



WORKING GROUP 4

**EXPLORING
PUBLIC-PRIVATE PARTNERSHIPS
THAT ADDRESS INFORMATION NEEDS**



SUMMARY OF THE REPORT

- Cultural issues
- Technology revolution
- Communications and marketing approaches
- Public-private partnerships development process



Actual scenario:

- Change in technology has changed the ground rules
- Our institutions have information available that is needed. That information collection and dissemination is part of the management process.
- Need to define the process to go from information to action-- market ideas, knowledge, and services to:
 - mobilized segments of society
 - empower governments to take action.
 - engage the private sector to behave ethically with respect to the environment
 - support the activities of basin organizations.



Re-definition of “private sector”

- “Private sector” is organizations stake holders in basin management and also international institutions who can be partners and/or sponsors of the information dissemination process for governmental agencies.
- Private sector and international institutions can disseminate information:
 - among their clients/audience (information multipliers),
 - among their staff (intranets) and
 - through the projects that are under their responsibility (partners)
 - sponsoring water sites achieving the information needs from their perspectives.



Four step process - 1

- Who they are and what they need to:
 - be conscious of the process,
 - to make choices and decisions
 - to take actions
- To identify the needs for information in all phases of the integrated water management for all actors in the process (decision and policy makers, general public, NGOs, managers, private companies)

Four step process - 2

Who we are and what we offer

- **FORMAT** (packaging)- fast to load, clear categorization, easy to use, rich in content, user has opportunity to be involved and interact.
- **CONTENT** - Aim at complete transparency of decision making and information availability; eliminate/present duplication of information and functions – filling unique niches; must consider products with long-term value vs. transient data that is obsolete quickly; fill knowledge gaps; address needs of press and needs of children. (Helps keep the text relatively simple)
- **TOOLS** - Software of support secure transfers of funds – e-commerce tools; registration page – non-threatening way of collecting information users (ex: sign our guest book); site counters and logs; user feedback from e-mails.



Four step process - 3

Who are our partners/sponsors

- Identify partners/sponsors who will help – who are they
- How they can help:
 - use the information
 - disseminate information
 - support creation of information
- Look for on issue and off issue partners



Four step process - 4

Strategy to reach private sector and international organizations

- Identify the benefits to sponsors for support
- Use social service organizations to assist in linking to partners

(Latin America Business Council for Sustainable Development)

- Develop a relationship with your sponsor.



Next Step

- Who they are and what they need
- Who we are and what we offer
- Who are our partners
- Strategy to reach private sector organizations
- Work with the group via e-mail over the next few months to better articulate and understand this process so that it can be applied in our various situations.



LAST COMMENTS

- We are dealing with social marketing – sell ideas and services using marketing techniques to reach our goals.
- Need to design a communication vehicle for one client profile and do it in the best possible way. If it is good for that client, it will meet the needs of one group with the same profile and satisfy their needs.
- IT environment changes rapidly in one hand and in another hand water has a price: it is a commodity. In this context:
- We must act quickly to meet these needs even if our vehicle is not perfect (and improve it over time), because if we don't, the world will change before we do something about it ... Somebody else will define his presence on the Web BEFORE US.



Members of Group 4

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