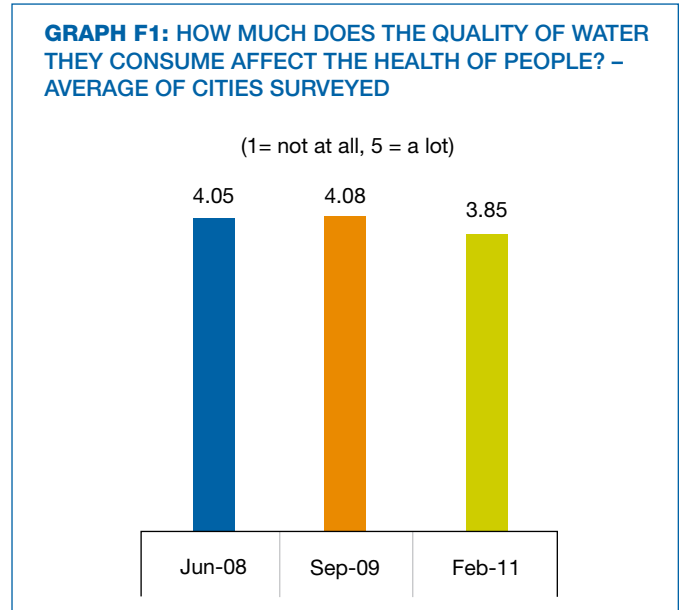
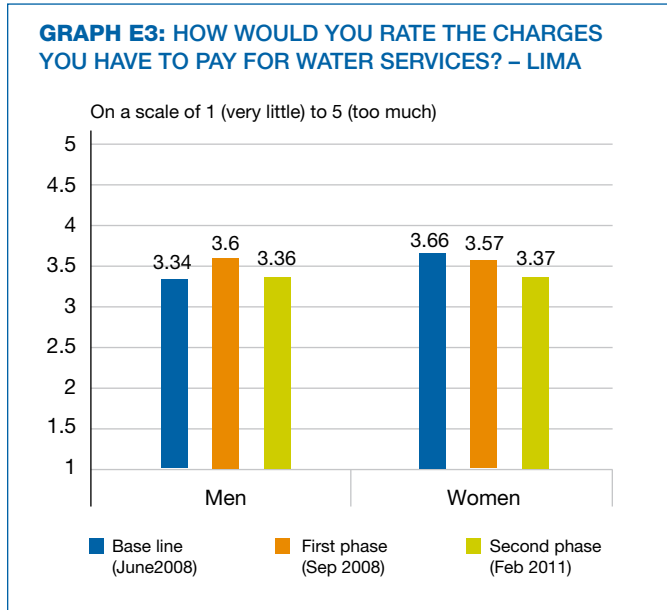
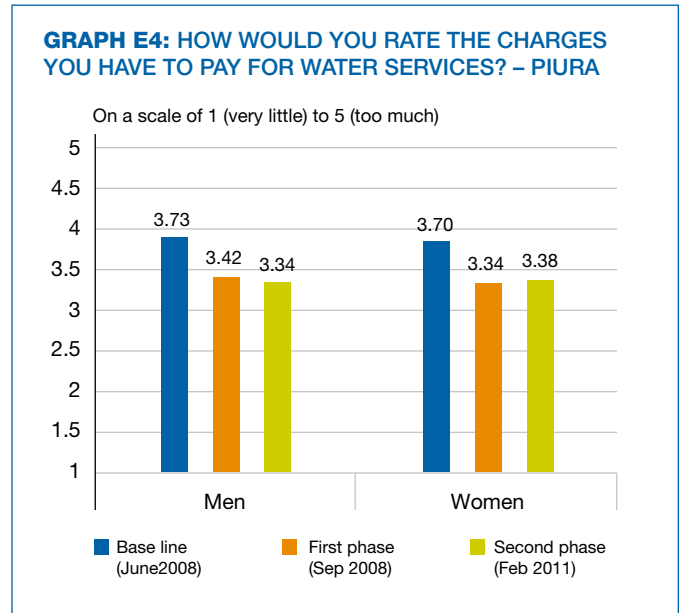
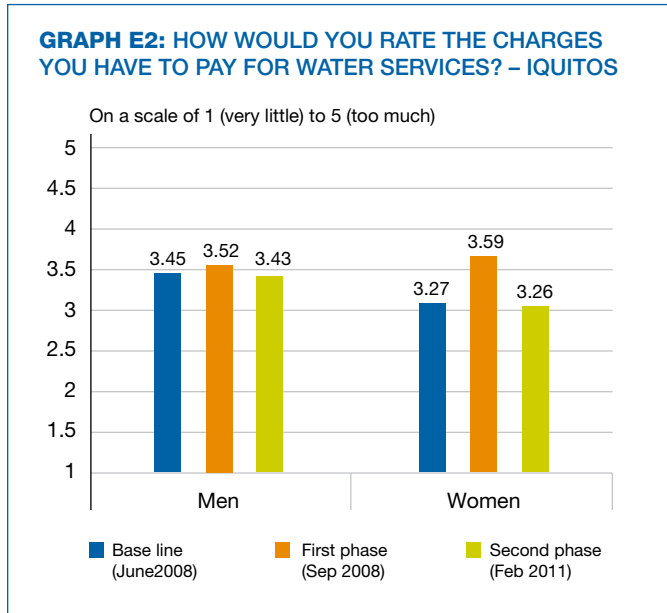
Regarding differences in opinions between the sexes, the only significant difference was in the baseline, where the resultant score was 3.37 for men, while it was 3.65 for women. The graphs below give a detailed breakdown of these differences.

Regarding subsidies, in 2009, 17.6% felt that the Government did not subsidize domestic drinking water services. In 2011, this figure fell to 13.1%.

**GRAPH E1: HOW WOULD YOU RATE THE CHARGES YOU HAVE TO PAY FOR WATER SERVICES? – AREQUIPA**



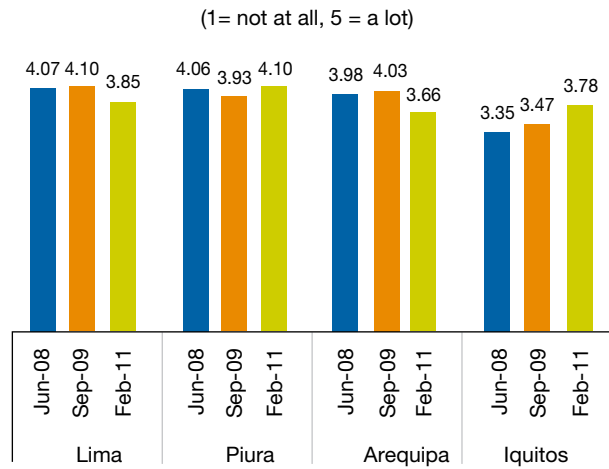
A second question focused on whether or not subsidies of this kind were right. In 2009, seven out of ten people responded in the affirmative; however two years later, five in ten were of this opinion.



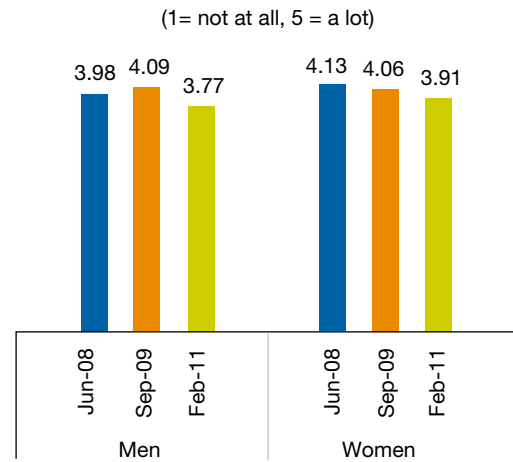
**(4) Promote healthy practices in relation to water consumption**

The following graphs suggest that there were no important changes in associating the following concepts: 1) water quality and 2) health. On a scale of 1 (none) to 5 (many), this indicator moved from 4.05 during the baseline to 4.08, at the end of the first phase, and fell to 3.85 at the end of the second phase.

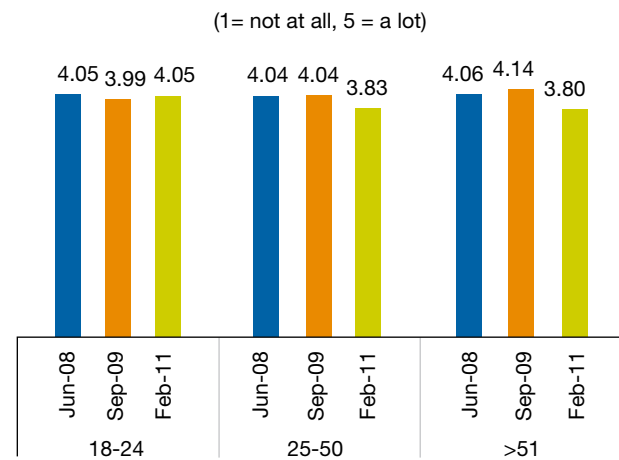
**GRAPH F2: HOW MUCH DOES THE QUALITY OF WATER THEY CONSUME AFFECT THE HEALTH OF PEOPLE? – BY CITY**



**GRAPH F4: HOW MUCH DOES THE QUALITY OF WATER THEY CONSUME AFFECT THE HEALTH OF PEOPLE? – BY SEX**



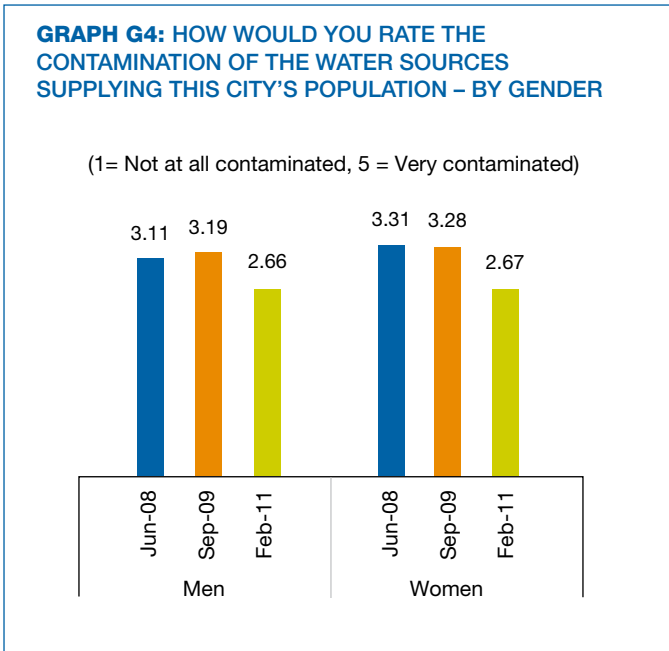
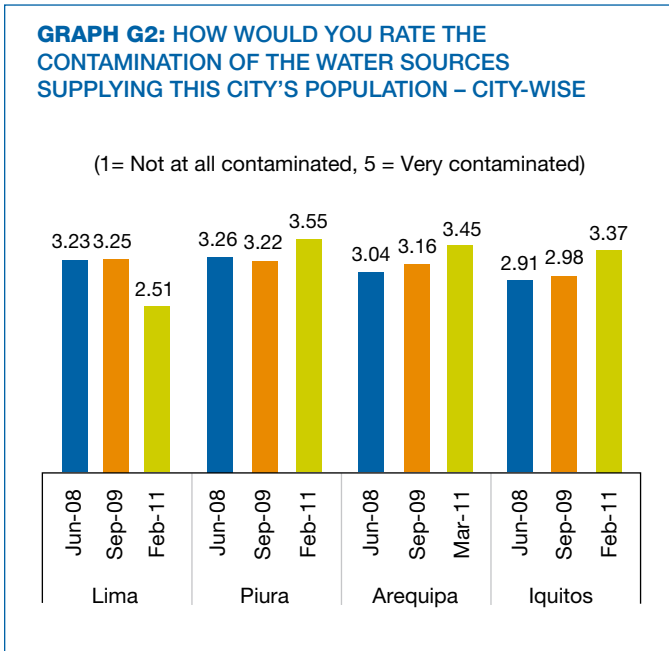
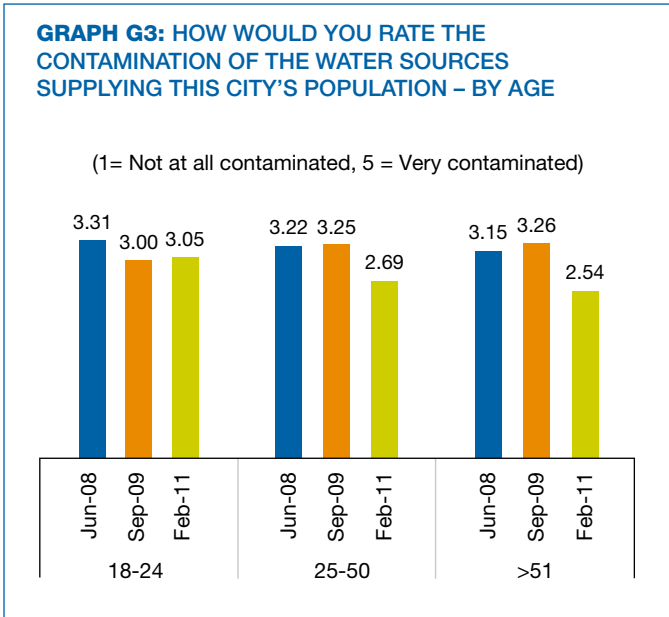
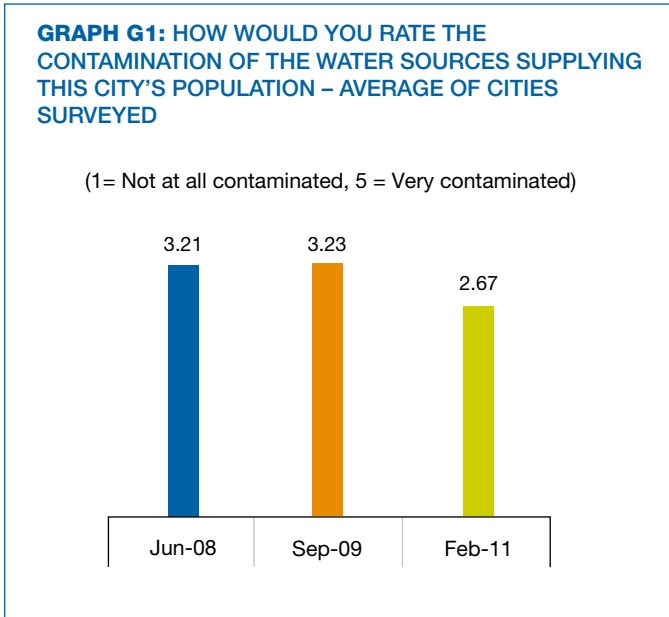
**GRAPH F3: HOW MUCH DOES THE QUALITY OF WATER THEY CONSUME AFFECT THE HEALTH OF PEOPLE? – BY AGE**



**(5) Promote actions to prevent the contamination of water sources**

The following graphs show a significant variation in the perception of the level of contamination of water sources. On questioning them about why this change took place, the impact of people living along river banks (29.6% in 2008 and 16.9% in 2011) moved to second place. In March 2011, the same reason came after that of the environmental impact caused by mining companies (14.1% in 2008 and 24.6% in 2011) and industrial companies (9.4% in 2008 and 17.8% in 2011).

In a subsequent study, it would be interesting to investigate the extent to which these perceptions are real and what are the factors influencing them.



**Recall and media coverage**

Given below are the results of the evaluation of other important aspects of the campaign, which include the public's recall of the initiatives taken and of similar messages in the media, the issue's media coverage in general and in RPP Noticias in particular, the degree of acceptance of the

campaign's name, and the motivation generated among RPP Noticias' audience.

**Recall of campaigns**

One of the questions asked of the respondents was: "Do you recall any messages or campaigns promoting water

conservation and other water related issues? 54.3% responded in the affirmative in June 2008, 58.1% in September 2009 and 47.8% in February 2011.

During the time that the “Protect water now, don't let it run out” campaign was aired, there were no other media campaigns on air. Therefore, the reduction in recall levels of the campaigns and messages could be due to the fewer weeks they ran during the campaign's second phase, as the first phase was on air for 56 weeks while the second lasted just 38 weeks.

**Recall of messages**

The percentage of those who said that they had heard a sufficient number of news items or radio messages on the effects of climate change on water sources increased by almost 7 percentage points, going from 36.2% to 43.1%.

At the same time, the percentage of respondents who said that they had not heard enough news or radio messages with tips on water conservation was lower in 2011 as compared to 2008. The figures fell from 42% to 37.4% from one year to the other.

**Presence of the issue in the media**

The presence of water conservation and care related issues in different types of communication media was also studied, with the following findings:

- Regarding television, the question asked was: Do you think that there has been more, less or equal news this year as compared to the last year about water conservation and care? In September 2009, 45.5% mentioned that more news was covered, while in February 2011, the figure fell to 33.2%.
- Regarding the print media, respondents were asked: “During this year, would you say that there has been more, less or equal coverage on water conservation and care in newspapers this year as compared to last year? In September 2009, 35.2% said that there was more news, while in February 2011, only 25.5% responded in the affirmative.
- Finally to the question: Would you say that this year you have heard more, less or equal news as in the last year on issues related to water conservation and care

on the radio?, 58.3% said they had heard more news in September 2009 as compared to 43.3% in February 2011.

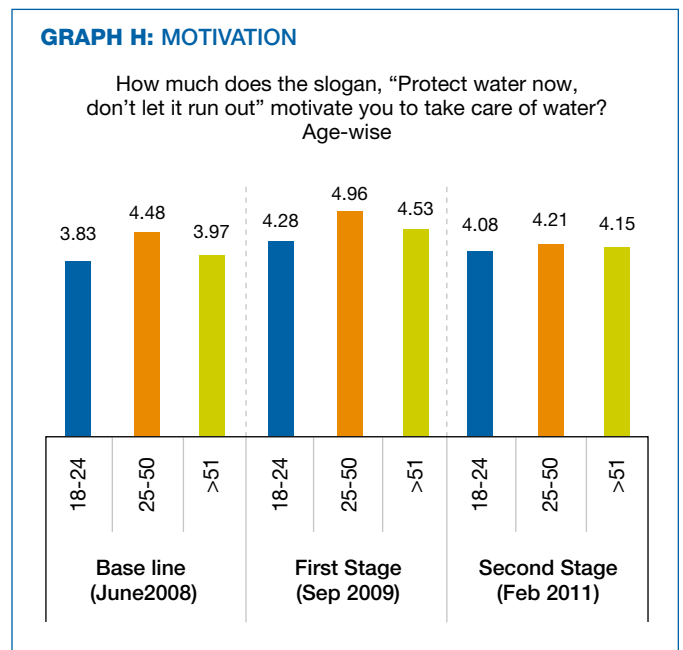
**Coverage of the issue in RPP Noticias**

However, when asked about “Which is the radio channel that has most news or information on water conservation and care?”, in September 2009, 86% mentioned RPP Noticias as the broadcaster that paid the most attention to the issue. In February 2011 a similar response was given by 92.5% of the respondents.

Another indicator confirming the positive outcome of the campaign can be seen in the degree of acceptance of its name. The studies showed that a significant percentage of listeners indicated that they were in agreement with the statement, “Protect water now, don't let it run out”. While in June 2008, 71% said that they were in agreement, 91.1% were in agreement in September 2009 and 86.6% in February 2011.

**Campaign name and motivation level**

Finally, the following graph shows trends in the motivation generated by the campaign's name among respondents at the three points of time and in the studies referred to earlier on.



# IV. Lessons Learnt

In order to identify what worked and what did not and also in order to share the lessons learnt with institutions interested in implementing similar campaigns, so as to try and replicate the campaign experience, in the beginning of 2010 a consultant analyzed both the design as well as the implementation of the first phase of the “Protect water now, don't let it run out” campaign.

This section summarizes the lessons learnt, which were identified based on the review of the relevant documents on the initiative, group dynamics and in-depth interviews with the members of the campaign team<sup>11</sup>.

Of the 32 people interviewed, 11 work in different international cooperation agencies, 8 in public bodies, and 13 in the

Grupo RPP. Each of them was asked to rate six key aspects of the campaign using a scale of 1 (very poor) to 5 (very good). The following table summarizes the rating.

As observed, all four groups gave a favorable rating to the campaign. However, among them, public sector organizations seemed less enthusiastic with regard to the campaign's impact at the end of the first stage, while those who worked in cooperation agencies expressed doubts about the campaign's sustainability in the long term if alliances were not extended and if the State were not included in a more active and protagonistic role.

The following table summarizes the opinion of all the participants in this audit.

**TABLE 7: OPINION OF PROFESSIONALS INVOLVED IN THE CAMPAIGN**

Self-evaluation on the basis of objectives/Areas according to each type of participant (Averages)					
Area of evaluation	Total average	Cooperating Agencies	Pub.Org./ Consultants	RPP Social Responsibility	RPP Staff
Area 1 Relevance	4.43	4.60	4.08	5.00	4.33
Area 2 Effectiveness	4.04	3.85	4.08	4.50	4.11
Area 3 Efficiency	3.56	3.50	3.83	3.50	3.44
Area 4 Impact	4.00	3.90	3.50	5.00	4.22
Area 5 Sustainability	3.59	2.90	3.67	4.50	4.11
Area 6 Replicability	4.37	4.20	4.33	4.50	4.56
<b>Average</b>	<b>4.00</b>	<b>3.83</b>	<b>3.92</b>	<b>4.50</b>	<b>4.13</b>
<b>N =</b>	<b>27</b>	<b>10</b>	<b>6</b>	<b>2</b>	<b>9</b>

Rating: 1 Very Poor, 2 Poor, 3 Average 4 Good 5 Very Good.

<sup>11</sup> Fernández, A.E (2010) Evaluation of the initiative. The Water Culture Campaign (August 2008- October 2009). Lima. Grupo Agua

**TABLE 8: CAMPAIGN LESSONS<sup>12</sup>**

Category	Definition	Good Practices	Recommendations
<b>Effectiveness</b>	In terms of the quality of strategies, content, communication materials and media used.	<ul style="list-style-type: none"> <li>• A good work environment between the campaign partners facilitates the design and implementation of the communication strategy.</li> <li>• Training journalists is a particularly cost-effective strategy.</li> </ul>	<ul style="list-style-type: none"> <li>• Although one medium, in this case the radio, provides decisive support, it is better for a campaign of this type to be interactive and use multiple media.</li> <li>• Have a team of official spokespersons and a better selection of specialists to interview.</li> </ul>
<b>Efficiency</b>	In terms of the team's organization, activities undertaken and the maximization of the use of the communication media used.	<ul style="list-style-type: none"> <li>• The combination of spots and programs, along with the involvement of journalists considered to be opinion leaders, helped achieve a larger reach and more interest.</li> <li>• The exchange of knowledge between the different campaign partners ensured that the content was of excellent quality.</li> </ul>	<ul style="list-style-type: none"> <li>• Speeding up the partners' processes and time taken for decision making.</li> <li>• If it had a full time campaign team, the "Protect water now, don't let it run out" campaign could have been more effective.</li> </ul>
<b>Impact</b>	In terms of having achieved the campaign objectives.	<ul style="list-style-type: none"> <li>• It managed to put the issue on the public agenda.</li> <li>• In spite of having used just one medium of communication, the campaign benefited from the "cascading effect". After its launch, the campaign's issues were covered by other media with greater frequency.</li> </ul>	<ul style="list-style-type: none"> <li>• Not only should the debate generated by the campaign blog have been encouraged, it should have also been analyzed.</li> <li>• A greater impact would have been achieved if the State had intervened, promoting appropriate policies and sectoral practices.</li> </ul>
<b>Relevance</b>	In terms of informing and proposing solutions to the major water and sanitation related challenges in the country.	<ul style="list-style-type: none"> <li>• It managed to put a crucial issue concerning the entire country on the agenda, thanks to the innovative synergy between the cooperation agencies and a major communication medium.</li> <li>• It also contributed towards positioning RPP as a socially responsible company.</li> </ul>	<ul style="list-style-type: none"> <li>• Simplify and segment the messages according to the different listener profiles (housewives and youth, for example).</li> <li>• Emphasize more on the citizen's responsibilities in relation to water.</li> <li>• The tariff issue still leads to a lot of controversy and should be approached with greater care.</li> </ul>
<b>Replicability</b>	In terms of being able to implement a similar initiative in another context.	<ul style="list-style-type: none"> <li>• A public campaign model was developed which could be easily adapted to other issues and even in other countries.</li> </ul>	<ul style="list-style-type: none"> <li>• The rest of the content should be available on the web so that it can continue to be used.</li> </ul>

<sup>12</sup> Adapted from Schippner, B. (2008) Constructing a culture of water in Peru. Perception study on water and consumption habits in people. Lima: Water and Sanitation Program of the World Bank, Japan International Cooperation Agency and Grupo RPP.

# V. Conclusions

## Results

Since its launch in 2008, the campaign was carried out in two phases of 56 and 38 weeks respectively, and it achieved the objective of making the issue of water scarcity visible to its target population and putting the issue on the nation's public agenda. On comparing the surveys carried out at the end of each phase, as compared to the baseline, significant progress was noted in terms of knowledge and perceptions, as well as in terms of concrete actions aimed at water conservation and care.

## Knowledge and perceptions

- The percentage of listeners surveyed, who spontaneously mentioned “water shortage” as one of the main consequences of climate change, almost quadrupled from 9.1% in 2008 to 33.6% in 2011.
- While in 2009, only 33.5% of the listeners surveyed said that they were fully in agreement with the statement “currently there are drinking water shortage problems in the world”, in 2011, the figure rose to 50.1%.
- In the same manner, the percentage of persons agreeing with the statement “if people used the water that they get in their homes better, more people would have access to drinking water”, rose from 33.3% in 2009 to 49.1% in 2011.

## Actions

Equally important – although less significant in terms of magnitude – were the results obtained with respect to the call to action from the audience, for certain positive behaviors in the use of water.

- The percentage of listeners surveyed who said they turned off the shower to soap themselves while having a bath as a practice, rose from 77.7% to 82.9% between 2008 and 2011.

- The percentage of respondents who reported watering their gardens with recycled water increased from 16% to 23% between 2008 and 2011.
- While in 2008, 16.4% of the listeners surveyed said that they watered their gardens with recycled water, in 2011 22.9% indicated that they did so.
- In 2011, a minor percentage of the respondents said that they left the tap open while washing dishes. The figure fell from 21.6% to 16.4% between 2008 and 2011.

On the other hand, some indicators showed increases between the baseline study (2008) and the end of the first phase of the campaign (2009) and small reductions by the end of the second phase (2011).

- For example, the recall of messages promoting the care or conservation of water grew from 53.82% in 2008 to 58.1% in 2009 and fell to 47.7% in 2011. This fall can be explained by the fewer weeks the campaign ran in its second phase.
- Similarly, the indicator of how much the quality of water they consume affects the health of people, on a scale of 1 to 5 (‘not at all’ and ‘a lot’) was 4.05 in 2008, grew to 4.08 in 2009 and fell to 3.85 in 2011. The relationship between water quality and health was a key theme in the strategy during the first phase, but not in the second (see tables 1 and 2); therefore, in the second phase, a lower emphasis was placed on this, which could explain the change recorded between 2009 and 2011.

To summarize, the balance sheet of the “Protect water now, don't let it run out” campaign is very positive. Therefore, taking into consideration that “water stress” will begin to affect our country in the near future, this campaign should be continued.



### Contributions

The campaigns that public or private entities launch through the media are completely self-financed.

In this case, a communication medium, classified as having the best reputation in the world, contributed to more than 80% of the total cost of the campaign in its two phases – valued at US\$2.86 million, IGV (General Sales Tax) included – to promote the conservation of water among its audience, with a reach of 6 million people per week.

On the other hand, the financial resources allocated by the Grupo Agua, rose to a sum of US\$476 thousand – approximately 17% of the total value. Considering that it is fairly rare for international cooperation agencies to finance initiatives of this kind, these contributions were also very important for the campaign's execution. Likewise, the time invested by various specialists in the campaign's technical assessment was also equally important.

### Success factors

Among the main factors that enabled the success of the campaign, the following may be mentioned:

- The forming of a strong alliance between a medium of communication (radio) with widespread coverage and credibility and an important group of international cooperation agencies specializing in the campaign's issues.
- The substantial deployment of resources by the campaign partners, in terms of knowledge, financial and non-financial resources, in order to achieve an important social objective.

- The fact of having structured management processes for the campaign's design, implementation, impact assessment and lessons, translated into valuable information, both in terms of quantity and quality for measuring its progress and impact.
- The designing of clear messages, adequate and continuous training of journalists and an aggressive radio policy in terms of reach and frequency, as well as the active participation of the campaign partners at the advisory committee level were equally relevant to the achievements gained.

### Sustainability

One of the critical aspects of the campaign in the assessment of the first phase, as pointed out by the Grupo Agua's member organizations, is its sustainability. Its achievements during the two successive phases, thanks to the significant contributions by the Grupo RPP and the Grupo Agua, will not be sustainable in the mid and long term unless new public-private alliances are forged with concrete technical and financial contributions.

On the other hand, given that the expenses incurred on goods and services by RPP, with the resources allocated by international cooperation agencies, were subjected to IGV (General Sales Tax), the effective availability of these resources was reduced by virtue of the tax. Although the gross contribution of financial resources from the donors stood at 17%, the net contribution was 14%. Therefore, in such cases, a mechanism needs to be found which would make it possible to increase of the net allocation of resources by donors and contributors.

# VI. Recommendations

The following recommendations could contribute to strengthening the future phases of the “Protect water now, don't let it run out” campaign.

## Dissemination

### 1. Image

- a. Although it was mainly a radio campaign, it is important to consider creating a logo, slogan or even a person symbolizing the campaign.
- b. The campaign's content should be permanently available on the Internet.

### 2. Use of other communication media:

- a. The campaign would have been far more successful if, besides listening to the messages, citizens had been able to see, read and assimilate them – especially if the messages were communicated using traditional and interactive media.

However, this would only be possible with a significantly greater allocation of financial resources. For example, given estimated market costs, a sum of US\$ 230,000 – similar to the average amount allocated by Grupo Agua in one phase of the campaign – would only be able to fund a maximum of three weeks of broadcasting messages in mixed media, including over-the-air TV channels and radio broadcasters.

- b. Including other media arms of the RPP Group should also be considered, as it would help reach other audiences; but in that case, programs suited to their specific needs should be tested and produced<sup>13</sup>.

- c. Capitalizing on the experience of the campaign page on Facebook, more emphasis should be placed on digital media and social networks.

### 3. Use of other tones of communication:

- a. In general, the campaign adopted a serious and traditional tone, which appealed to the listeners' rationale. In any future phase, it would be good to consider the use of humor to improve recall levels and behavioral changes. The *Water Saving Hero* in the United States is a very good example.

## Strategic Relations

1. *Involvement of the Government:* The Environment and Education Ministry participated in the campaign at several points of time. However in a future stage, its involvement beyond merely protocol related events should be considered, with its active presence in technical and financial contributions, cost sharing, and contributing towards the campaign's sustainability. In the future, the question of how this campaign could contribute towards achieving objectives of this nature or other portfolios related to the issue should be examined.

### 2. Involvement of the business sector:

- Consider the involvement of socially responsible private companies in water management. For this, among others, mechanisms for assessing and incentivizing different categories, such as waste reduction and awareness building about water conservation at home and in the office can be designed. In exchange, the companies or families could receive a certificate and public acknowledgement from the campaign partners.

<sup>13</sup> Four over-the-air TV channels (6 daily 20''spots) and four radio broadcasters (28 daily 20'' slots).

- Consider the active involvement of companies in the sector, such as SEDAPAL, which could play a key role in achieving the campaign's objectives by incorporating the campaign messages on their payment receipts, to promote a better Culture of Water, using different formats.

### **Monitoring and Assessment**

1. The monitoring and assessment process can be taken to the next level, implementing (besides the methods used) a quasi-experimental design to measure the effects attributable to the campaign. In simple terms, this would entail complementing the qualitative and quantitative information collected through group dynamics and surveys, with a city-wise sample of homes in which water consumption will be measured.
2. Additionally, it would be important to incorporate water users who are not frequent RPP listeners in these measurements, in order to compare their consumption levels with those of frequent listeners. If the support of local water suppliers is obtained, this would not call for any additional resources.
3. Another factor that would enhance the campaign's monitoring and assessment would be the organization of focus groups as soon as the quantitative results are out. This would not only help understand the information better, but would also provide the campaign with statements and beliefs to be reinforced or countered through future communication material.









## Organizations participating in this initiative

