Module one: Methods to increase Stakeholders' acceptance of a given reuse project

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Learning Objectives

To understand concerned stakeholders and their perceptions

To understand credibility of water re-use organizations and community trust.

To understand the importance of establishing effective communication with water re-use organizations

Introduction

Public involvement is critical to the successful implementation of reclaimed water reuse programs

In order to achieve public involvement, there is a need to establish an **Effective communication channel**

A growing number of water reuse projects around the world have **failed** as a direct result of **a lack of community confidence and trust**

Communication is a complex process that takes place between two or more parties

Who are the stakeholders?

Organizations

Individuals

**Public agencies at all levels**

Landowners

Industry and commerce

Special interest groups, Customers and Potential customers

Community leaders and the community in general
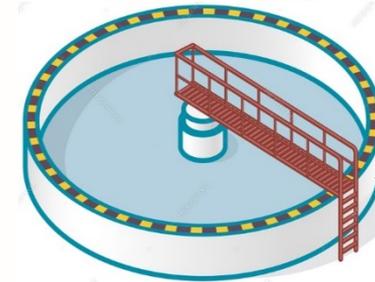
With an interest in a particular project

Understanding the Perceptions of Stakeholders

Research show that the general public's knowledge on water resources is poor

The general public show a strong acceptance of non-contact and non-potable reclaimed water reuse, but their is not high acceptance of the three major water reuse types:

- **River water supplement**
- **Park water supplement**
- **Agriculture irrigation**

It is essential that the knowledge, attitudes and perceptions of stakeholders to be understood, acknowledged and addressed

Important Aspects for Understanding the Perceptions of Stakeholders

Community views of water reuse

Issues that may influence community response to water reuse are likely to include those associated with:

- **Public health**
- **Environmental health**
- **Economy and finance**
- **Available technology**
- **Emotional factors**
- **Culture and Religion**
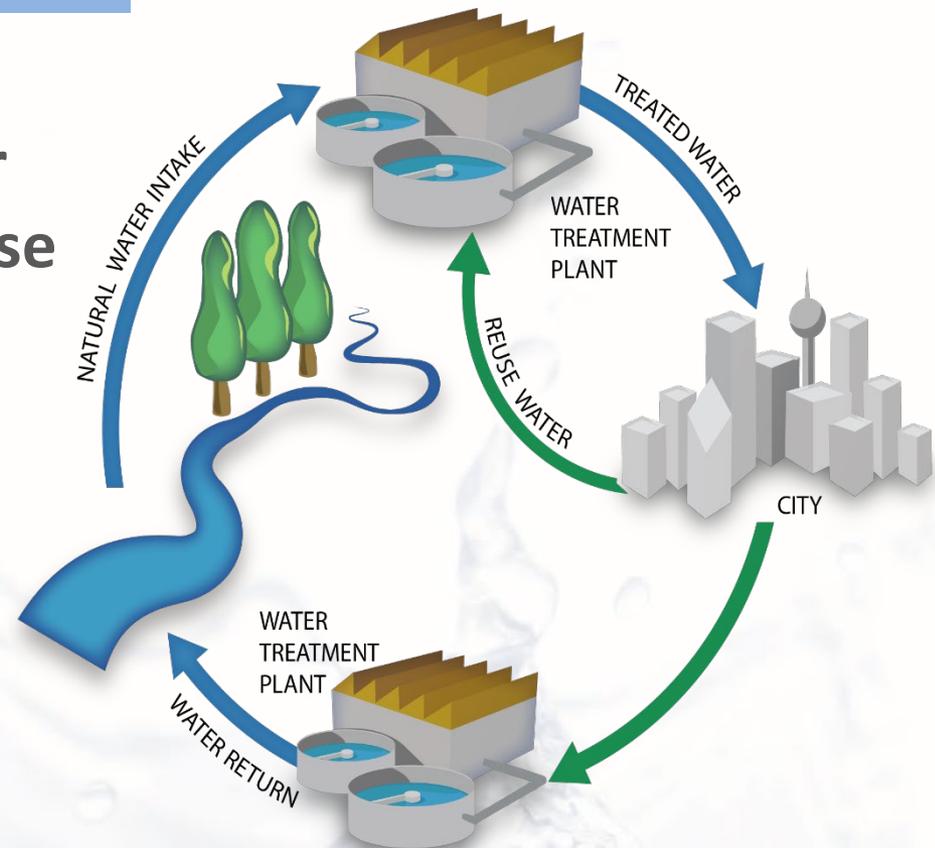
Important Aspects for Understanding the Perceptions of Stakeholders

1 | **Defining and identifying successful communication**

The degree to which a **communication** effort has been **successful** must be judged according to its objectives

The objective of a more complex communication strategy is to **provide stakeholders with sufficient knowledge and creation of common understanding**

- **Perception**
- **Religion and cultural beliefs**

Stakeholders will be able to see both the decision-making **process as being transparent and fair**

2	**Early and continuous communication**

The timing of communication activities can be of equal importance to their substance

Community confidence and trust can only be built over time

**Delays in passing on information may give rise to rumors**

Communication of Water Reuse Organizations with Stakeholders

3 | **Listening and seeking clarification**

- It is important for communication to be established as a **two-way flow between the reuse organization and the engagement of all stakeholders**
- Two **crucial characteristics** of effective communication are **listening** and **seeking** clarification

4 | **Risk communication**
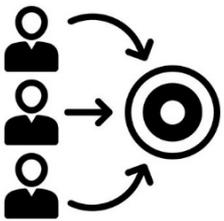
- How to align the **community's perception of risk**
- The willingness of all stakeholder groups to **respect the views of others and for all concerns** to be included in the decision making process

Identifying key messages to stakeholders

- **Engaging stakeholders in any decision-making process to enable them to make informed judgments**

- **Positive key messages** about water reuse

- **Let stakeholders know that there is a serious, long-term water shortage problem that is in urgent need of being addressed**

- **Stakeholders** must be **assured that the problem will be addressed**

key messages for the promotion of water reuse activities

1 **Water reuse organizations earn their good reputation**

- The **community** will **need to place its trust in the water reuse organization** to protect public health and the environment
- It is important for water reuse organizations to **communicate good reasons why it is worthy of a community's trust**

2 **The reuse project has a critical need and clear purpose**
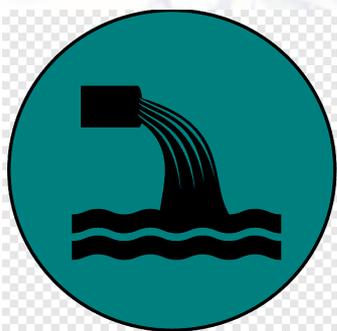
- The burden would lie on the water reuse organization to make an effective case for clear need for the project.
- **Raising and maintaining community awareness** of the importance of the underlying issues should **remain a high communication priority**

key messages for the promotion of water reuse activities

3 **Reuse water is safe for its intended uses**

- **Safety: Highlight an excellent or unblemished safety record for water reuse**
- **Emphasize that the health-related aspects of an operation are closely regulated and overseen by appropriate authorities**

4 **Water reuse helps conserve drinking water supplies**

- **Water is in short supply in many parts of the world**
- **The role of a water reuse scheme in conserving drinking water supplies may not be obvious to the community**

5 **Water reuse may have significant positive economic impacts**

- **Economic implications** of a water reuse scheme are **important to stakeholders**
- **Water reuse can protect public and private**
- Its use for **approved applications** may substantially **reduce the overall water expenses for many households**

key messages for the promotion of water reuse activities

| 6 | Water reuse is preferable to alternative options |

- There are two major water management issues to be addressed
  - One is to overcome impending shortages of supply
  - The other is to limit the environmental implications of continuing to dump volumes of treated sewage into the world's rivers and oceans
- **Only water reuse can meet these challenges simultaneously**

Case Study: Innovative Sanitation Solutions and Reuse in Arid Regions in Jordan

- **Inadequate sanitation systems** in Jordan affect both host and refugee communities and pollute the scarce water resources

- The "Sanitation Solutions for Underserved Communities in Jordan" project (ISSRAR) seeks to contribute to reducing existing environmental risks related to unsafe sanitation practices, creating better living conditions from an environmental and economic perspective

Case Study: Innovative Sanitation Solutions and Reuse in Arid Regions in Jordan

- In January 2018, the ISSRAR consortium conducted a Governance Workshop

- Inviting different stakeholders, professionals and decision makers from the Jordanian sanitation sector

- The governance framework is crucial for the successful extension of sanitation serviced by ISSRAR as the projects needs

- To make sure to establish communication channels with stakeholders and understand key constraints that could prevent the implementation of sustainable solutions

Conclusions

- **It is crucial to understand concerned stakeholders and their perceptions**
- **Effective communication builds trust between organizations and stakeholders**
- **Effective two-directional communication enables water reuse organizations to develop an understanding of their stakeholders**

Questions