



Sustainable Water
Integrated Management (SWIM) -
Support Mechanism



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Water is too precious to waste

FEASIBLE MECHANISMS & TOOLS NEEDED TO COMMUNICATE WATER REQUIREMENTS TO THE REGULATED COMMUNITY TO PROMOTE COMPLIANCE. Athens 14 & 15 October 2014

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SCOPE AND OBJECTIVE OF 4th PRESENTATION

- Once created, (1) raising awareness, (2) publicizing the promulgated water requirements & (3) promoting means for their compliance are always considered as an inherent part of any successful water management strategy.
- Any successful compliance strategies will need to involve both promotion and enforcement of the requirements.
- The objective of this presentation is to identify and discuss how promulgated water requirements can be promoted to ensure high degree of compliance.

PROMOTION OF WATER REQUIREMENTS AND THEIR MEANS OF COMPLIANCE

- Compliance promotion is defined as any activity that encourages voluntary compliance with requirements.
- Promotion alone (**carrot alone**) is often not effective. Enforcement (**stick**) is important to create for regulated community clear incentives to make use of the opportunities and resources provided by promotion.
- Enforcement alone is also not as effective as enforcement combined with promotion (**carrot + stick**).

How Water Legislation Can be Promoted?

Promoting compliance with their water legislations can be achieved through a combination of the following:

I - BY EDUCATION, INFORMATION DISSEMINATION & TECHNICAL ASSISTANCE

- Education, information dissemination and technical assistance lay the groundwork for voluntary compliance, and are essential to overcome barriers of ignorance or inability that lead to noncompliance.
- In many cases, SWIM countries failed to conduct the proper education and technical assistance campaigns needed to promote compliance of their water and aquatic environment regulatory programs.

What Sort of Information Regulating Authorities Should Disseminate?

1. The parties subject to the requirements,
2. The exact requirements in each case,
3. Why these specific requirements are important?
4. What changes (including technical & managerial reforms) must be made to comply with the requirements?
5. How compliance can be achieved (e.g. what equipment or technologies should be used?) and
6. What is the grace period to comply with the requirements,
7. **What are the consequences of not complying?**

HOW THE REGULATING AUTHORITIES CAN DISSEMINATE THE NEW REQUIREMENTS TO THE REGULATED COMMUNITY?

Promotion of compliance can be developed or enhanced in SWIM Countries by establishing a communication plan which specifies the following:

1. The type of information that should be communicated,
2. How it should be developed,
3. When it should be released, and
4. How it should be distributed.

- Similarly, a technical plan can be developed to indicate the following:
 1. what technical support should be provided,
 2. to whom, and
 3. under what circumstances.

Means of Providing Information and Assistance to the Regulated Parties:

1. Publications such as brochures & guidance manuals, that provide a simple description of the requirements. They should be free of any complicated technicalities on the means for compliance.
2. Training Programs designed specifically to educate members of the regulated community about the issued regulations and the means for conformity.

3. **Conferences**: Following the issuance of a specific legislation, the regulating authorities can hold orientation meetings that bring together officials from the regulating authorities, the regulated communities and stakeholders. These conferences can be designed to inform the regulated parties on the content and effective date of the new legislation and its associated requirements.
4. **Hot-lines**: Regulating authorities in SWIM-SM countries can dedicate telephone numbers that the regulated parties can call to ask questions and receive information and technical assistance.

5. **Technical Assistance**: There are three means by which technical assistance can be provided:

- By trained personnel who are made available by the regulating agency to visit individual members of the regulated community, and assist them taking the necessary changes for compliance.
- By inspectors who provide technical assistance as part of their inspection visits.
- By special assistance programs, set up for example at qualified academic institutions and research centres, that provide assistance and act as central resource of information for compliance.

6. **Media Announcements**: This sort of information can be widely used to disseminate information on compliance through newspapers, social media, television, or radio. This can include non-technical information about requirements, ways to meet requirements, and enforcement activities.
7. **Academia**: Universities and water research institutions can play a pivotal role in educating the regulated community through their conferences and publications.

II- BY BUILDING PUBLIC SUPPORT & PARTNERSHIP

- The public can be a powerful associate in promoting compliance with the issued regulations. They can also serve as watchdogs that alert officials to undetected cases of noncompliance. In addition, public support can create a social ethic, a discipline and/or culture of compliance.
- Governments of SWIM region should consider the idea of providing the authority to members of the public or NGOs to bring citizen suit against non-complying groups.
- NGOs can independently promote compliance by publicizing information to increase public awareness on water scarcity and aquatic environment problems and to build support and pressure for compliance.

III- BY PUBLICIZING SUCCESS STORIES

- Publicizing success stories of compliance, by regulated facilities that have been particularly successful in achieving compliance, can provide an incentive for the rest of the regulated community.
- With the prevailing wave of water and environment concerns and awareness in the SWIM Region, positive publicity about a firm can enhance its reputation and public image. It can also create a positive social climate that encourages compliance.

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Thank you
for your attention

Merci pour
votre attention



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