

# PUBLIC ENGAGEMENT IN WATER MANAGEMENT PROJECT

## REPORT LAUNCH WORKSHOP

*Designing Project Action Plan, Coordination, Key Indicators and  
Information Portals*

15-16 December 2009

Cairo, Egypt

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January 2010

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# 1. Introduction

This document reports the results of the launch workshop of the Arab Water Council's project *Public Engagement in Water Management*. The project is funded by the World Bank (IDF Grant No TF092547). This introduction gives a short description of the AWC-PEWM project and explains the objectives and method of the workshop.

It is useful at the outset to make a short note on the terminology used to describe the PWEM project and its activities. A common terminological classification is to distinguish between water governance, water management, and water use. In this, *water use* refers to actual water consumption - by farmers in agricultural fields, by households in domestic uses, by industry in manufacturing and processing, and so forth. *Water management* refers to the organisational and operational dimensions of water use (the setting of gates in irrigation systems, the monitoring and maintenance of piped drinking water systems, the collection of water fees, day-to-day conflict management between water users, the monitoring of the quality of industrial effluent, and so forth). *Water governance* refers to the distribution and organisation of authority in water resources decision-making. It thus refers to the institutional arrangements for making and monitoring water law and policy, the allocation of rights and resources, including financial resources, accountability mechanisms, and so forth.

Confusingly but unavoidably, water management is often used as the generic term encompassing all three. This avoids the repeated use of the cumbersome phrase 'water use, management and governance'. The word 'management' as used in the title of the project should also be understood in this broad sense of including use, management as well as governance. In combination with 'public engagement' it particularly refers to the 'management' and 'governance' components of the trinity.

In a separate 'Review of water governance literature on the Arab region' these conceptual issues, including the notion of public engagement, will be discussed in more detail.

## 1.1 The AWC Public Engagement in Water Management project

The main objectives of the PEWM project are (Annex 4a):

1. To strengthen stakeholders participation in water management through improving their capacity for monitoring and evaluation.
2. To strengthen the Arab Water Council's capacity to support public engagement in water management.

These objectives are operationalised in two components and five activities. These are summarised in Table 1. The description below is a slightly edited version of the project summary handout prepared by the AWC Secretariat and distributed during the workshop. On the outputs expected from the project, also see Annex 4b.

### ***PWEM project component 1: Baseline diagnosis of water governance indicators***

The diagnosis will specify and address questions such as: what information is needed; which medium will be the most efficient for the information to reach its intended audience; who

will gather and process the information and how will the information system be operated, maintained and financed.

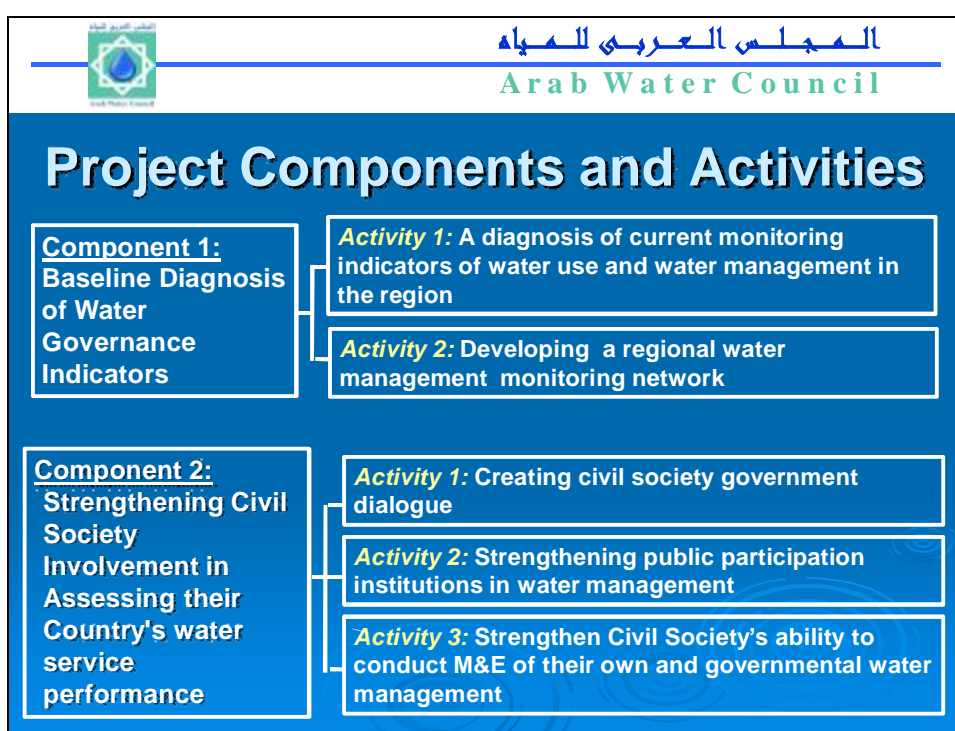
Activity 1: Diagnosis of current monitoring indicators of water use and water management in the region

A diagnosis of the current monitoring indicators for water use, water consumption and water management, water supply, sanitation, irrigation, drainage, groundwater extraction and in stream water quality will be carried out as well as evaluation and analyses of current practices in the region for water related Monitoring & Evaluation (M&E) including identifying gaps.

Output1.1.1:

Identification of key monitoring indicators to benchmark performance.

Table 1. PEWM project components and activities



Source: Annex 4a Project Summary

Activity 2: Developing a regional network of water management indicators

Coordinating with various ongoing regional and international benchmarking initiatives to finalize the operating procedures for collecting and displaying indicators. This will be followed by developing a database in open source for inclusion of benchmarks, indicators and survey information as well as developing a web library for water management information.

Output1.2.1:

Demand side: Sample survey of water behaviour

Designing and implementing a survey on aspects to include among others: the general public's understanding of water scarcity, willingness to pay for water, understanding of the relation between their consumer behaviour and water scarcity, how users rank water among issues facing their country, awareness of actions they can take to improve the situation and willingness to consider such actions.

Output1.2.2:

*Supply side: Creation of Web library of benchmark data*

Gathering and formatting relevant outputs (reports, surveys, benchmarked data, etc.) in a virtual library with information across the principle water subsectors (water resources management, groundwater management, irrigation, drainage, water supply and sanitation, wastewater reuse and climate change adaptation). This will be added as content in a format that fits with the interface of the AWC website. The contents of the library shall include documents, multimedia presentations, video and summaries of the AWC related events...etc.

Output1.2.3:

*Supply side: Training to use data by civil society*

Integrating the data into one open source consolidated database. The database will allow for aggregation of additional benchmarking tools. This database will be installed on the AWC server and linked to the AWC website.

## ***PWEM project component 2: Strengthening civil society involvement in assessing their country's water service performance***

This component will evaluate options for sharing and disclosing information on water use, consumption and management between policy makers, media and civil society.

### ***Activity 1: Creating civil society government dialogue about water management, policies and programs***

Design a platform and engage in a web-based dialogue with the public about water management to identify good-practice approaches. This web-based platform will serve the virtual library function both in terms of storing the database and disseminating the AWC content virtually. These would include documents, multimedia presentations, video, and summaries of related AWC events

Output 2.1.1:

*Recommendations for potential use of M&E for engaging the public in water management*

Design, develop, populate and implement a virtual web-based and face-to-face pilot platform for dialogue to be used by the general public in accessing real time information on water related issues.

### ***Activity 2: Strengthening public participation institutions in water management***

Identifying options for sustained private participation, developing a public competition that allows entrepreneurs of all ages and kind to suggest innovative water activities on pilot basis in addition to organizing AWC regional and international events with participation of media and water ambassadors in participation with AWC partners.

Output 2.2.1:

*Develop an action plan and related TOR for public engagement in water management*

Develop a mechanism and overarching strategy for public engagement in water management geared at strengthening public participation of institutions in water management.

### ***Activity 3: Strengthen civil society's ability to conduct M&E of their own and governmental water management***

A needs analysis for improvement in information flows by which national data collection is linked to local water management issues will be conducted.

Output 2.3.1:

*Action plan to improve information flow for civil society participation in water management*

The plan will specify and address questions such as: what information is needed; in which format it is needed; which medium will be the most efficient for the information to reach its intended audience; who will gather and process the information; how will the information system be operated, maintained and financed.

## 1.2 Objectives and method of the workshop

The launch workshop of the PWEM project brought together representatives from different water resources stakeholder categories from different Arab countries<sup>1</sup> and representatives of other projects in the region working on public participation in water management and water governance (see Annex 1 List of participants). In the first part of the workshop programme (see Annex 2 Workshop programme) presentations on the PWEM and other regional projects were given. The objective was to inform participants on the objectives and activities of the PWEM project, and share information and build linkages with other projects active in the region to identify synergies. This part of the programme is reported in chapter 2 of this document.

The larger part of the workshop was used to elaborate two central elements of the PWEM project work plan: (a) the information, notably the indicators to be used in the public engagement of stakeholders in water management, and (b) the design criteria and content of an AWC website/portal to enhance public engagement in water management and governance. The results of the discussions on information and indicators are reported in chapter 3 of this document; the results of the discussions on the website/portal in chapter 4.

The second part of the workshop was conducted in discussion groups, in parallel, with regular reporting in a plenary discussion. The guidelines for the group discussions are included as Annex 3. The group discussion results were summarised by the groups on flip-overs, which have been reproduced as Annex 5a and 5b of this document.

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<sup>1</sup> At the time of the workshop, the Arab countries signed for implementing the project were Egypt, Jordan, Lebanon, Morocco, Palestine and Yemen.

## 2. Other projects and programmes on water governance in the Arab region

Public participation in water management and governance is a topical issue, in the Arab region as elsewhere. It is therefore not surprising several project and activities are ongoing in the region on this. Representatives of several of these participated in the launch workshop and gave presentations. The full PowerPoints are included in the annexes; in the main text the salient features are highlighted. The presentations made very clear there is ample scope for collaboration and synergy.

### 2.1 The UNDP programme on water governance in Arab states

The presentation on the UNDP water programme for the Arab region was given by Dr Hosny Khordagui (see Annex 4d).

The UNDP programme aims to contribute to strengthening of water governance in the Arab region through technical and policy support, capacity building and seed funding. This will contribute to the fulfilment of the water MDGs and WSSD goals. The programme addresses the broad range of water issues, to promote:

- a) Transparency, gender mainstreaming, equity, and accountability in water resources management.
- b) Effectiveness and higher efficiency in water use for better socio-economic return and lower environmental degradation.
- c) Spreading the rule of law, improve coherence and horizontal integration while considering the prevailing ethics and norms in the Arab region.

A distinctive feature of the programme is the plan to produce a report called *Arab Water Report: Towards Improved Water Governance*, which will be of a 'dynamic' nature, rather than an inventory or snapshot: it will link developmental issues with current water resources management practices in the region. The programme will be bottom-up in approach, based on the identification of root causes of water problems (diagnosis), raise public awareness of water users' human right to know (transparency), right to participate, and right to access justice. The programme will develop and measure a set of water governance indicators for the Arab region.

### 2.2 The USAID regional water governance benchmarking project

The presentation on the USAID benchmarking project was given by Dr Gamal El-Kassar (see Annex 4e).

The Regional Water Governance Benchmarking project funded by USAID runs from September 2008 to February 2010. It works in five countries (Egypt, Jordan, Morocco, Oman and Turkey) through national consultants. The project clearly distinguishes between (good) governance (characterised by participation, transparency and integrity) and (good) management (characterised by efficiency, productivity and environmental sustainability). The distinctive feature of the project is the development of a benchmarking framework: to devise indicators for success and to establish baseline values. The project distinguishes five features of water governance, as process features:

- 1) Transparency: does information flow freely?

- 2) Participation: are stakeholders' inputs incorporated into decisions?
- 3) Accountability: are decisions made properly?
- 4) Rule of law: are decisions made consistent with legal frameworks?
- 5) Responsiveness: are water sector decisions responsive to all stakeholders, and changing circumstances?

To identify main water actors and their weight in the water governance process, the project looks at the implementation of five functions of water organisations:

- a) Planning strategically: maintaining data, supply/demand projecting./matching
- b) Organising and building capacity: organisational structure, roles, setting water policy)
- c) Allocating water: assigning/safeguarding water rights, water transfer
- d) Developing and managing water resources: constructing/maintaining public infrastructure
- e) Regulating water resources and services: regulating withdrawals, regulating quality

### 2.3 The AWC-INWENT regional partner fora programme

The presentation on the AWC-INWENT programme was given by Dr Hammou Laamrani (see Annex 4f).

The AWC-INWENT dialogue programme aims, through yearly conferences/meetings, at regional level interaction of key stakeholders in the water sector, to build a functional partner network. This will help to develop new approaches, raise public awareness and further sector reform in the region. Governance is understood as the political, economic, and social processes and institutions by which governments, civil society, and the private sector make decisions about how to best use, develop and manage water resources. The dialogues have identified a series of characteristic of good governance as well as keys to good governance. The challenge is to put these into practice. Some of the key lessons identified were:

- 1) NGOs, professional organisations, CBOs need to be partners: increasing recognition by all
- 2) Need empowerment: knowledge, organisation, negotiation and leadership skills
- 3) Advocacy yes: but informed advocacy to be credible
- 4) Accountability of the government yes: but also accountability of the NGOs and CBOs
- 5) Adaptive learning: there is no recipe!

A recommendation made as regards indicators is to start with a few 'consensual' indicators, while the process of sharing the information should be led by a neutral and legitimate actor.

### 2.4 The Center for Mediterranean Integration

The presentation on the Center for Mediterranean Integration was given by Ms Nathalie Abu-Ata (see Annex 4g).

The Center for Mediterranean Integration, recently established in Marseille, France is a multi-partner collaborative arrangement to facilitate access to best knowledge, practices, and support among public and independent institutions, in order to improve cooperation, enhance sustainable development, and converge policies towards greater integration in the Mediterranean Region. The eight founding members are: Egypt, France, Jordan, Lebanon,

Morocco, Tunisia as well as the European Investment Bank and the World Bank. One of the areas of focus of the Center is 'Environment and Water'. Within that, the focus will be on the following issues:

- a) Transboundary pollution reduction
- b) ICZM of the Mediterranean Sea
- c) Sustainable national water resources policies
- d) Economic valuation of marine, coastal and forest ecosystems
- e) Vulnerability of water resources to climate variability, drought and floods including means to increase resilience to climate change

## 2.5 Conclusion

There is no scarcity of internationally supported initiatives, projects and programmes on (public engagement in) water management and water governance in the Arab region. This means at least two things.

- 1) Practical ways and means for exchange and collaboration need to be found and nurtured to make use of potential synergies.
- 2) The challenge in enhancing public engagement in water resources management and governance is to associate with activities of the different regional and national water resources stakeholders in a 'bottom-up' manner, with the platform and stimulus provided by a neutral and legitimate regional organisation.
- 3) Coordination between the existing regional initiatives on water governance provides the potential for maximizing the benefits of the available resources and consolidating the outcome.

### 3. Indicators for enhancing public engagement in water governance

#### 3.1 Methodology

The discussion groups on ‘indicators’ focused on the first objective of the PEWM project: to strengthen stakeholders’ participation in water management through improving their capacity for Monitoring & Evaluation. This objective can be operationalised as follows.

- Make publicly available information on the status of water governance, management and use – against a benchmark, using indicators.
- The information made available should be functional for sections of the public to assess the quality of water governance, management and use and to hold water governors, managers and users accountable.

The discussion groups developed this further by addressing the following questions.

- 1) WHAT: What are the priority aspects of water governance, management and use to focus on (items for benchmarking and M&E)?
- 2) FOR WHOM: Who are the most important sections of the public to focus on?
- 3) WHICH: Which are the most suitable indicators for the identified aspects/items?
- 4) HOW: How can these indicators be measured?
- 5) BY WHOM: Who will be the ‘indicator collector’ for each of the indicators and assure the sustainability of their measurement?

The discussion plan was to fill up the matrix below in steps. Given the course of discussion in the discussion groups, the fifth column/question was not addressed. The tables produced by the six discussion groups on flip-overs are reproduced in Annex 5a.

| WHAT? | FOR WHOM? | WHICH? | HOW? | BY WHOM?? |
|-------|-----------|--------|------|-----------|
| 1.    |           |        |      |           |
| 2.    |           |        |      |           |
| 3.    |           |        |      |           |
| ...   |           |        |      |           |
| ...   |           |        |      |           |
| X.    |           |        |      |           |

## 3.2 Results

The tables in Annex 5a contain many useful suggestions for indicators that might be used in enhancing public engagement in water management and water governance. Several concerns that should be central to public engagement are commonly shared and were clearly articulated in the discussion. Core concerns are the following.

- The need to monitor quality of water service provision.
- The need to make water resources information publicly available.
- The need to hold water service providers to account.
- The need to build capacity to do this better/more effectively.

These concerns also present themselves when the group results (see Annex 5a) are thematically re-organised. This regrouping is presented below in four categories.

### *Performance, transparency and accountability*

Though performance, transparency and accountability are different concepts, they are all indicators of the quality of governance. While 'performance' as a category is primarily used for concrete service delivery (as in efficiency, quality of services), 'transparency' and 'accountability' are two dimensions of the institutional performance of government and other agencies, as is 'rule of law' and 'legal frameworks', as proposed in the table below.

| PERFORMANCE/TRANSPARENCY/ACCOUNTABILITY  |   |   |   |
|--|---|---|---|
| WHAT?  | FOR WHOM?   | WHICH?  | HOW?  |
| Transparency   | <ul style="list-style-type: none"> <li>- Decision makers</li> <li>- Service providers</li> <li>- End users</li> <li>- Elected bodies</li> </ul> | <ul style="list-style-type: none"> <li>- Monitoring reports of water quality</li> </ul>   | <ul style="list-style-type: none"> <li>- Frequency and availability of water quality access</li> </ul>                                    |
| Transparency <ul style="list-style-type: none"> <li>- Information for budget</li> <li>- Project scheduling of government</li> </ul>                                | <ul style="list-style-type: none"> <li>- Water users</li> <li>- Local councils</li> </ul>   | <ul style="list-style-type: none"> <li>- Budget, project allocation</li> <li>- Public hearing sessions</li> </ul>                   | <ul style="list-style-type: none"> <li>- No. of approvals and disapprovals</li> </ul>   |
| Accountability   | <ul style="list-style-type: none"> <li>- All stakeholders</li> </ul>  | <ul style="list-style-type: none"> <li>- Number of claims</li> <li>- Representation of all stakeholders in management</li> </ul>    | <ul style="list-style-type: none"> <li>- Records</li> <li>- Ministerial decrees</li> <li>- Result of elections or appointments</li> </ul> |
| Accountability <ul style="list-style-type: none"> <li>- Shortage of water</li> <li>- Lack of sanitation</li> </ul>   | <ul style="list-style-type: none"> <li>- Officials</li> <li>- Water users</li> </ul>  | <ul style="list-style-type: none"> <li>- Shortage of water</li> <li>- Lack of sanitation</li> <li>- Clear responsibility</li> </ul> | <ul style="list-style-type: none"> <li>- Actions towards the officials</li> </ul>   |
| Legal frameworks   | <ul style="list-style-type: none"> <li>- All stakeholders (communities, official institutions, ...)</li> </ul>                                  | <ul style="list-style-type: none"> <li>- Water law in place</li> </ul>  | <ul style="list-style-type: none"> <li>- Enforcement and acceptance by stakeholders (bye-laws)</li> </ul>                                 |
| Water valuation <ul style="list-style-type: none"> <li>- Effective water pricing system</li> <li>- Cost recovery mechanism (O&amp;M, gradually capital)</li> </ul> | <ul style="list-style-type: none"> <li>- Water users in agricultural sector</li> </ul>  | <ul style="list-style-type: none"> <li>- Crop water productivity and water use efficiency</li> </ul>                                | <ul style="list-style-type: none"> <li>- Water demand status</li> </ul>   |
| Reliability/quality of services  | <ul style="list-style-type: none"> <li>- Service providers</li> <li>- Consumers (civil society-NGO)</li> </ul>                                  | <ul style="list-style-type: none"> <li>- No. of hours of lack of service</li> </ul>   | <ul style="list-style-type: none"> <li>- No. of complaints on independent registry</li> </ul>   |
| Responsiveness <ul style="list-style-type: none"> <li>- Complaints/needs</li> </ul>  | <ul style="list-style-type: none"> <li>- Authorities</li> <li>- Water users</li> </ul>  | <ul style="list-style-type: none"> <li>- Complaints</li> <li>- Needs</li> <li>- Ratio of response/complaints</li> </ul>             | <ul style="list-style-type: none"> <li>- Announced data and percentage</li> </ul>   |

|   |   |   |   |
|---|---|---|---|
| Trust/confidence  | <ul style="list-style-type: none"> <li>- Government</li> <li>- Media</li> <li>- Civil society</li> </ul>  | - Level of mutual satisfaction  | - Surveys of users' feedback  |
| Efficiency of use   | <ul style="list-style-type: none"> <li>- Farmers</li> <li>- Users associations</li> <li>- Domestic and other users</li> </ul>   | - Losses/unaccounted for water  | - % of people not served (assume supply = demand)   |
| Accountability<br><br>Transparency<br><br>Efficiency<br><br>Rule of law | <ul style="list-style-type: none"> <li>- Advocacy groups</li> <li>- Public/users (farmers, households, user associations)</li> <li>- Media</li> <li>- Public/users (farmers, households, ...)</li> <li>- (Gov.) institutions, Regulatory bodies</li> <li>- (Gov. Institutions)</li> <li>- Advocacy groups</li> <li>- Media</li> </ul> | <ul style="list-style-type: none"> <li>- Water use by farmers</li> <li>- <i>Water use by household (domestic use)</i></li> <li>- Water quality for farmer</li> <li>- <i>Water quality for household</i></li> <li>- Water tariff/service fee for farmer</li> <li>- <i>Water tariff/service fee for household</i></li> <li>- Non-revenue water commercial losses (unaccounted for water)</li> <li>- <i>Physical losses</i></li> <li>- Violations issued</li> <li>- <i>Corrected violations</i></li> </ul> | <ul style="list-style-type: none"> <li>- M<sup>3</sup>/acre/farmer/year</li> <li>- Flow meters/pilot surveys</li> <li>- M<sup>3</sup>/person/hh/year</li> <li>- <i>Meters/household survey</i></li> <li>- monitoring/water quality samples</li> <li>- water quality index for irrigation water/farmer (e.g. average TDS/m<sup>3</sup>/farmer)</li> <li>- <i>water quality samples/company labs</i></li> <li>- <i>water quality index for domestic use/household (e.g. average ppm/m<sup>3</sup>/household)</i></li> <li>- \$/m<sup>3</sup>/farmer/year</li> <li>- Ministry records/regulator</li> <li>- <i>\$/m<sup>3</sup>/household/year</i></li> <li>- <i>Water company records/regulator</i></li> <li>- End use analysis/ % of water losses to produced/distributed</li> <li>- No. of illegal connections</li> <li>- <i>% of water loss to that produced/distributed/year</i></li> <li>- No. of citations/year</li> <li>- <i>% of corrected violations to violations issued/year</i></li> </ul> |

### Integration and coordination

A second major concern of participants is 'integration and coordination' – assumedly as a counterpoint to experienced fragmentation. Integration and coordination refers to sectors, but also to the integration of users in decision making, and improved forms of collaboration among actors at the same level, as well as collaboration of actors across levels.

| INTEGRATION & COORDINATION   |   |                                       |  |
|--|---|---------------------------------------|--|
| WHAT?  | FOR WHOM?   | WHICH?                                | HOW?   |
| Involvement of public and private sector in the water management processes | <ul style="list-style-type: none"> <li>- Water user associations</li> <li>- Private sector</li> <li>- NGOs</li> </ul>     | - Easy access to data and information | - Availability of information on international level |
| Coordination and integration of different water sectors in planning        | <ul style="list-style-type: none"> <li>- Different users</li> <li>- Different ministries</li> <li>- Land users</li> </ul> |                                       |  |

|  |   |   |  |
|--|---|---|--|
| and guidance and services  | <ul style="list-style-type: none"> <li>- Companies</li> <li>- NGOs</li> <li>- Private sector</li> </ul>   |   |  |
| Coordination between different stakeholders at the horizontal level. | <ul style="list-style-type: none"> <li>- Ministries</li> <li>- Water utilities (environment, water, planning, finance, tourism, agriculture)</li> <li>- Donors</li> </ul> | <ul style="list-style-type: none"> <li>- Interministerial commission or committee</li> </ul>  | <ul style="list-style-type: none"> <li>- Number of meetings</li> <li>- Frequency of meetings</li> <li>- Evidence of legal frameworks</li> </ul>  |
| Coordination at the vertical level                                   | <ul style="list-style-type: none"> <li>- Decision makers</li> <li>- Mayors</li> <li>- End users</li> </ul>  | <ul style="list-style-type: none"> <li>- Delegation of responsibilities accompanied by resources allocation</li> </ul>  | <ul style="list-style-type: none"> <li>- Follow up of implementation</li> <li>- Legal frameworks</li> </ul>  |
| Decentralisation/participatory approach                              | <ul style="list-style-type: none"> <li>- Water users</li> </ul>   | <ul style="list-style-type: none"> <li>- Water management transfer from public to users</li> <li>- Agricultural production progress and water saving</li> </ul> | <ul style="list-style-type: none"> <li>- Statistical data</li> <li>- No. of water users associations established</li> <li>- Survey data</li> <li>- Measuring water use efficiency</li> </ul> |
| Level of participation in planning and decision making               | <ul style="list-style-type: none"> <li>- ....</li> <li>- Public/users (...)</li> </ul>  | <ul style="list-style-type: none"> <li>- WSS coverage</li> </ul>  | <ul style="list-style-type: none"> <li>- % population covered</li> <li>- WSS Utility records</li> </ul>  |

### Equity and rights

The dimension of justice in water resources management is represented by the categories of 'equity' and 'rights', where right have to be understood both as entitlement (as in allocation) and access (concrete capacity for resource use).

| EQUITY AND RIGHTS   |  |   |   |
|---|--|---|---|
| WHAT?   | FOR WHOM?  | WHICH?  | HOW?  |
| Water rights to different sectors: drinking, industry, irrigation, other sectors especially environment   | <ul style="list-style-type: none"> <li>- Domestic users</li> <li>- Farmers associations</li> <li>- Factories</li> <li>- commercial and tourism associations</li> <li>- NGOs</li> </ul>   | <ul style="list-style-type: none"> <li>- Water services distribution</li> <li>- Water quality</li> </ul>  | <ul style="list-style-type: none"> <li>- No. of daily complaints</li> <li>- Fit of parameters with international standards (collect info from regulatory agencies)</li> <li>- Increase of water company projects</li> <li>- Increase of productivity</li> </ul> |
| Water services: accessibility to clean water for everybody <ul style="list-style-type: none"> <li>- Equity of irrigation water distribution (good quality)</li> <li>- Water use efficiencies</li> </ul> | <ul style="list-style-type: none"> <li>- All civil society</li> <li>- NGOs</li> <li>- Remote areas</li> <li>- Farmers and water users organisations</li> <li>- Regulatory agencies</li> <li>- Drinking water companies and governmental organisations</li> <li>- Private sector</li> </ul> | <ul style="list-style-type: none"> <li>- Awareness</li> </ul>   | <ul style="list-style-type: none"> <li>- Decreasing of daily water consumption per capita</li> <li>- More consultation and cooperation between organisations and public</li> <li>- No. of publications and special magazine</li> </ul>                          |
| Gender mainstreaming in water resources management  | <ul style="list-style-type: none"> <li>- Decision makers</li> <li>- Private sectors</li> <li>- NGOs and government agencies</li> </ul>   | <ul style="list-style-type: none"> <li>- Female participation in water management</li> <li>- Legal tenure, water rights and credit loans</li> </ul> | <ul style="list-style-type: none"> <li>- No. of women in water users associations</li> <li>- Participation of women in water planning and decision making</li> </ul>  |
| Equity and laws <ul style="list-style-type: none"> <li>- Tariff/block shares</li> </ul>   | <ul style="list-style-type: none"> <li>- Water users</li> </ul>  | <ul style="list-style-type: none"> <li>- Tariff à block shares</li> <li>- Rural/urban</li> </ul>  | <ul style="list-style-type: none"> <li>- Existing policies are published for block shares</li> </ul>  |
| Equity (between sectors)  | <ul style="list-style-type: none"> <li>- Public/users (farmers,</li> </ul>   | <ul style="list-style-type: none"> <li>- Water use by farmers</li> </ul>  | <ul style="list-style-type: none"> <li>- M<sup>3</sup>/acre/farmer/year</li> </ul>  |

|                                  |  |  |  |
|----------------------------------|--|--|--|
| and between uses of same sector) | households, ...)<br>- Advocacy groups<br>- Institutions (Gov.) | - <i>Water use by household (domestic use)</i><br>- Water quality for farmer<br><br>- <i>Water quality for household</i><br><br>- Water tariff/service fee for farmer<br><br>- <i>Water tariff/service fee for household</i> | - Flow meters/pilot surveys<br>- $M^3/person/hh/year$<br>- <i>Meters/household survey</i><br>- monitoring/water quality samples<br>- water quality index for irrigation water/farmer (e.g. average TDS/ $m^3$ /farmer)<br>- <i>water quality samples/company labs</i><br>- <i>water quality index for domestic use/household</i> (e.g. average ppm/ $m^3$ /household)<br>- $\$/m^3/farmer/year$<br>- Ministry records/regulator<br>- $\$/m^3/household/year$<br>- <i>Water company records/regulator</i> |
|----------------------------------|--|--|--|

### Information and knowledge

The fourth cluster of concerns relates to the role of information and knowledge in public engagement in water resources management. Effective public engagement cannot be envisaged without availability of quality information, and the capacity of different societal actors to make effective use of that information. Three categories were identified in the group discussions: public awareness, access to information and capacity building.

| PUBLIC AWARENESS                              |  |  |   |
|---|--|--|---|
| WHAT?   | FOR WHOM?  | WHICH?   | HOW?  |
| Awareness water pollution and water scarcity  | - Decision makers<br>- Stakeholders  | - Increase no. of institution dealing with water awareness and pollution<br>- Reduction in water pollution | - Questionnaire<br>- Data survey before and after |
| Public awareness<br>- Importance of water use | - Water users  | - No. of conferences<br>- Media, information   | - Survey<br>- Billing                             |
| Awareness                                     | - Public at large<br>- Communication officers<br>- Media<br>- Politicians<br>- Decision makers | - Level of public awareness  | - Survey  |

| ACCESS TO INFORMATION                          |  |  |  |
|--|--|--|--|
| WHAT?  | FOR WHOM?  | WHICH?   | HOW?   |
| Easy access to data, information, awareness    | <ul style="list-style-type: none"> <li>- Press</li> <li>- Media</li> <li>- Religious leaders</li> <li>- NGOs</li> <li>- Different levels of organisations</li> </ul> | <ul style="list-style-type: none"> <li>- Coordination with other organisations and involvement of public and private sector</li> </ul> | <ul style="list-style-type: none"> <li>- Integrated policies through meetings, workshops, brainstorming</li> </ul>                                     |
| Dissemination of information/appropriate tools | <ul style="list-style-type: none"> <li>- Decision makers</li> <li>- Technical staff</li> <li>- Farmers</li> </ul>  | <ul style="list-style-type: none"> <li>- Irrigation performance</li> <li>- Efficient water used</li> </ul>                             | <ul style="list-style-type: none"> <li>- Calculating water saving</li> <li>- Uniformity and equity of water distribution</li> <li>- Number</li> </ul>  |
| Access to info (national and basin level)      | <ul style="list-style-type: none"> <li>- Water users</li> <li>- Media</li> <li>- Researchers</li> <li>- Partners ...</li> </ul>                                      | <ul style="list-style-type: none"> <li>- Reporting system</li> </ul>   | <ul style="list-style-type: none"> <li>- No. of reports</li> <li>- No. of hits on the website</li> <li>- Testing availability (independent)</li> </ul> |

| CAPACITY BUILDING  |  |   |   |
|--|--|---|---|
| WHAT?  | FOR WHOM?  | WHICH?  | HOW?  |
| Capacity building/HRD/ Institutional development (laws regulation) | <ul style="list-style-type: none"> <li>- Technicians and researchers</li> <li>- Central and local institutions</li> </ul>                      | <ul style="list-style-type: none"> <li>- Graduate and postgraduate studies</li> <li>- Supply and demand water management</li> <li>- Water rights</li> </ul> | <ul style="list-style-type: none"> <li>- Measure the gap between the supply and demand</li> <li>- Degree of implementation</li> </ul> |
| Capacity building  | <ul style="list-style-type: none"> <li>- Educational institutions</li> <li>- Advocacy groups</li> <li>- Civil society organisations</li> </ul> | <ul style="list-style-type: none"> <li>- Numbers of trainees/working facilities</li> </ul>  | <ul style="list-style-type: none"> <li>- Achievements of targets</li> <li>- Efficiency in human resources management</li> </ul>       |

### Discussion

The results as presented in the tables raise a number of questions on how the Arab Water Council can enhance public engagement in water management and governance through monitoring of a set of indicators against benchmarks.

Information is produced at the national level by national level organisations; some information is collected and compiled by regional and international organisations. More importantly, the information collected and made available at the different levels is used for different purposes and target groups. These target groups include national level private and (semi-)public service providers, national level public agents like NGOs and advocacy groups seeking to enhance public awareness and water sector performance, national governments seeking to reform water policy, and international donor organisations seeking to design their own policies as regards the Arab region. The tables as presented above and in Annex 5a contain elements referring to all these.

As a neutral, independent regional organisation, the Arab Water Council's role can be conceived a 'knowledge base' and 'knowledge service provider'. These two functions form together two main components:

- a) Putting water resources information in the public domain.
- b) Providing training and capacity building for enhancing public engagement in water management

The first three clusters as presented above are about the type of information to be provided; the fourth category is about the modalities of provision.

There are three ways, varying in level of ambition and required input, in which the Arab Water Council can provide information on indicators of water management and water governance and put this in the public domain.

1. *Providing references to information existing in the public domain*, with short explanations (annotations) of what the nature of the information is/what can be found in the source. (Example: reference to FAO's AQUASTAT database, or to UNDP HDI database with explanations/annotations of what can be found there; similar for national and regional level databases).
2. *Providing processed forms of the information existing in the public domain*. The objective would be to make existing information more useful and more easily accessible to the public in a form that allows use for public engagement activities. (Examples: extract Arab region information from large databases, produce trend graphs of certain indicators, extract information from scientific publications, provide commentaries on the quality of the data and eventual gaps and potential for improvement, etc.). In some cases processing may require permission of information holders.
3. *Collect new information on water management and water governance*. This may be in the form of surveys, questionnaires, and other forms of data collection. These may be one-off snap shots of a certain issue, possible as part of a campaign of a certain issue, or may be aimed at long-term monitoring of a particular indicator. This may be done at national level, or across the region.

The first two roles are relatively easily performed; the third is much more ambitious, and resource intensive. The third role necessarily needs to take place at national level. Long-term, trend-oriented collection can only be performed when national levels structures exist that assure sustainability. Short-term, snapshot-oriented collection can be done in project mode.

A clear message from the workshop discussions was that the schedule of indicators that the AWC will monitor will have to reflect national specificities. The AWC will have to design a framework that can be used across the region to assure a fair degree of comparability, while allowing for nationally specific elaboration. What the workshop has achieved is listing of a large number of possible indicators of water management and governance, and a clear indication of the major issues or themes these should relate to. What needs further thought is the question which indicators would be particularly useful and important in the context of enhancing public engagement. For regional comparability a limited number of 'signature indicators' would be useful for the three themes mentioned above, with some suggested examples (by the consultant) of issues and indicators added. A next step in the project implementation is to finalise this list.

*Quality of water service provision (performance)*

- Coverage of water services (all sectors)
- Water quality measures (all sectors)
- Cost recovery measures (all sectors)
- Consumption levels (all sectors)
- Percentage of non-revenue water (drinking water supply)

- Distribution/equity measure (irrigation)
- Incidence of water related diseases (general)
- Yields and water productivity of irrigated crops (agriculture/irrigation)
- .....

*Public availability of water information*

- Existence of 'public right to information' legislation
- Accessibility of government water information
- Accessibility of private sector water information
- .....

*Accountability of water service providers/Transparency of water service provision*

- Availability of government water budget and expenditure information
- Availability of private sector water budget and expenditure information
- Effectiveness of complaints procedures of water service providers
- Representation of users in decision making (management and governance)
- Existence of non-governmental organisations ('social auditors') in the water sector and types of public action
- ....

Beyond a set of 'signature indicators', additional indicators will have to be specified at national level.

Training and capacity building needs for enhancing public engagement in water management and governance need to be identified at national level. This requires close interaction and collaboration with ongoing initiatives and projects in the region.

### 3.3 Conclusion

A main outcome of the discussions in the workshop is the *importance of country teams* to implement the PEWM project successfully. This has considerable implications for the implementation plan (see chapter 5 below). During the workshop it was discussed that country teams should have members representing five domains: government, NGOs, private sector, media, and academia. This broad composition will tap different knowledge and experience, and it will provide legitimacy to the PWEM activities, enhancing the likelihood of impact.

## 4. Designing a water portal

### 4.1 Methodology

The discussion groups on 'website/portal' focussed on the second objective of the PEWM project: to strengthen the Arab Water Council's capacity to support public engagement in water management. This objective can be operationalised as follows.

- Provide a public 'portal' for water governance, management and use information in the form of a website with different facilities.
- Use/develop other methods for public information provision for specific sections of the public and water management issues.

The discussion groups developed this further by addressing the following questions.

- 1) What are the design criteria for a web-based water governance 'portal'?
- 2) What is the desirable content of a web-based water governance 'portal'?
- 3) What other methods for public information provision are useful/necessary for the identified aspects/items of water governance, management and use.

The output of the discussion groups as put on flip-overs is reproduced in Annex 5b.

### 4.2 Results – main messages from participants

This section briefly highlights some of the salient points from the discussion on the website-portal – the main messages from the participants on this subject.

There was widespread agreement on the need to have the website-portal in both Arabic and English. However, in some countries Arabic may be less relevant for wide reach of the website-portal, and different languages may be more appropriate. It was suggested that for the regional level Arabic and English will be used. At national level additional languages may be used.

The first point already suggests the second point: there have to be national level pages/website as well as a regional one. Most information will be generated at national levels, some of which will have regional relevance also. As public engagement processes are essentially national, it makes sense to have a national level in the website-portal.

Another clear message regarded the interactive nature of the website-portal: the public engagement website-portal should not only be a repository of information, but have interactive features. The website-portal should be designed with an eye to the future, anticipating more countries to join and the development of the internet and its possibilities in the region.

Fourthly, no matter how fast the internet will develop in the Arab region, its reach will remain limited to a section of the population (government officials, NGO and advocacy groups, academics, middle and upper class citizens). Other methods of communication

therefore remain extremely important, particularly to reach water users. This is something that will need country-specific approaches.

### 4.3 Analysis and conclusion

Based on the results of the discussions in the discussion groups and the plenary sessions the following characteristics of a website/portal for enhancing public engagement in water management in the Arab region are proposed.

#### *General*

- a) The website/portal will be a separate website/portal with its own home page and structure, accessible independently as well as from the existing Arab Water Council website(s).
- b) The website/portal will have two 'levels': the first level is a common website/portal for the Arab Region (in Arab and English); the second level is the country specific level (in Arab, English, and potentially other languages).
- c) The Arab Region website portal will be maintained and managed by the Arab Water Council head office. The country specific parts will be maintained and managed by country levels managers based in the respective countries, supervised by AWC to assure coherence.
- d) The website/portal will be designed for long term use, beyond the duration of the AWC-PEWM project.

#### *Technical*

- e) Both the Arab region and country levels of the website/portal will be in Arabic and English (other languages to be added by country managers).
- f) The website/portal shall be technically designed for easiness of management at AWC and country level, with open-source software (for instance Joomla, <http://www.joomla.org/>).
- g) The website/portal design shall anticipate the expected rapid spread and development of internet use and quality in the Arab region, and include up to date technical options in its design.
- h) The technical design of the website shall, however, also take into consideration in its design the present existing constraints in internet speed and include options for low-speed use.
- i) The website/portal shall have a level of visual attractiveness and accessibility/ease of use comparable with other international water information websites.

#### *Content*

- j) AWC shall provide content for the Arab Region level of the website/portal; country level managers will providing content for the country level pages.
- k) The website/portal will have four functions that shape its design:
  - i) Provide relevant information (in the form of text, pictures, videos, maps, etc.) on and for public engagement in water management (function as a repository).

- ii) Provide up to date information on events relevant for public engagement in water management (function as a public engagement in water management news provider)
  - iii) Provide links to other websites/portals relevant for public engagement in water management (referral/linkage function)
  - iv) Provide opportunities for interaction by the public on water management issues, including a facility for uploading different types of material (with content control by AWC), and a facility for inviting responses to questions, events, announcements, reports etc. (function as a platform)
- l) The repository function will include information relevant for public engagement consisting of the following components:
- Laws and policy documents relevant to water resources management and governance
  - Scientific literature database with simple search function (thematic and country keywords)
  - Water management and governance indicators (see chapter 3 above for details)
  - Information aimed at the interested public on thematic subareas of water resources management and governance, including (tentatively): General; Irrigation; Industrial water; Wetlands, rivers and ecosystem management; Climate change; Soil and water conservation/rainwater harvesting; Hydropower; Drinking water supply and sanitation (urban and rural); Wastewater management and water quality; Water and culture; International and global water issues; Coastal zone management.
- m) List with short profiles of organisations involved in public engagement in water management (with links to their own sites)
- n) Work plan and reports of the Arab Water Council and country partners on public engagement in water management.

## 5. Conclusion: towards a work plan for the project

This chapter summarises the anticipated work plan for the project for the first half of 2010.<sup>2</sup> One of the main outcomes of the launch workshop is the emphasis on the diversity of the situations and conditions in the different Arab countries as regards public engagement in water management and governance. Put differently, the approach to the activities of the project has to be country specific, while maintaining sufficient commonality in the framework to make sharing and interaction and the regional level feasible and worthwhile. In addition, the information and knowledge to be shared in and beyond the project period is largely national in character, that is, has to be generated and sourced at national level. The work plan therefore also distinguishes between regional and national level.

### 5.1 Regional level

The following activities are scheduled at the regional level.

1. Preparation of December 2009 workshop report.  
*Circulated to participants for feedback.*
2. Review of water governance literature for the Arab region  
*Review will be written with a focus on 'enhancing public participation'. The review will evaluate what the main contributions to the water governance in the Arab region literature have to say about this. To be completed **by March 2010**.*
3. Preparation of TOR for website/portal  
*First draft of this has been prepared.*
4. Finalisation of water management and governance indicators  
*Format to be finalised **March/April 2010***
5. Preparation of questionnaire/survey design and manual  
*To be completed **April/May 2010**.*

### 5.2 Country level

The activities at the country level will move in the following steps, with target months indicated.

1. Formation of PEWM country teams (**March 2010**)
  - a) Invite AWC focal points to form country teams for the PEWM implementation (consisting of five members, one each from government, private sector, NGO sector, media, academia).

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<sup>2</sup> A separate document will be prepared with the work plan of the project, including all activities. Here the focus are the activities discussed in detail in the workshop.

- b) In countries from which no teams were proposed, AWC decide whether it will directly take initiative to form teams.
2. Preparation of country level PEWM implementation proposals (March / April 2010)
    - a) Invite the formed country teams to prepare a proposal for country-level PEWM implementation following AWC provided guidelines.
    - b) Hold one-day meeting/workshop in each country for coaching proposal preparation. Meetings to be held around mid-March.
    - c) Assess submitted proposals and decide which plans will be supported.
  3. Implementation at country level (April /May 2010)
    - a) Issue TORs for country level implementation.
    - b) Hold coaching/training meeting to start implementation in each of the countries.

The following gives some additional details and guidelines on elements of these steps.

Invitation to focal points for country team formation:

- Focal point is asked to compose a five person PEWM implementation team with members based in government, private sector, NGO sector, media, academia
- Submission should contain list of names, CVs of the five members, and description of experience and interest in the issue of public engagement in water management.
- Team should have reasonable degree of diversity: in terms of water sub-sector coverage, in age, and in professional/disciplinary background
- Team should have at least two female members

PEWM country implementation proposals:

- Will translate PEWM objectives into a country-specific work plan (activity plan, time plan and budget). The work plan will include a plan for sustainability of the PEWM activities beyond the project period (notably for website/portal management and for regular updating of water management and governance indicator information).
- Will identify a host institution for PEWM project implementation. Host institution will provide logistic and technical facilities for project implementation, as well as for post-project continuation. A written statement of the host institution confirming and specifying this will be appended to the proposal.
- Will list team members and working method of the team (team functioning rules, frequency of meetings, time input provided by each member, institutional and other support mobilised by each member)
- Will identify a PEWM website/portal manager for content provision, management and moderation of country level PEWM website/portal. (Country teams will be provided by AWC with description of the website/portal to assess the expertise required.)
- Will agree to maintain country-level website/portal in English and Arabic, and if additional languages are found necessary, describe how translation will be arranged.
- AWC will specify support that can be provided for PEWM activities.