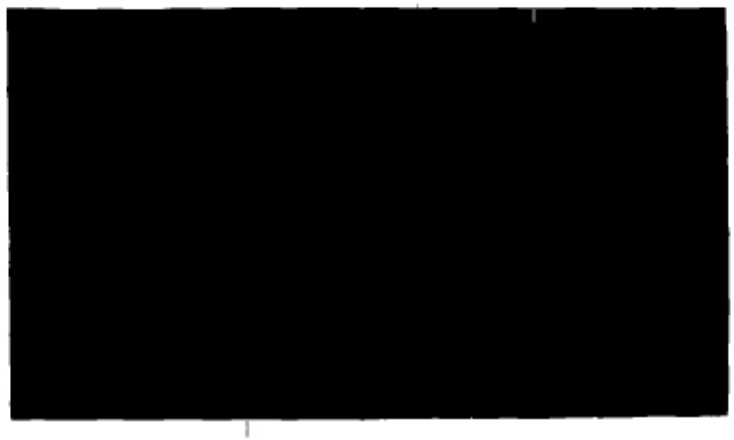
ENVIRONMENTAL HEALTH PROJECT

Prepared for:
ENVIRONMENTAL HEALTH DIVISION
OFFICE OF HEALTH AND NUTRITION

Center for Population, Health and Nutrition
Bureau for Global Programs, Field Support and Research
U.S. Agency for International Development

USAID



ENVIRONMENTAL HEALTH PROJECT

WASH Reprint: Field Report No. 344

A National Communications Plan to Promote
Water Users Associations in Tunisia

Jamil Simon

September 1991

Prepared for the USAID Mission to Tunisia
under WASH Task No. 244

Environmental Health Project
Contract No HRN-5994-C-00-3036-00, Project No 936-5994
is sponsored by the Bureau for Global Programs, Field Support and Research
Office of Health and Nutrition
U S Agency for International Development
Washington, DC 20523

WASH and EHP

With the launching of the United Nations International Drinking Water Supply and Sanitation Decade in 1979, the United States Agency for International Development (USAID) decided to augment and streamline its technical assistance capability in water and sanitation and, in 1980, funded the Water and Sanitation for Health Project (WASH) The funding mechanism was a multiyear, multimillion-dollar contract, secured through competitive bidding. The first WASH contract was awarded to a consortium of organizations headed by Camp Dresser & McKee International Inc (CDM), an international consulting firm specializing in environmental engineering services Through two other bid proceedings, CDM continued as the prime contractor through 1994.

Working under the direction of USAID's Bureau for Global Programs, Field Support and Research, Office of Health and Nutrition, the WASH Project provided technical assistance to USAID missions and bureaus, other U.S. agencies (such as the Peace Corps), host governments, and nongovernmental organizations WASH technical assistance was multidisciplinary, drawing on experts in environmental health, training, finance, epidemiology, anthropology, institutional development, engineering, community organization, environmental management, pollution control, and other specialties

At the end of December 1994, the WASH Project closed its doors. Work formerly carried out by WASH is now subsumed within the broader Environmental Health Project (EHP), inaugurated in April 1994. The new project provides technical assistance to address a wide range of health problems brought about by environmental pollution and the negative effects of development. These are not restricted to the water-and-sanitation-related diseases of concern to WASH but include tropical diseases, respiratory diseases caused and aggravated by ambient and indoor air pollution, and a range of worsening health problems attributable to industrial and chemical wastes and pesticide residues.

WASH reports and publications continue to be available through the Environmental Health Project. Direct all requests to the Environmental Health Project, 1611 North Kent Street, Suite 300, Arlington, Virginia 22209-2111, U.S.A. Telephone (703) 247-8730. Facsimile (703) 243-9004. Internet EHP@ACCESS.DIGEX.COM.

WASH Field Report No. 344

A NATIONAL COMMUNICATIONS PLAN TO PROMOTE WATER USERS ASSOCIATIONS IN TUNISIA

Prepared for the USAID Mission to Tunisia
under WASH Task No. 244

by

Jamil Simon

September 1991

Water and Sanitation for Health Project
Contract No. DPE-5973-Z-00-8081-00, Project No 836-1249
is sponsored by the Office of Health, Bureau for Science and Technology
U.S. Agency for International Development
Washington, DC 20523

Related Reports

WASH Field Report No. 300. Action Plan: Development of the National Strategy to Create and Monitor Water User Associations in Tunisia, by Fred Rosensweig, Pamela Stanbury, and Curt Grimm. May 1990. (Also available in French)

ISPAN Report No. 42. Mid-Term Review of the Action Plan to Develop the National Strategy to Create and Monitor Water User Associations, by Fred Rosensweig and Lee Jennings. October 1991. (Also available in French)

CONTENTS

ACKNOWLEDGMENTS

This project began on a strong note with the Team Planning Meeting held in the WASH office in May 1991. I had the pleasure of being oriented to the program by Diana Puttman, former Project Development Officer (USAID) and project consultant Lee Jennings along with Fred Rosensweig and Sumana Brahmam of the WASH staff. There is no better way to learn the history of the project than from people who were instrumental in writing it. Moreover, it was abundantly clear that everyone in that room shared a remarkably strong commitment to the success of the Water User Associations. That in itself was inspiring.

Theo Dickmann of the German Development bank, *Kreditanstalt fur Wiederaufbau* (KfW), was most considerate with his time, his ideas and his abundant enthusiasm for the task. It was clear that he too has a very strong commitment to the success of the program. He provided additional motivation for this task assignment when he expressed his belief that a national communications program is an appropriate next step.

My reception at USAID Tunis was warm as always. I met initially with Hafidh Lakhdhar, Charles Uphaus, and Salah Mahjoub. Hafidh Lakhdhar was particularly helpful throughout the month with his time, his advice, and his support for which I am very grateful.

The officials at GR Tunis provided a helpful orientation to the program. Mahmoud Baccar, Mohammed Jaoua, Mohammed Attia, Ali Jebelli and their colleagues were all frank, enthusiastic, and ready to think hard about how to improve the way the program operates. They are clearly interested and eager to embrace new, innovative ways to integrate communications into the fabric of the program and into the process of forming and developing effective WUAs. M. Baccar continued to be helpful throughout the month by coordinating meetings and facilitating the research.

It was wonderful to have Elaine Rossi, Sumana Brahmam, Susan Schaeffer Davis, Alan Malina, Alan Wyatt, and Fred Huxley in-country during this consultancy. I also benefited from the advice of Tunisian consultants Belgacem Khessaissia, Tahar El Amouri, and Ridha Boukraa. Although each of us was working on different aspects of the program, our lunches, dinners, and informal meetings were important times to share insights and ideas. It was a very satisfying exchange. Being the newcomer to the program, it was nice to have ready access to the knowledge of the old timers.

Once I left Tunis to visit WUAs all over Tunisia, I was graciously received by GR officials in Beja, Siliana, Kairouan, Kasserine, Gabes, and Sidi Bou Zid. I especially want to thank Moncef Hadji, Mosbah Hadji, Taoufik Gharsalli, Moncef Abdel'Hedi, Ridha Fekih, Mouldi Tarhouni, and Said El Hani, whose knowledge of the program and experience in the field contributed enormously to my understanding of how the program operates.

There were also many individuals in the WUAs that I visited who are volunteering their time and energies for their local WUA. They not only gave me their time in explaining their problems and reviewing their achievements, but in many cases, welcomed an unannounced stranger into their homes and patiently answered my many questions.

This report represents a synthesis of ideas shared enthusiastically by many concerned and dedicated individuals. I want to thank all of those people who were so generous with their time, their comments, and their warm hospitality. I had the luxury that comes from being an outside consultant interviewing everyone from high officials to pump operators and I want to acknowledge that everyone's ideas and suggestions found their way into this report in one way or another.

ABOUT THE AUTHOR

Jamil Simon is a writer, producer/director, and communications consultant. He has 25 years of experience producing award-winning film and video-based communications programs for a variety of corporations, non-profit agencies, and government agencies in the U.S. and overseas. He has worked extensively in Tunisia designing and implementing communication programs for family planning and the stock market. He has a B.A. from Johns Hopkins University.

ACRONYMS

CRDA	*Commissariat Regional au Développement Agricole*, Regional Agricultural Development Commission
GOT	Government of Tunisia
GR	*Genie Rural*, Rural Engineering Unit (Ministry of Agriculture)
KfW	*Kreditanstalt fur Wiederaufbau*, German Development Bank
MOA	Ministry of Agriculture
TPM	Team Planning Meeting
WASH	Water and Sanitation for Health Project
WUA	Water Users Association

EXECUTIVE SUMMARY

This communications program was developed in May-June 1991 as part of the Action Plan for the development of the National Strategy to Create and Monitor Water Users Associations in Tunisia and builds on USAID's ongoing support for the Rural Potable Water Institutions Project.

It is intended to publicize the concept of water users associations (WUAs), of which there are 700 in operation now and 500 more to be organized by 1993. It envisages the continued expansion of the WUA program and provides information materials to support it.

A number of factors impede this growth. The WUA concept requires broad public support for the program to succeed. But the audience is expensive to reach because it is spread out over a large area. It is often unaware of the benefits of a WUA and this inhibits participation. To date, communications have been almost exclusively direct and interpersonal. While they may be effective, interpersonal communications are time- and labor-intensive and place a heavy burden on limited staff resources.

The program proposed here will reinforce, not replace, interpersonal communications by systematizing the delivery of information. It will

- Improve the quality and impact of information
- Make the messages more consistent
- Make delivery easier
- Foster an awareness of the importance of hygiene and the maintenance of water systems

The assignment was divided into three parts: a communications analysis which would give the consultant an understanding of the situation and uncover the main information deficits (Chapter 2); the outline of a strategy which would lay out the basics of a communications program (Chapter 3); and the development of the program itself (Chapters 4 and 5). A tentative budget and an implementation plan were also to be included.

The communications strategy includes the following elements:

- Ongoing emphasis on interpersonal communications
- Expanded use of media such as wall charts, posters, calendars, and pamphlets

- Use of video and the purchase of portable VCR units
- Efforts to involve women
- Focus on all the members of the WUA not just the officers
- Involvement of the whole community including children
- Use of a friendly, positive, and motivational tone in all messages
- Clarification of several key issues facing the WUA program in order to develop materials
- Integration of the materials into the ongoing program

The action plan has three major components. a graphics program, a video program, and a mass media program. The graphics program includes a logo, posters, pamphlets, calendars, tiles, flip books, imprinted water containers, and comic books. The video program includes seven videos on topics ranging from forming a WUA and building a water system to hygiene and sanitation and maintenance. The mass media program includes TV and radio spots, educational TV programs, highway billboards, and newspaper advertisements.

Production is divided into two phases. The first phase is the core program, which will provide materials on WUA promotion, management, and development. The second phase is the expanded program, which will provide materials of interest to the wider community: sanitation, hygiene, and site maintenance. This division will make production easier, will not tax the staff resources of *Genie Rural*, and will allow for a decision after Phase One on whether or not to continue with Phase Two. The estimated cost of the complete program is $330,000. In addition, approximately 50 days of external technical assistance will be required for both phases.

Chapter 1

INTRODUCTION

1.1 Background

The Government of Tunisia (GOT) is actively promoting the formation of water users associations (WUAs), of which there are 700 in operation and 500 more planned or being organized, to manage rural water supply systems. The plan has reached a size and level of development to warrant the introduction of a good communications program. The engineers, sociologists, and public health workers involved will benefit from the support of mass media broadcasts, highway posters, videos, and printed pieces to advertise the benefits of WUAs and explain the mechanics of running them.

This assignment, part of a USAID technical assistance package to further the GOT's objective, was to design a suitable communications program. It was carried out from May 27 to June 21, 1991.

The scope of work (Appendix A) was discussed at a planning meeting prior to the consultant's departure, and it was agreed that a communications analysis should precede the development of an overall strategy. It would also be necessary to select the appropriate materials and equipment for the program, draw up specifications, and prepare a budget based on vendor response to these specifications. In addition, it was agreed that one or two follow-up trips would be necessary if the proposed program was funded.

1.2 Methodology

The assignment in Tunisia began with introductory meetings with USAID personnel and with *Genie Rural* (GR) staff, to whom the task was explained in a memo (Appendix B). To gather materials for the communications analysis, the consultant interviewed GOT and USAID officials, several other consultants, and some local printers and producers (Appendix C), and visited several communities (Appendix D).

The analysis examined the required behavioral changes in each segment of the target audience, the existence and strength of incentives and disincentives, and the influence of cultural restraints. From this emerged the outlines of the most appropriate messages to be fashioned and the most effective media for delivering them.

The action plan that followed includes specific recommendations for the choice of media, the design, content, and tone of the messages, and the quantity of materials and equipment required. Specifications for these supplies were drawn up for video producers, graphic

designers, printers, and AV equipment distributors with an accompanying letter of explanation (Appendix E). Cost proposals were received from several vendors.

The recommendations in this report are intended to assist GR to reach a consensus on how best to address the problems of communication that could inhibit the planned expansion of the WUA program. From this shared understanding should emerge the specifics of implementing the action plan, the funds for which may come from KfW.

1.3 The Program

Ultimately, there is no better means of communication than a direct one-on-one dialogue between people, in this case the GR staff and WUA members. The program offered here is not designed to replace this but to make it even more effective. Television, radio, highway posters, and newspaper ads can provide broad reinforcement of the basic message, and can also augment the credibility of the engineers and other professionals involved. But the dialogue that follows is far more important.

GR has a difficult job in transforming the attitude of rural communities. The people it works with have been dependent until now on a benevolent government to meet their needs for water, and must be taught to become more self-supporting. The partnership between GR and these communities is a new way of addressing the age-old problem of producing and delivering water. A communications program will show how effective self-management of water supply can be.

The WUA program is at a stage of development where the production of high-quality communications on a national scale can be cost effective. The average WUA represents a community of 800 people; but because these communities are widely dispersed, they are a difficult and expensive audience to reach. By streamlining the costs of conveying information, the communications program can relieve some of the pressure on scarce manpower resources.

A consistent theme in the action plan is that the materials should be designed so that audiences can see themselves in a new way, exemplifying the kind of behavior the WUA program is trying to promote—water users who are more active, less dependent, more in control of their resources. The tone of the message should be friendly not authoritative, inviting rather than commanding. The materials should motivate people to participate more, always reflecting the fact that WUA members are beneficiaries, not employees. All communications should stress the idea of partnership between the government and the water users.

Active dialogue between the various groups is essential, not merely the top-down communication of engineers and other professionals talking to water users and WUA

members, but the bottom-up listening to the concerns, needs, and suggestions of the water users. If the water users know that the professionals are listening, they will themselves initiate more effective communication. The GR/WUA partnership to bring drinking water to rural areas in Tunisia will require the cooperation of many people, from officials who must make time for the WUAs, to the children at the local fountain who must learn not to waste water. One of the most useful contributions of a national communications program will be to make this cooperation a reality.

Chapter 2

COMMUNICATIONS ANALYSIS

2.1 WUA Program Goals

The goals of the WUA program as articulated by officials at every level within GR, the Ministry of Social Affairs, the Ministry of Public Health, and other GOT agencies are:

- To bring safe and cheap drinking water within easy reach of people in rural areas who now must travel very far or pay a lot for water
- To encourage greater self-reliance and changed attitudes among them with regard to the production and use of water
- To teach them that water is precious, that it should be clean, and that keeping it clean and available requires considerable effort and expense
- To encourage users to accept the fact that the cost of keeping water clean and available must be shared by the government and the local community

Officials running the program recognize that if the GOT had to take on total responsibility for the water systems and their maintenance, it could do so for very few communities. Sharing the day-to-day work of maintaining the pumps and the systems with the WUAs is an economic necessity if the GOT is to expand drinking water supplies. The problem is that these goals and concepts are not understood by enough of the water users and WUA members for the program to achieve an optimal level of performance.

2.2 Reasons for Poor Understanding

The first obstacle to understanding and accepting shared responsibility is that social and economic conditions in the rural areas are not uniform. There are communities with strong tribal or family affiliations. There are large water systems with pumps that are expensive to run as well as smaller systems with modest operating costs. Some areas have a variety of water sources, others are almost totally dependent on the new system. The terrain in the north is hilly and quite lush, in the south it is usually flat and dry. All these factors affect the development of WUAs and must be taken into account in the design of communications materials.

The audience to be reached to promote WUAs is also diverse. In the communities there are WUA presidents, treasurers, members, and pump operators, as well as the individual users. At the political and administrative levels are the governors, *delegués*, *chefs de secteurs*, and *omdas*. And, finally, there are the professionals and officials at every level within GR, CRDA, and the Ministries of Social Affairs, Public Health, Education, and Finance. The rural audience tends to be isolated from the mainstream of Tunisian society and finds it hard to see how local efforts can be part of a national program. By helping them see how they fit in, a communications campaign can induce rural communities to participate more actively.

2.3 Deficiencies in Person-to-Person Communications

So far the only communication about the WUA program has been through direct interpersonal exchanges between officials and users. Although this is effective, it is not systematic or efficient. It is hard to determine what message is being conveyed, whom it is reaching, and who is being left out. Person-to-person communication also requires a great deal of time and effort (professionals often complained of being tired of repeating the same things over and over again), and limits the number of people that can be reached, especially with rural water users as widely dispersed as they are in Tunisia. There is no assurance that people everywhere are receiving the same message, nor that they are getting all the information they need.

Where WUAs are functioning well, it is usually because of dedicated professionals who have community organizing experience and know the area well. Conversely, the quality of communication suffers when the engineer is either uncomfortable talking with people, too technical in his approach, or unwilling to make the extra effort. Several engineers have quit this program because the demands on them were more than they could handle.

The net result of the manpower shortage and the absence of more efficient means of communication is that the only audience the engineers are reaching are the officers of the WUA and the pump operators. They are not reaching the women, who handle most of the tasks associated with getting and using water, nor the children, who are often the first victims of water-related diseases. Water is used by everyone, and everyone in the community should understand its production and use.

In the prevailing circumstances of inefficient and inadequate communication, there are predictable consequences.

- The WUA officers and members are poorly informed about the philosophy underlying the program.

- They have not been trained to explain the program to their neighbors and therefore are ill-equipped to offer convincing reasons for participation.

- Users show little interest in supporting a program that is new and seems complex.

2.4 Importance of Attitudinal Changes

2.4.1 Attitude of Users

People have learned to depend upon the government as consumers rather than producers, and regard the monthly payments as a tax. They fail to see autonomy as an advantage. Because the government has spent the last 30 years fostering this attitude of dependency, people have become very demanding. This mentality is pervasive and must be changed for the program to work well.

It is accepted wisdom that the program will work better if it has broad community support. What is equally true but less obvious is that people who don't support the program are a liability. When people do not pay their monthly fees, everyone's cost rises slightly. When people waste water, everyone pays a little more in increased pumping costs. When people are careless about sanitation, the whole community pays in the form of poorer health conditions. Increasing the level of community support through education and improved communications will lower GR's operating costs.

2.4.2 Attitude of Officials

But the problem extends beyond the community level. Government officials and politicians have become accustomed to meeting the needs of the community and derive power and influence from doing so. Some see the self-sufficiency of WUAs as a threat and treat the WUAs as an obligation, or even worse, as a burden. Most GR engineers agree that where a WUA has the full support of the local *delegué*, the program functions much better. Therefore, the mentality of these people of influence must be changed as well. The more enlightened bureaucrats see the WUA program as an asset and an ally in their efforts to meet community needs, recognizing that more self-sufficient communities in the long run will make their jobs easier. But they must also recognize that in the short term the WUAs need considerable assistance from them to become self-sufficient.

2.4.3 Attitude to Financial Issues

The method of financial management the WUAs are required to use is one of the most time-consuming aspects of the program, particularly for engineers and social workers, who spend

hours resolving problems. Very few WUAs report anything close to an 80 percent level of financial participation, which most officials regard as optimal. Everyone agrees that the current system is far too complicated and rarely works well, building frustration instead of encouraging participation. It is based on the assumption that the WUAs are likely to abuse financial autonomy, whereas anecdotal evidence suggests, and most officials agree, that in the vast majority of cases this is simply not true.

Therefore, it would be better to have a simple functional system than a system that paralyzes everyone in attempting to thwart a small percentage of people who may abuse it. The various GOT agencies working with the WUAs have their own ideas about what this functional system should be. The system that is finally adopted nationally should be easy to manage and should preserve the autonomy and self-reliance the program is trying to foster. Treasurers and presidents need more help than control in the management of their funds and should be given the information they require in the communications package.

An important attitude change toward the finances of the program concerns the costs of water before GR arrived on the scene. There were the costs of buying it from people who sold it from cisterns. There were the costs in time when the local fountain was far from one's home. There were medical costs from the use of unsafe water. It is easy to forget how things were before the well was drilled and the system was built. During the early stages of WUA formation, it is important to get people to realize both the tangible and intangible costs of getting quality drinking water. In most cases, the 1TD they spend per month to support the WUA is probably far less than what they paid before the system was built.

2.5 Program Acceptance

Timing is a very important factor in the successful development of a WUA. The earlier it is formed, the better it functions. Getting the community involved in planning inspires a greater sense of ownership and encourages participation and support. Stronger WUAs have a higher percentage of those who pay, and users are more conscious of waste and more careful about sanitation.

Thus, GR needs the cooperation of the villagers early in the process and the water users need to see the tangible results of their participation for the partnership to work. The signs, brochures, and videos of a good communications program can explain the program's goals and benefits and gain its acceptance in the community.

Some officials in GR, the Ministry of Social Affairs, and the Ministry of Public Health see the formation of WUAs as a catalyst for rural development. At present there is no other organization around which communities can be mobilized to work towards improved sanitation, hygiene and health care, and income generation, for example. The national

communications program can demonstrate that WUAs can benefit other rural initiatives as well.

Chapter 3

COMMUNICATIONS STRATEGY

The strategy and the supporting materials are intended to improve communication by individuals at all levels and to effect the behavioral changes necessary to achieve the full potential of the WUA program. Following are the ten elements of the strategy.

3.1 Direct Interpersonal Communications

The GR engineers are key to a successful WUA program, although they can certainly use assistance from public health workers, sociologists, and other professionals. The challenge is to find good engineers who have the requisite social and communications skills as well as the commitment and energy to perform a difficult and time-consuming job. The engineer has leverage and a measure of control in a situation where the people want water and he can provide it. But the wise use of this power will not deflect him from the goal of giving as much authority to the WUA as possible.

There are a number of aspects to improved interpersonal communications:

- Engineers need to learn good listening skills.
- They must understand the social structures that govern and motivate the community if they are not from the region where they are working.
- They must treat WUA members with respect and remember that they are volunteers.
- They must resist the inclination to do the job themselves rather than patiently teach WUA members to do it.
- They should have basic bookkeeping skills at least to be able to answer simple questions.

3.2 Choice of Appropriate Medium

The communications program offers different techniques for delivering information to the communities. In the early stages when the objective is to build trust between GR and the WUAs, wall charts are best for use in face-to-face presentations since they systematize direct

personal communications. Later, indirect communications like video and posters can be used. The focus should always be on information relevant to the phase being discussed, whether it is the formation of a WUA or the selection of a water-point site. It would be inappropriate, for example, to talk about site maintenance, pump maintenance, and sanitation until the wells have been dug and the system is almost complete. So also, messages on sanitation and hygiene should await the time when the wells are producing and the fountains are operating.

Professionals should be ready to use whichever medium works best, recognizing that there are good reasons for flexibility of choice and circumstances where it may be necessary to exercise it. Some reasons for flexibility are:

- Some audiences may respond better to a wall chart than to a video.
- Because a video player may not be available when it is wanted, wall charts or posters may have to suffice.
- Delivering information through several media allows messages to sink in without the negative impact of repetition.

Whatever the medium chosen, it is the dialogue following the presentation that really counts. The presentation will generate comments and reactions from the audience, whose questions and concerns must be carefully addressed.

3.3 Use of Video

Video is perhaps the best means of modeling behavior and eliciting dialogue on the social aspects of the WUA program, whose success rests largely on changing attitudes and behavior. Staff in a number of governorates have created simple but effective videos for use in the field; the one in Sidi Bou Zid to train pump operators is a good example. Sony has a new portable unit that combines a VCR and monitor (see Appendix F for description and specifications) and will run on its own batters or off a car battery. The unit weighs only 8 kg and delivers remarkable sound and image quality. The screen is suitable for groups of around 10. If a large monitor is available, the unit can be hooked up to it for a bigger image.

The purchase of 50 of these units is recommended. This would place two in each governorate and leave a few extra to cover the large governorates with many WUAs and to replace units removed for repairs and maintenance. A pro forma invoice appears in Appendix G.

3.4 Involving Women

There is general agreement, confirmed by studies and anecdotal evidence, that when women play an active role, the WUA works well, the percentage of payers goes up, and attention to sanitation increases. This is not surprising since women perform 90 percent of the tasks connected with getting and using water. Reaching them as an audience is important. Because of their traditional reserve, they would be best approached by young, preferably local, women in the program. *Animatrices de bases* trained to work in a few communities have been quite successful. It is important to feature women in the development of the communications materials.

3.5 Involving the Whole WUA

In most WUAs, the active participants are the president, treasurer, and pump operator. The other seven members only attend the monthly meetings and presumably help make major decisions. One way of involving them more fully is to create a new and quite important job of site maintenance, which would include inspecting taps, checking for leaks in the system, checking sanitation at the water points, and speaking to people about wasting water. It could be rotated monthly among the seven members or, since members usually live in different parts of the community, could be divided up to make each member responsible for the area nearest his home. Materials in the program should be targeted at the whole WUA.

3.6 Involving the Community

There are at present too many spectators and not enough players to make the system work the way it should. One way to generate wider participation is to recognize and celebrate the seminal points in the development of a WUA. Formation of the *comité provisoire* and receipt of the legalization document are accomplishments that should be acknowledged at a community meeting attended by the *delegué*. Another way to reach deeper into the community is to involve children through the elementary schools and youth organizations. The communications program should include graphic and video materials aimed specifically at them with a view to improving hygiene and reducing the incidence of water-borne diseases.

3.7 Tone

The tone of the message should always be friendly, positive, inviting, and motivational The illustrations used in posters, wall charts, and tiles should be clear and colorful. The videos should be as realistic as possible, filmed with participants from regions that can be recognized. All the materials should emphasize self-sufficiency and partnership, stressing that

the program is designed to improve people's lives and health by bringing safe water closer to them. Humor is readily appreciated in the rural areas and should be used where appropriate to make a point. This is consistent with keeping the communications program light and upbeat.

3.8 Introducing More Clarity

The WUA program has grown so fast that policy has often followed events in the field instead of leading them, and the division of responsibilities between the government and the water users is frequently unclear. Policies will have to be defined and communicated so that everyone from governor to pump operator knows what to do. One of the goals of the communications program is to reduce ambiguity by clarifying the roles of the many people involved. The development of the communications program will require that roles be clarified and policies elaborated.

3.9 Integrating the Materials into the Program

The materials of the communications program will assist the professionals primarily as they go about the normal business of talking with WUA members and water users. But there are two stages in the development of a WUA—when a *comité provisoire* is formed and when the WUA is legalized—that call for special recognition.

When the *comité* is formed, there should be a meeting at which one or two videos are shown and materials are distributed. Pamphlets should be given to WUA members who can read, and perhaps a few appropriate wall charts and posters should be handed out to the children. When the WUA is legalized, it should be given a WUA kit that contains the legalization document, a set of forms for financial records, a pump operator's manual, a log book and forms for maintenance records, a set of tiles to mark the water points, and posters for the elementary school, the pump house, and the local dispensary.

Individuals should be given diplomas when they complete training in recognition of their voluntary effort to improve themselves and thus advance the objectives of the program. They should also be reimbursed for the cost of meals and transportation. This kind of support tells them that GR values their contribution.

3.10 Communication is an Ongoing Process

The communications program begins with the design and production of materials but requires continuous monitoring thereafter to ensure it is effective. The materials should be revised whenever there is evidence that they are not conveying the right information. Drafts,

sketches, and rough cuts of videos should be tested on focus groups. The elements in a poster could be misinterpreted. What makes sense to a graphic designer in Tunis may not appeal to a water user in Gabes. Problems like these must be corrected before materials go into production. As the program matures, some mechanism for evaluating its impact should be introduced to tell GR whether the materials are working as they were designed to.

Chapter 4

ACTION PLAN

The proposed national communications program has three components: the graphics program, the video program, and the mass media campaign. The graphics program includes posters, wall charts, a calendar, and several other printed pieces. The video program includes seven short videos each on a specific topic. The mass media campaign includes TV spots, TV and radio programs, highway posters, and newspaper ads.

4.1 The Graphics Program

4.1.1 Logo and Symbols

The design phase of the program will begin with the creation of a logo and several symbols to be used in all printed materials, highway posters, advertising, videos, and TV spots to give the program an identity. It may also be useful to create a stylized character for material aimed at children.

4.1.2 The WUA Calendar

GR should produce a calendar each year to be put up in the pump house and meeting room of every WUA, and displayed in the offices of engineers, *delegués*, *omdas*, health workers, and social workers. It can also be sent to the local elementary school, dispensaries, and other prominent locations, and to others actively involved in the program. The calendar will:

- Provide reminders of activities in the areas of maintenance and sanitation
- Enable the listing of upcoming regional meetings or meetings with *delegués*
- Provide a way of measuring progress in areas such as money collection, yearly goals, and site maintenance
- Feature photographs of persons who did something special for their WUA (for example, the female pump operator in Kasserine whose pump house is spotless and who designed a shield to protect her from injury by the rotor)

Each page of the calendar will have the following design elements (see Appendix H):

A. The photo of a person who did something special for a WUA

B. The name of the person and the village and a description of what was done

C. The saying of the month from a list of popular Arabic sayings (Appendix J)

D. The dates of the month itself, with room to write in information about important upcoming local or regional meetings

E. The pump operator's checklist—Is the pump house clean? Are there sufficient stocks of spare parts? Gasoline? Is the log book up to date?

F. The president's checklist—Was the monthly meeting held? Has any progress been made towards long-term goals?

G. The treasurer's checklist—What is the percentage of payers this month? Have the monthly expenses been met? Is the budget being met? Are the accounts in order?

H. The site maintenance checklist—Are there any leaks? Are the taps working? Are the water points clean? Was *eau de javel* used in the reservoir?

Production specifications:
Quantity: 5,000
Size: 40cm×80cm
Full-color photos with 4-color text

It is the only item in the communications program with a recurrent cost, which, however, will descrease annually after the initial outlay.

4.1.3 Tiles Kit

Each WUA will be given a kit of 36 tiles containing six copies each of six designs to decorate the water points and the pump station and at the same time get a message across (see Appendix I). Examples of the messages are: "This fountain is operated by *Genie Rural* and your local WUA"; "Our water is precious, use it carefully"; "Our children's health is important, we should keep our water clean."

The tiles may also feature popular folk sayings or proverbs from the Koran or the Hadith that have to do with water, sanitation, or working cooperatively (Appendix J). Like everything else in the program, the messages should be positive and friendly, and should reflect a shared

concern for the welfare of the community. At least two of the designs should have pictorial rather than written messages to reach children and illiterate adults. They should be bright and colorful.

The tiles are intended to reinforce the WUA's pride of ownership and control of the system and to designate the territory covered by it. The messages should reach the nonpayers as well and may induce a higher percentage of collections. Putting these messages at the water points may also encourage more care for sanitation and hygiene and waste.

Production specifications:

Quantity:	1,000 sets, each containing six copies of six designs
Size:	30cmx30cm
Packaging:	Simple cardboard, with room for tiles and cement; instructions for use on package cover; one color

4.1.4 Wall Charts

Colorful illustrated wall charts should be produced to help engineers and health workers lead discussions about key elements of the program. They should be aimed at water users, the *comité provisoire*, the members of the WUA, and pump operators.

The subjects they should cover are:

- where does water come from
- starting a WUA
- managing a WUA
- sanitation at the pump site
- sanitation at the fountain
- sanitation in the home
- personal hygiene for children
- personal hygiene for mothers
- site maintenance (checking taps, looking for leaks, sanitation at the fountains)

They should serve to communicate the right information, to the right people, at the right time. One or two properly designed wall charts should help the professional make a 15-

minute presentation followed by a discussion. Wall charts are ideal for introductory meetings because they are attractive, colorful, and non-threatening to rural audiences, posing no barrier between the professional and his audience.

The charts are designed to be carried around easily, requiring just a roll of adhesive tape to set them up for use almost anywhere, in a member's home, at the pump station, at a school, or at the dispensary. Although they are intended primarily for use by the professionals, they should not be hoarded. In response to requests, they should be given out for display in WUA meeting rooms, schools, dispensaries, and other places where people gather.

Production specifications:
Quantity: 500 sets of 12 charts
Size 70cmx1m
Three-color; illustrated; coated stock

4.1.5 Small Posters

Small cardboard posters covering the same topics as the wall charts should be printed for distribution to pump operators, *omdas*, schools, dispensaries, and *delegué* and GR offices. They should stress the theme of partnership with messages such as "Let's not waste water"; "Cleanliness leads to better health"; "Site maintenance is everyone's responsibility"; and "Don't ignore safety in the pump house."

Production specifications:
Quantity: 2000 sets of 15 signs each
Size: 30cmx60cm
Three-color; illustrated; printed on lightweight cardboard

4.1.6 Documents and Diplomas

The legalization document and the diploma given to those who have attended a training session should be simple and attractive so they can be proudly displayed.

Production specifications:

Legalization document
Quantity: 1,500
Size: 20cmx30cm
Two-color; heavyweight paper

Diploma
Quantity: 3,000
Size: 15cmx25cm
Two-color; heavyweight paper; with blank spaces for specifics

4.1.7 Pamphlets

Pamphlets are useful for literate participants in the program who can take something home with them to keep as reminders of important points. Topics would include:

- Management of a WUA for presidents, treasurers, and WUA members
- Financial aspects of the program for treasurers and presidents
- Pump site sanitation
- Home sanitation and hygiene

Production specifications:
Quantity: 3,000 sets of 5 pamphlets
Size: 20cmx30cm
Color with illustrations

4.1.8 Flip Books

Two flip books, one on home sanitation and one on personal hygiene, should be produced to facilitate communication between the *animatrices de bases* and mothers. A flip book is well suited to reaching illiterate women who may be uncomfortable with more sophisticated forms of communication. Each page should have clear illustrations and little or no text.

Production specifications:
Quantity: 1,500
Size: 20cmx30cm
Three-color with illustrations; printed on card stock

4.1.9 Imprinted Water Containers

The logo and symbols of the WUA program should be printed on water containers. This can probably be arranged with the manufacturers, at a minimal cost to GR, as a good will gesture and even a means to gain market share. The containers could also carry motivational messages about sanitation and hygiene. This form of promotion is particularly effective because it puts the message right where people are constantly reminded of it

4.1.10 Kits

As mentioned earlier, kits should be packaged for distribution to the WUAs at important stages in their development—perhaps a small kit with posters, pamphlets, calendars, and wall

posters when a *comité provisoire* has been formed, and a larger kit with tiles and with forms for financial and maintenance records when the system is complete.

4.1.11 Comic Books

Comic books are very useful for reaching children. An excellent one that explains basic concepts about water to children aged 8 to 13 is available in both French and Arabic (Appendix K). The program should purchase copies for distribution within the communities. The publisher in Ben Arous might be willing to pay the development costs of a similar book for children aged 5 to 8 in return for a guaranteed minimum purchase.

4.2 The Video Program

4.2.1 Need for the Program

Perhaps the most significant indicator of the need for good quality video productions to support the educational goals of the program is that engineers and health and social workers in a number of governorates have produced videos on their own using local resources.

The concept of WUAs and the self-management of water systems is new and confusing for people who cannot see where it is leading or what good it can bring. The value of using video in this situation is that it portrays people to whom the audience can relate and models changed attitudes that will stimulate dialogue between the water users and the professionals. Everyone in the room sees the same images and the same examples of how people in other communities have solved problems similar to theirs. The video provides a common frame of reference or point of departure for the discussion that follows.

4.2.2 Approach to the Program

The videos should be realistic and should mirror the lives of the audience in scenes from actual WUAs shot on location in and around Beja, Siliana, Kairouan, Kasserine, Gabes, and Sidi Bou Zid. They should feature interviews with water users, WUA presidents, treasurers, *omdas*, pump operators, engineers, *delegués*, *chefs de secteurs*, social workers, health care workers, teachers, sociologists, children, and mothers. In addition, they should include scenes of local and regional meetings, the physical aspects of construction, and graphics to explain unfamiliar concepts. Where appropriate, the videos should use humor to make a point, as mentioned earlier. People should tell their stories in their own words, and the material should be organized and edited into seven videos (see section 4.2.5) focusing on specific aspects of the program, emphasizing self-sufficiency and cooperation.

Because the videos will feature individuals who have never appeared in front of a camera, the ratio of footage shot to footage used will be quite high. The producer should clearly log the sequences, transcribe key interviews and summarize others, and deliver this material to GR along with the completed videos. The footage for these first five videos can go into a video library that GR can use for films on related subjects at a later date.

The videos should be 15 to 17 minutes long and should be shot on high-speed Betacam and edited onto 1" masters. They should be of broadcast quality suitable for transmission on *Radio Television Tunisienne* (RTT). A duplicating master should be made for cassette copies to be used in the field. Fifty copies of each of the five videos (two per governorate and several extras for GR Tunis) should suffice. The format of the copies will be determined when the choice of VCR/monitors to be used in the field is made.

4.2.3 The Production Team

The production team should consist of a director, a producer, a female associate producer, a cameraman, a deck operator, and a soundman. The post-production team should consist of a creative editor to do the pre-edit, an assistant editor, and a secretary to transcribe interviews and assist in the logging and organizing of the material.

4.2.4 Production Plan

The production team will begin with orientation by GR officials in Tunis. This will be followed by a pre-production research trip around the country by the director and associate producer, who will scout locations, meet the engineers, and visit the WUAs to decide where and when to begin shooting. This production plan and schedule will be presented for GR approval. The shooting will probably take three weeks.

Since women will play an important role in the videos, it will be wise to take along the local *animatrices* who know the women and can make introductions. In any event, being accompanied by people who are known in the communities will be of enormous advantage.

4.2.5 The Videos

The seven videos are described below.

1. What is a WUA and how does it work?

This video, aimed at the whole community but especially important for the *comité provisoire*, will explain how to form and manage a WUA and will feature interviews with people who have had experience running WUAs. The transitions between sequences will be narrated.

A humorous sequence might illustrate the alternative to "doing it yourself." A pump breaks down. The pump operator reports this to the president, who tells the *delegué*, who calls GR. GR sends out an engineer, who verifies the problem, goes back to town and fills out a purchase order for the broken part, and gets three bids from suppliers. The engineer buys the part and goes back to the community to install it. Meanwhile, as flashbacks show, the community taps run dry. This is the alternative to community management of pumps and water systems.

2. Developing a local water system

The more people understand about design considerations in building a water system, the less conflict there will be between them and the engineers and between them and their neighbors. Once they understand that they have a stake in the way the system is designed and that it will have an impact on maintenance costs, their attitudes should change.

This video will show all the elements of the system, using graphics where necessary: the well, the pump, the *chateau d'eau*, the *borne fontaines*, the *potences*, and the *abrevoirs*. It will also show how they are related and what things must be considered in terms of their placement.

3. Managing a WUA

Managing a WUA involves interactions among many people. This video will show WUA meetings, regional meetings, and meetings with the engineers and state officials. It will show the president dealing with the pump operator, the treasurer collecting and spending money, and members handling repairs, talking to children, and managing sanitation and inspection functions. It should show all the activities of WUA members and their counterparts, the water users and government officials, without ignoring problems and disputes but showing how they can be resolved.

4. Basic pump maintenance and safety

This video will cover the basics of maintaining diesel and electrical pumps and would be similar in content and approach to the video produced in Sidi Bou Zid. In addition, it will show some of the dangers pump operators face and give some guidance about how to avoid accidents.

5. Sanitation at the pump site

This video will cover all the aspects of sanitation at the pump site, explaining the reasons for using *eau de javel* in the reservoirs, cisterns, and other water containers. It will point out where animals should and should not be, and will show how children and adults can keep the water points clean.

6. Sanitation in the home

This video will be aimed primarily at women and will show them getting water from the fountain, washing containers, cooking, cleaning, washing children, washing clothes, and watering animals. It will show how dirt and bacteria get into water and how to prevent this.

7. Sanitation and hygiene for children

Good sanitation and hygiene should be habits that children learn early. This film will present basic information in a buoyant upbeat manner.

4.3 The Mass Media Program

4.3.1 TV and Radio Spots

A number of 30-second TV and radio spots should be produced on sanitation, personal hygiene, and the GR/WUA partnership. Another theme of particular importance for the general public is water conservation. It is recommended that GR approach SONEDE for sponsorship of urban versions of these spots, the added cost of which will be marginal if they are produced as part of a larger contract. Versions for children to be broadcast during children's programming are also recommended.

4.3.2 TV Programs

Several of the videos can serve as the core of informational programs co-produced with the RTT, which is willing to enter into cost-sharing agreements with other government agencies for the production of public service programs. RTT has done this for family planning and has agreed to do it for the stock market. Along with the videos there could be panel discussions, feature pieces, and elements that could be combined to create several interesting half-hour programs. One should focus on the WUA program to show rural water users that they are part of a nationwide program with important social and economic benefits.

4.3.3 Newspaper Ads

Layouts and mechanicals for newspaper ads should be created during the production of the graphic materials, and newspapers should be encouraged to run the ads on a space available basis at no cost to GR. If the ads are attractive and the messages are of fairly wide interest, most newspapers should be happy to use them to fill holes in their layouts.

4.3.4 Highway Posters

This form of advertising is a particularly cost-effective means of reaching the rural areas, where a sense of isolation keeps people from feeling that they are part of any national program. If they can be made to feel part of a larger whole, they are more likely to see their local problems in perspective. One reason why the cost of this form of advertising is so reasonable is that in the rural areas, where there is less turnover in billboard space, a billboard under a three-month contract may remain in place for six or seven months The billboards can be tied graphically to the TV spots for even greater impact.

Chapter 5

RECOMMENDED IMPLEMENTATION STRATEGY

5.1 Approach

The communications program is divided into two phases. Phase One covers the production of materials for what is referred to as the core program, materials related to WUA promotion, management, and development. Design and illustration standards will be established, the logo and symbols will be created, and the production team will be in place. Phase Two covers production of materials for an expanded program on subjects such as site maintenance, sanitation, and health and hygiene, that interest the wider community.

There are several reasons for this division:

- It will be easier to manage a program of this size and scale in two phases.

- The materials in the core program concern GR only, those in the expanded program concern several other ministries as well. Administratively, it will be easier to produce a program for a single organizational client first. After the completion of Phase One, the tone, style of illustration, and format of the materials will have been established, and the production team will have gained a measure of experience, all of which will make the execution of Phase Two much easier.

- Developing the program at a measured pace will not tax any one organization's resources too heavily.

- The WUA officers and members as the people most actively involved in the program at present should be the first to get information that meets their needs. Later, as this core group achieves a level of operational effectiveness, information for the larger community can be developed.

The major difference between the two phases is in the area of content In the graphics program, for example, only three wall charts will be produced during Phase One—on the formation and development of a WUA. In Phase Two, wall charts will be produced on subjects that interest the community at large such as sanitation at the pump site, and sanitation and hygiene in the home. The same will apply to posters, pamphlets, and other printed materials.

Similarly, of the seven videos in the action plan, the first three concern the WUA and will be produced in Phase One. The last four are of broader interest and will be produced in Phase Two.

In the mass media program, the TV spots will be produced during Phase One but broadcast during both phases to sustain support for, and recognition of, the WUA program. An educational TV program on how WUAs function and why they are so important will be produced in Phase One. A program on improved water management, including sanitation and hygiene, waste, and other issues, will be produced and broadcast in Phase Two. The designs and layouts for newspaper and magazine advertising will be produced in Phase One. Outdoor advertising will not be launched until Phase Two.

5.2 Production Plan

After GR has approved the messages and audience priorities for Phase One, the production specifications should be finalized and distributed to vendors so they can modify their bids where necessary. The criteria for choosing vendors for the job should be quality, creativity, their understanding of the program, their production capacity, and price. Since the price differential in the estimates received thus far has been negligible, the other factors will weigh more heavily. Once the vendors have been chosen, they will be given contracts outlining specifications and performance criteria, and an orientation through meetings with GR officials and visits to WUAs.

Arrangements must also be made with other firms and organizations that will participate in the program. These include the RTT, Dar El Amal (a firm specializing in outdoor advertising), Imprimerie Arabe Ben Arous (the publisher of the children's comic book on water), tile manufacturers, a marketing firm to organize focus groups to pretest the materials, and the manufacturers of plastic containers.

Before production begins, design and illustration standards must be pretested with focus groups representative of the rural audience. An estimate for pretesting should be added to the production budget. The video production team should begin pre-production research at the selected sites.

5.3 Sequencing

The sequencing of production is important.

The logo, symbols, and diplomas should be produced first since they will be used throughout the program. Photography for the wall calendar can begin immediately after the nomination of candidates by engineers and social workers, and the calendar should be produced next,

assuming the program is launched in the fall of 1991. The wall charts should follow in the production sequence because they contain illustrations that can be used in the small posters and pamphlets.

Print production should precede video production so that the printed materials will be available for use in the videos. Similarly, if a few tiles are ready, people can be shown mounting them on their *borne fontaines* and other water points. Featuring the tiles in the videos will save the engineers time in explaining where and how the tiles should be mounted. Video production should precede mass media production because the budget anticipates the use of video materials in the television program to keep RTT production costs down.

5.4 Management of the Program

It is estimated that 39 days of technical assistance will be required for Phase One, providing for three two-week trips to Tunis and several days in the U.S. for reports and communication with vendors. An accurate estimate for Phase Two is difficult because of the number of unknown variables. In general, however, more supervision is required to get an entirely new program going, to choose contractors, and to establish a style and basic format for materials. With much of the work completed, the consultant during Phase Two will have to concentrate mainly on the outdoor advertising program and the expansion of the broadcast program. At this point, a rough estimate of 12 days of technical assistance should cover the requirements for supervision of Phase Two production.

The following is a list of tasks for Phase One with estimated times for completion:

		Days
1.	Work with GR for approval of the action plan and the priorities for each phase of the program	2
2.	Finalize specifications for Phase One production	1
3.	Distribute and review final specifications with principal vendors	1
4.	Review bids from vendors, choose the best ones, and review choices with GR	2
5.	Write up performance criteria for contractual agreements with vendors	1
6.	Select and make arrangements with other firms and organizations (the RTT, tile manufacturers, plastics manufacturers, market research firms, outdoor advertising agencies, children's book publishers, etc.)	3

7.	Assist in orienting vendors to the program	2
8.	Work with printers, graphic designers, illustrators, writers, video producers, and other members of the creative team to define design and illustration standards	4
9.	Work with market research firm to pretest logo, symbols, and other materials	2
10.	Work with video producer on pre-production planning and site visits	2
11.	Following completion of preliminary production tasks, work with creative team on production of all elements for Phase One; act as liaison between GR and creative team	8
12.	Develop plan for distributing materials to the field; clean up loose ends	2
13.	Review completed print materials	2
14.	Review rough edit of Phase One video production	2
15.	Write short review of accomplishments in Phase One, identifying potential problems and making recommendations for improving the integration of materials into the program; finalize specifications and get final estimates for Phase Two production	5

Tasks 1 through 8 should be completed on the first trip, tasks 9 through 12 on the second, and tasks 13 through 15 on the third. An allowance should be made for some tasks overlapping two trips.

5.5 GR's Role in the Development of the Program

GR's role in the development of the program will include:

- Assisting in the orientation of designers and producers by providing background information and guidance and making arrangements for field visits
- Approving designs and layouts of all printed materials and video rough cuts
- Coordinating relations between other ministries and the design team during Phase Two

- Contracting with the vendors and working with the consultant to provide oversight

Once the materials have been produced, GR will be responsible primarily for making certain that they get out to the field and are used. This may involve setting up training programs for engineers in the principles of communication and practice in the use of the materials.

5.6 Budget Summary

The estimated cost of the overall program is nearly $330,000—$166,000 for Phase One and $163,000 for Phase Two—based upon information supplied by the vendors and experience in developing similar programs for the Tunisian stock market and the *Office National de la Famille et du Population* (ONFP). The costs for the graphics and video productions are based on specifications developed in Tunis for the preliminary report. Since then, some of the specifications as well as some of the assumptions underlying the cost estimates have changed. One of these is that production will not be in one but in two phases. The cost estimates were based on the production of larger quantities in a single phase. Nevertheless, the increase in costs does not outweigh the advantages of a two-stage program explained earlier.

WUA Communications Program—Production Budget

Program	Phase One			Phase Two		
	Unit Cost	# of Units	Phase 1 Cost	Unit Cost	# of Units	Phase 2 Cost
Graphic Program						
1. Logo and Symbol Design	$1,800.00	1	$1,800	$300.00	1	$300
2. The WUA Calendar Design & Photography	1,000.00	1	1,000	500.00	1	500
The WUA Calendar Printing	2.40	5000	12,000	2.40	5000	12,000
3. Tiles Kit	0.50	36000	18,000			0
4. Wall Charts Design and Layout	700.00	1	700	700.00	1	700
Wall Charts Printing	0.60	6000	3,600	0.60	10000	6,000
5. Small Posters Design and Layout	700.00	1	700	700.00	1	700
Small Poster Printing	0.35	6000	2,100	0.35	8000	2,800
6. Documents and Diplomas	0.15	3000	450			0
7. Pamphlets Writing, Illustrations, and Design	1,700.00	1	1,700	1,700.00	1	1,700
Pamphlets Printing	0.15	9000	1,350	0.15	9000	1,350
8. Flip Books Design and Illustration	800.00		0	800.00	1	800
Flip Books Printing			0	2.00	2000	4,000
9. Miscellaneous Design (ads, Billboards, etc.)	1,500.00	1	1,500			0
10. Imprinted Water Containers	No Charge	N/A	0			0
11. Kit packaging	2.00	2000	4,000	2.00	1000	2,000
12. Comic books			0	0.50	10000	5,000
Subtotal Graphics Program			**$48,900**			**$37,850**
Video Program						
13. Phase One Production—Three Videos	$35,000.00	1	$35,000			
14. Phase Two Production—Four Videos				$40,000.00	1	$40,000
15. VCR/Monitors (includes freight)	2,005.00	25	50,125	2,005.00	25	50,125
16. Phase One Duplication	12.00	150	1,800			
17. Phase Two Duplication				12.00	350	4,200
Subtotal Video Program			**$86,925**			**$94,325**

WUA Communications Program—Production Budget

Program	Phase One			Phase Two		
	Unit Cost	# of Units	Phase 1 Cost	Unit Cost	# of Units	Phase 2 Cost
Mass Media Program						
18. TV Spots Production	$15,000.00	1	$15,000			$0
19. TV Spots Broadcast	8,000.00	1	8,000			8,000
20. TV Program Production	8,000.00	1	8,000			8,000
22. Highway Billboards Design, Layout, Color	No Charge	N/A	0			0
Highway Billboards Production			0	$4,500.00	1	4,500
Highway Billboards Placement			0	6.00	500	3,000
			0	8,000.00	1	8,000
Subtotal Mass Media Program			**$31,000**			**$31,500**
Totals			**Phase 1 Cost**			**Phase 2 Cost**
Subtotal Graphic Program			$48,900			$37,850
Subtotal Video Program			86,925			94,325
Subtotal Mass Media Program			31,000			31,500
TOTAL PROGRAM PRODUCTION COSTS			**$166,825**			**$163,675**
PHASE ONE & TWO COMBINED						**$330,500**

NOTES TO THE BUDGET

1. **Logo and Symbol Design**—This is a one-time cost.

2. **The WUA Calendar**—The photography and printing costs will be a yearly expense. The design and layout will be established in the first year.

3. **Tiles Kit**—The cost is approximate and was not verified during the last trip. The production estimate calls for 36,000 tiles—36 tiles for each of 1,000 WUAs.

4. **Wall Charts**—6,000 in Phase One (2,000 each of 3 designs) and 10,000 in Phase Two (2,000 each of 5 designs).

5. **Small Posters**—6,000 in Phase One (2,000 each of 3 designs) and 8,000 in Phase Two (2,000 each of 4 designs).

6. **Documents and Diplomas**—This is a one-time expense. Design costs are covered in item 9.

7. **Pamphlets**—3,000 copies of three pamphlets in Phase One and the same number in Phase Two.

8. **Flip Books**—These will be produced in Phase Two.

9. **Miscellaneous Design**—This represents the design costs of documents and diplomas, newspaper ads, billboards, and other items.

10. **Imprinted Water Containers**—This should be a no-cost item if a satisfactory arrangement can be made with plastics manufacturers.

11. **Kit Packaging**—The imprinted kits are for distirbuting printed materials to the WUAs.

12. **Comic Books**—The publishers have not been approached with a proposal where they pay the design and development costs in return for a guaranteed minimum purchase.

13. **Phase One Video Production**—Three videos. (What is a WUA and how does it work, Developing a local water system, Managing a WUA)

14. **Phase Two Video Production**—Four videos. (Basic pump maintenance and safety, Sanitation at the pump site, Sanitation in the home, Sanitation and hygiene for children)

15. **VCR/Monitors**—The estimate from Sony is based on a single purchase of 50 units. The cost may be higher if 25 are bought in each phase.

16. **Phase One Duplication**—This estimate covers the cost of duplicating 50 copies each of three videos to be produced during Phase One.

17. **Phase Two Duplication**—This estimate covers the cost of duplicating 50 copies each of three videos and 200 copies of the children's video to be produced during Phase Two.

18. **TV Spots Production**—This actual cost cannot be determined until a concept has been developed.

19. **TV Spots Broadcast**—This estimate has not been verified in discussions with RTT officials but is based on past experience with family planning spots.

20. **TV Program Production**—This estimate is for producing a one-hour program in Phase One using video material generated during production and studio material shot by the RTT. A similar program is proposed for Phase Two. The cost, to compensate RTT for in-house production expenses, has not been verified in discussions with RTT but is based on past experience with the production of family planning education programs.

21. **Newspaper Advertising**—This no-cost estimate assumes that newspapers will run the ads on a space available basis. The arrangement has not been discussed with newspaper publishers.

22. **Highway Billboards**—This estimate is for 25 panels per governorate, or a total of 500 panels, for a three-month period. This cost has not been verified in discussions with printers but is based on experience with the family planning program.

5.7 Future Operating Costs

The future operating costs are minimal. Once the graphics and video materials have been produced, the only recurrent costs will be for reprinting materials and a new calendar each year and replacing cassettes lost to normal wear and tear.

GR may continue or even expand the mass media program, depending on how effective it is and which elements need greater emphasis But TV spots should not be broadcast for more than two years, even on a low-frequency rotation.

5.8 Vendors

Four vendors, two specializing in the production of printed materials and two specializing in video production, were invited to submit estimates based on specifications in the preliminary report prepared in late June. (A few quotes are included in Appendix L.) The four are:

Print and Graphics

SIMPACT
11 Boulevard du 20 Mars
Bab Saadoun 1006 Tunis
Phone 216-1-564-347
President: M. Naceur Jeljeli

COCCINNELLE
50 Avenue Charles Nicole
Cité Mahrajene 1082 Tunis
Phone 216-1-893-099
Director: Mme. Samira Torgeman

Video Production

FILMONCEF LEMKECHER
Avenue d'Afrique
Cité les Pyramides 1004 El Menzah 5 Tunis
Phone 216-1-767-767
President: M. Moncef Lemkecher

CINE TELE FILMS
16 Rue Ali Bach Hamba
1000 Tunis
Phone 216-1-351-688
President: M. Ahmed Baha Eddine Attia
Producer: M. Mounir Baaziz

The Sony representative for Tunisia is:

SOGER
35 Rue du 1ér Juin
Belvedére 1002 Tunis
Phone: 216-1-282-765
President: M. Claude Barouch

Appendix A

SCOPE OF WORK
SOCIAL MARKETING

General Background

The purpose of this assignment is to develop the materials and means for increasing public awareness of the concept of Water User Associations (WUAs) through social marketing. It is an important step in developing a nationwide strategy for WUAs which will enhance understanding of what WUAs are, how they can be organized, and their benefits. Marketing the WUA concept is needed to convey information to both potential beneficiaries and government staff, not only in GR but in other Ministries as well.

To encourage greater public awareness of the concept, a team of two consultants, one expatriate and one Tunisian, will develop materials such as posters, fliers, and mass media production for dissemination throughout Tunisia. The activity will build upon tasks already completed and in progress as part of the Action Plan, particularly the training activities.

Tasks

The following tasks will be completed:

1. In collaboration with CRDA/Kasserine and GR/Tunis, a detailed plan of action for marketing the WUA concept will be developed. Both the form (fliers, posters, mass media) and the content (specific concepts to be publicized) will be identified. The content may include such items as what WUAs are, what they can do, how they can be organized, and their benefits.

2. Specific publicity materials will be prepared and published. All materials will be designed taking into consideration the social and cultural context of Tunisia to ensure that all sectors of the population are reached and that materials are appropriate to local conditions. The quantity of materials needed for nationwide distribution will be determined in collaboration with GR/Tunis.

3. A set of instructions and guidelines for long-term marketing will be completed as part of the assignment. The instructions will be submitted along with completed materials. Arrangements will be made to have the materials produced and published in Arabic before the end of the assignment. KfW will pay for publishing costs.

4. Prepare a trip report describing the methodology, outcomes, and recommendations. This trip report may later be developed into a WASH Field Report.

Personnel

1. Expatriate with background and hands-on experience in social marketing, specifically publication, graphic and media production, and development of training materials; experience in rural water sector desirable, preferably in Tunisia or elsewhere in Africa or the Mediterranean; fluency in French required; fluency in Arabic desirable.

2. Tunisian counterpart with background in social marketing in Tunisia, specifically publication, graphic and media production, and development of training materials in Tunisia.

Level of Effort

The level of effort required will be approximately three weeks in Tunisia. The expatriate will spend one day in TPM to review the tasks to be completed under the assignment.

SCHEDULE:

May 6-7: TPM in Washington, DC
May 8-June 7: Fieldwork in Tunisia

Appendix B

NOTE D'INFORMATION

CONCERNANT LE PROJET VISANT A PROMOUVOIR LES AIC ADRESSEE A SES COLLABORATEURS DU GENIE RURAL PAR JAMIL SIMON Tunis, le 28 mai 1991

Il me semble utile de préciser, dès le départ, les objectifs de cette mission qui vise à la mise au point d'une stratégie de communication qui permettra au Génie Rural de vulgariser et de reproduire le modèle que nous avons conçu afin de faciliter la création et la gestion d'Associations d'Intérêt Collectif en Tunisie. Ce processus prévoit, par ailleurs, l'identification, la conception et la préparation d'un budget affecté à la production de certains moyens spécifiques de communication qui seront recommandés étant persuadé qu'ils contribueront à la réalisation des objectifs.

En effet, l'extension du programme de l'AIC qui aura un plus grand nombre de communautés tunisiennes nous incité à proposer la création d'une enveloppe commune de communication qui comprendra des affiches, des vidéos et un certain nombre d'imprimés. Grâce à cela nous disposerons d'un moyen qui permettra de communiquer systématiquement aussi bien les bienfaits à retirer de la création d'Associations d'Intérêt Collectif que les mécanismes de leur fonctionnement. Il sera possible de se servir de ces outils de communication dans l'effort d'expansion, d'intensification et de rentabilisation du programme.

Un premier pas sur cette voie exige à ce que nous procédions à une analyse approfondie de la communication. Pour ce faire, nous allons, tout d'abord, nous préoccuper du public concerné par le développement de telles associations. Il s'agira d'identifier aussi bien les acteurs que les spectateurs de ce processus de développement. Il nous faudra examiner pourquoi, c'est-à-dire les raisons pour lesquelles il faudra susciter l'intérêt de certains groupes; comment éveiller un tel intérêt et quand, ou à quel moment, il sera bon de le faire et enfin, établir ce que chaque groupe aurait à y gagner ou perdre.

Il nous faudra également examiner le type de comportement des différents publics cibles que nous voudrions influencer; puis, déterminer quels sont les vides à combler en matière d'information où ils se trouvent. Quels encouragements faudra-t-il prodiguer? Est-ce que ces encouragements suffisent à motiver le public? Est-ce que le public est au courant de leur existence? Et quels sont, par contre, les facteurs de découragement? Sont-ils importants? De quelle manière est-ce que le public perçoit les facteurs d'encouragement et de découragement? Existe-t-il des contraintes culturelles dont il faudra tenir compte? Les

réponses à toutes ces questions et à d'autres encore constitueront la base même de notre analyse de communication.

De cette analyse naîtra notre stratégie de communication En termes simples, cette stratégie nous indiquera "ce qu'il faudra dire, à qui adresser notre message et quel est le moyen de diffusion le plus efficace." Il nous faudra tenir compte des facteurs suivants:

- Le choix des médias

- Le contenu du message

- Le ton à adopter

- Le coût

Par ailleurs, nous essayerons d'établir des priorités quant aux publics cibles à adresser ce qui nous permettra de déterminer de manière objective le moyen le plus efficace d'affecter aussi bien les fonds disponibles que les autres ressources de communication existantes.

Le développement d'un Plan d'Action détaillé de marketing du concept AIC constituera la troisième étape de ce processus. Pour ce faire il s'agira de préparer des recommandations spécifiques relatives aux moyens de communication et, pour chaque composante, d'identifier le public cible, le choix des médias, le contenu de base, le ton du message, la quantité, l'estimation du coût de production et les différents moyens possibles de diffusion du message. Nous procèderons également à l'identification de l'équipment et du matériel médiatique dont les équipes du Génie Rural auront besoin pour pouvoir diffuser le message, tels que des VCR et des moniteurs portatifs, des projecteurs de diapositives, etc.

Le Rapport Préliminaire aura trait à ces trois éléments sus-mentionnés: l'Analyse, la Stratégie et le Plan d'Action. Quand les agences concernées par le présent projet (Génie Rural, US/AID et KfW) auront étudié ce rapport, elles seront en mesure de se former une idée similaire sur les problèmes de communication et d'entamer un dialogue qui permettra de définir et de mettre en oeuvre le Plan d'Action conçu pour le marketing du concept AIC.

En ce qui concerne les Annexes du Rapport, elles contiendront des propositions faites par plusieurs fournisseurs potentiels, une description approximative des bandes vidéos, les ébauches des affiches, la conception des brochures et les grandes lignes du contenu des imprimés.

Les discussions à ce jour laissent entendre que c'est la KfW qui fournira le budget nécessaire à la production des éléments de communication et de la mise en oeuvre du Plan d'Action

Appendix C

LIST OF PERSONS CONTACTED

USAID

M. Hafidh Lakhdhar	Project Officer USAID Tunis
Mr. Charles Uphaus	Project Officer USAID Tunis
M. Salah Mahjoub	Project Officer USAID Tunis

KfW

M. Theo Dickmann	Project Officer Kreditanstalt fur Wiederaufbau (KfW)

GENIE Rural

M. Mahmoud Baccar
M. Mohammed Jaoua
M. Mohammed Attia
M. Ali Jebelli
M. Moncef Maalel

WASH

Mr. Fred Rosenswieg	Vice President WASH
Ms. Sumana Brahmam	Project Manager
Mr. Alan Malina	Consultant
Mr. Alan Wyatt	Consultant
Ms. Elaine Rossi	Consultant
Mrs. Susan Schaefer Davis	Consultant

IDA

Mr. Fred Huxley	Consultant
M. Ridha Boukraa	Professor of Sociology University of Tunis Project Consultant

TUNIS

Dr. Tahar El Amouri	PDG El Amouri Institute
M. Belgacem Khessaissia	Administraeur Principal Agence Tunisienne de Cooperation Technique

M. Salah Triki	Ministère des Affaires Sociales
M. Slahaeddine Cheniti	Directeur, Direction de l'Hygiene du Mileu et de la Protection de l'Environment (D.H.M.P.E.)
M. Hedi Akremi	Technicienne Supérieure, D.H.M.P.E.

BEJA

M. Ridha Fekih	PDG Office Sylvo Pastorale du Nord Ouest

KAIROUAN

M. Moncef AbdelUHedi	PDG- Genie Rural / Kairouan
M. Moncef Hadji	Head of AIC Support Unit / Kairouan
Mme. A Soltane	Technicienne Supérieure, Direction Regionale de la Santé Publique
M. Meji Nateur	Direction Regionale de la Santé Publique
M. Mohammed Khabou	Delegué El Ala

KASSERINE

M. Ali Boudabbous	Regional Commissioner for Agricultural Development
M. Hadji Mosbah	Project Officer, Tunisian Potable Water Institutions Project
M. Taoufik Gharsalli	Unité d'Autogestion
M. Lazhar Laabidi	Unité d'Autogestion
M. Mokhtar Laouiti	Unité d'Autogestion
M. Mohsen Thamri	Unité d'Autogestion
M. Monji Souilmi	Video technician

GABES

M. Mouldi Tarhouni	Head of Genie Rural, Gabes
M. Dadi Bechir	Ingenieur Principale Genie Rural

SIDI BOU ZID

M. Said El Hani	Head of AIC Support Unit / Genie Rural
M. Mohammed Khaoui	Ingenieur Adjoint
M. Mohammed Nasraoui	Ingenieur Principale Genie Rural

TUNISIAN DESIGNERS, PRINTERS AND VIDEO PRODUCERS

M. Claude Barouch	Gerant, SOGER
M. Naceur Jeljelli	PDG, SIMPACT
M. Mounir Baaziz	Producer, Cine Tele Film
M. Moncef Lemkecher	PDG, Filmoncef Lemkecher
Mme. Samira Torgeman	PDG, Coccinelle
M. Samir Turki	Designer, Coccinelle
Mme. Ursala Amami	Translator

Appendix D

LIST OF COMMUNITIES VISITED

KAIROUAN	
Delegation de Haffouz	Ain Zana
	El Aouadid
Delegation El Ala	El Guattar
	El M'rieueb
	Ariba
	Ouled Ali ben Salem
KASSERINE	
Delegation de Sbeit	Gouna
	Maxreg
Delegation de Thala	Bir Chaabane
GABES	
	Sidi Touati
	Menzel Habib
	M'Guitla
SIDI BOU ZID	
	Akerma
	M'Zara

change is necessary to make an element less expensive to produce, such as changing the size, please indicate.

I will be in Tunis until Friday, June 21 and would be happy to answer any questions you may have. Proposals available by noon on June 21, 1991 should be delivered to me at the following address:

M. Jamil Simon
Hotel Megarra
Gamarthe, Tunisie
Room 315
Phone 740-366

After that date, proposals should be addressed to me at the following address:

M. Jamil Simon
58 Hovey Street
Watertown, MA
USA 02172
Phone: 001-617-9126-3353
Fax: 001-617-489-5810

Copies should be sent locally to:

M. Hafidh Lakhdar
USAID
24 Rue Suffex
Belvedere 1002 Tunis
Tunisia
784-300

We welcome your interest in this program and look forward to hearing from you.

Appendix E

INFORMATION FOR VENDORS

INTRODUCTION

Since 1984, the Genie Rural, US A.I.D., and KfW have contributed their resources to improve access to potable water for rural areas in Tunisia. At the present, hundreds of wells have been drilled, and hug networks of pipes powered by motorized pumps bring clean water closer to individuals who have, until now, had to travel far or pay a lot for water.

Maintaining such a vast network is a difficult task. The solution is for the state to join forces with the local communities to develop organizations called AIC's (Association des Interets Collectif). Once they are formed, these organizations become partners with the state in maintaining their local system. Each partner, the state and the local AIC has specific tasks and responsibilities.

Naturally, education has become an important part of this task. The people in the villages, who have taken over some basic responsibility for running and maintaining their water system, have little experience with this new role. They need to learn many new skills and develop new attitudes in order to manage this vital resource.

Most childhood illnesses in the rural areas are water related. Therefore the next step in the educational program is to teach better techniques of sanitation and hygiene.

There are now 700 AIC's in Tunisia By 1993 there will be 500 more. The network is large and getting larger. For this reason, it is now appropriate to produce a professional, high quality communication program to train, motivate, and educate people to do this new, and very important job.

The communication program presented here is designed to fulfill that role. It has three basic elements, the graphic program, the video program and the broadcast program. We invite you to review the program and develop a cost proposal. In addition we would welcome a description of your qualifications to produce the program and some thoughts about how you would approach the task.

At the present time, we are requesting a short, informal proposal in the form of a letter with appropriate attachments; budgets, CV's, etc. We have attempted to make the specifications as clear as possible to assist you in the development of the cost proposal. We recognize that as the design of the program evolves, some of the specifications may change which may in turn, affect the cost. Please follow the specifications as closely as possible and where a

INFORMATIONS AUX FOURNISSEURS

Introduction

C'est depuis 1984 que le Génie Rural, l'US/AID et la KfW ont mis en commun un certain nombre de ressources pour amener l'eau potable à un plus grand nombre de régions rurales dans le pays. A ce jour, des centaines de puits ont été creusés et d'énormes réseaux de canalisations alimentées par des moto-pompes apportent une eau potable propre à des personnes qui jusque-là devaient parcourir de grandes distances ou payer cher pour avoir de l'eau.

L'entretien d'un si grand réseau est une tâche difficile. Une solution est la formation d'AIC (Associations des Intérêts Collectifs) où l'Etat et les communautés joignent leurs forces dans une même organisation. Dès leur création, ces dernières deviennent des partenaires de l'Etat pour l'entretien du réseau. Chacun des partenaires, l'AIC du coin et l'Etat, a ses responsabilités et ses tâches propres.

Il va de soi que l'éducation détermine en grande partie la manière dont cette tâche sera accomplie. Les gens dans les villages ont accepté un certain nombre de responsabilités pour assurer le fonctionnement et l'entretien du réseau hydraulique, mais ils manquent d'expérience dans ce nouveau rôle qui leur est dévolu. Il leur reste beaucoup de nouvelles compétences à acquérir et de nouvelles attitudes à adopter pour pouvoir bien gérer cette ressource vitale.

La plupart des maladies infantiles en zone rurale sont liées à l'eau. La prochaine étape dans le programme éducatif se rapporte donc à l'enseignement de meilleures techniques sanitaires et d'hygiène.

Il existe, à ce jour, quelques 700 AIC en Tunisie. En 1993, il y en aura 500 de plus. Le réseau est déjà grand et il le deviendra encore davantage. C'est pour cette raison qu'il nous faut maintenant réaliser un programme de communication d'excellente qualité professionnelle pour former, motiver et éduquer la population pour qu'elle soit à même d'assumer cette nouvelle tâche vitale.

Le programme de communication qui est retracé ci-après se propose de remplir ce rôle. Le programme se compose de trois éléments de base: un programme graphique, un programme vidéo et un programme radiophonique. Nous vous demandons de bien examiner le programme et de nous faire les offres qui y correspondent. Par ailleurs, nous vous serons reconnaissants de bien vouloir nous donner le maximum de précisions au sujet de vos qualifications professionnelles qui vous permettent de réaliser le programme, et nous faire part de vos différentes réflexions sur les possibilités de réalisation du programme.

A présent, nous demandons une offre brève et informelle sous forme de lettre, comportant les pièces annexes indispensables: budget, CV, etc... Nous avons fait du mieux pour que les spécifications soient aussi précises que possibles pour faciliter les propositions de prix et coûts.

Nous sommes conscients que l'évolution du programme risque d'influer sur les spécifications qui, à leur tour, affecteront les prix. Nous vous prions de vous conformer le plus possible aux spécifications, et de nous informer si vous êtes d'avis que quelque chose dans la conception (le format ou la dimension, par exemple) mériterait d'être changé pour que la réalisation soit moins coûteuse.

Je me trouve à Tunis jusqu'au vendredi 21 juin 1991, et serais heureux de répondre à toutes les questions que vous pourrez poser. Si des offres peuvent être faites avant midi le 21 juin, elles seront à adresser à:

M. Jamil Simon
Hôtel Mégara
Gammarth, Tunisie
Chambre 315
Tel.: 740.366

Après cette date, toutes les offres devraient me parvenir aux Etats Unis à l'adresse suivante:

MR. Jamil Simon
58 Hovey Street
Watertown, MA 02172
Etats Unis
Tél.: 001-617-926-0353
Fax. 001-617-489-5810

et des copies adressées en Tunisie à:

M. Abdelhafidh Lakhdar
US/AID
24 rue Suffex
1002 - Tunis-Belvedère
Tél.: 01.784.300

Nous sommes heureux de l'intérêt que vous accordez au programme et espérons avoir bientôt votre offre. Avec nos remerciements.

Appendix F

THE EVM-9010PR—COMMUNICATION ON THE MOVE

In this information-oriented society, video systems have become indispensable picture communication tools in various fields. The more video is used, the more desirable a new system which allows anyone to obtain a high quality picture literally anywhere and anytime without any difficulty would be. Sony now presents a revolutionary monitor-VTR combination, the EVM-9010PR, which combines TRINITRON technology and the innovative 8mm VTR to meet this desire. The EVM-9010PR is designed to meet user requirements with advantages such as portability, fine performance, and simple operation. Incredibly functional, the EVM-9010PR is a communication system that goes wherever you go.

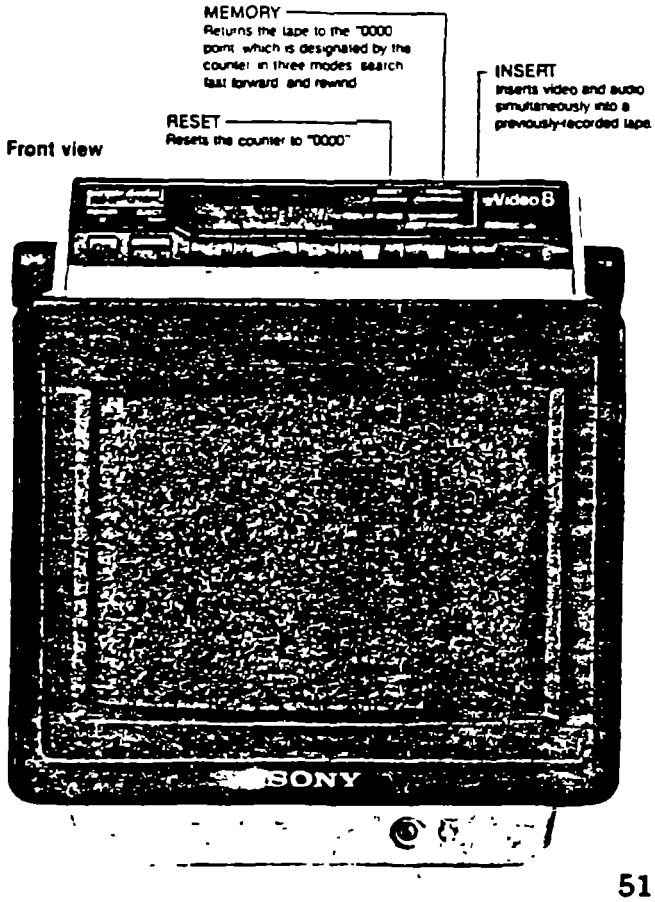
Features

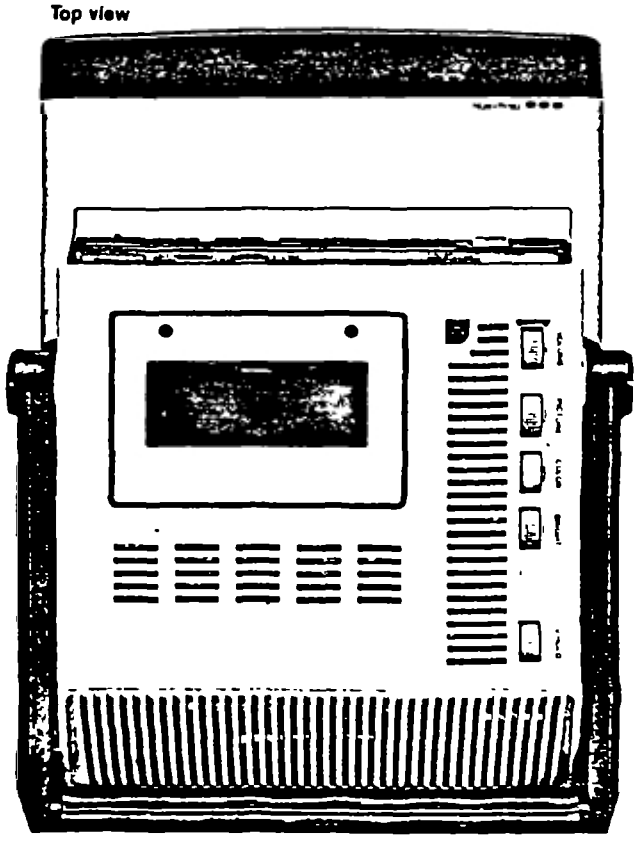
High Mobility

Composed of an 9" monitor and portable 8mm VTR, the EVM 9010PR is a new communication tool, for example, for sales promotions, educational uses, or training Without adding any audio or visual equipment, one EVM-9010PR unit can serve as a video player or recorder, and display monitor at the same time With two NP-1As installed, the EVM-9010PR weighs about 9.5 kg, light enough to carry virtually anywhere The EVM-9010PR can satisfy almost any application. The EVM-9010PR will prove indispensable for making portable presentations

8mm VTR Advantages

The VTR is in the 8mm format, which has been standardized by 127 companies and should prove to be the leader in the Audio/Video field Despite the smallness of the cassette, which is almost the same size as an audio cassette, the 8mm VTR can record and reproduce sharp, clear pictures and high quality sound The EVM-9010PR makes the most out of the other important features of 8mm VTR as well, such as a compactness, long playing capability, high reliability, etc With the EVM-9010PR, your presentations will be more persuasive than ever





Easy Operation

Complicated adjustments, connections with other equipment, and other complex procedures are not required for operation. By merely loading a cassette and pressing the control buttons, the desired picture is obtained. Its user-oriented design, such as having the carrying handle and control knobs located on the top panel, also contributes to easy operation

3-way Power Source Operation

The capability of AC (with the supplied AC power cord), DC (12V) and battery operation (two optional NP-1As, typical operation time is 100 minutes) assures the portability of this monitor, and a battery charger is built-in.

Black Face TRINITRON

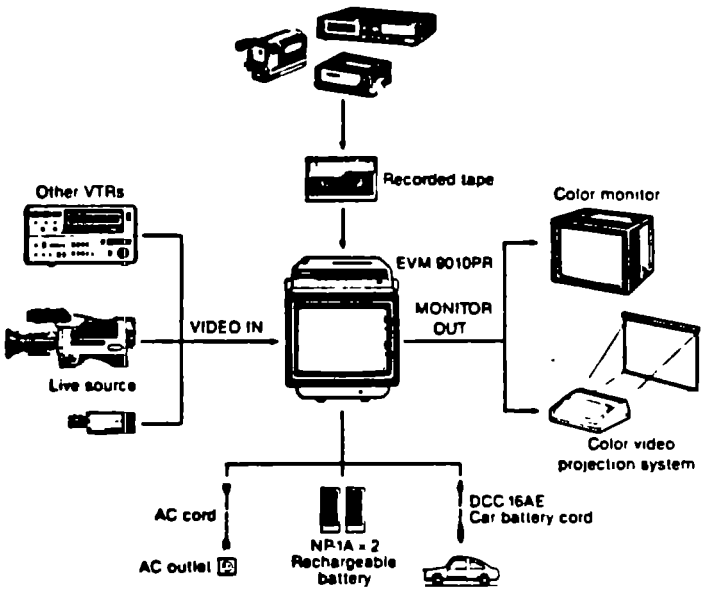
The EVM-9010PR employs the black face square TRINITRON CRT, which is based upon Sony's long expertise in developing professional use monitors. This state of the art technology assures high picture quality.

Remote Control Capability

The RM-749 wireless remote control unit is supplied, which makes the EVM-9010PR more functional. With the RM-749, REC, PLAY, STOP, PAUSE, REWIND, and RESET FORWARD are controlled at distances of up to 5m (16 4').

System Configuration Possibilities

Provided with a Video/Audio loop-through and Video/Audio MONITOR OUT, the EVM-9010PR is also expandable That enables connection with external equipment such as other VTRs, video cameras, monitors, or projectors An AC power cord is supplied for indoor use For outdoor use, battery/DC operation is possible with the optional NP-1A/DCC-16AE.



Application Examples

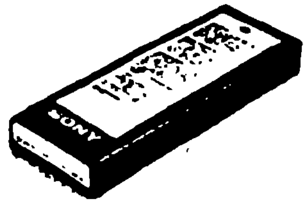
With its wide variety of applications, the EVM-9010PR can deliver impressive messages

Sales promotion
With your 8mm video software you can show customers exact images of very tiny or large products which cannot be transported easily

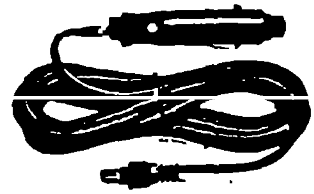
Corporate communication
The EVM-9010PR will facilitate corporate communication more than ever before Merely by loading a cassette and pressing a button, you get information whenever and wherever you like

Training
With the 8mm camcorder, the EVM 9010PR will become part of an amazingly small and easy-to-carry training package

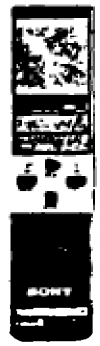
Accessories



Rechargeable battery (optional)
NP-1B

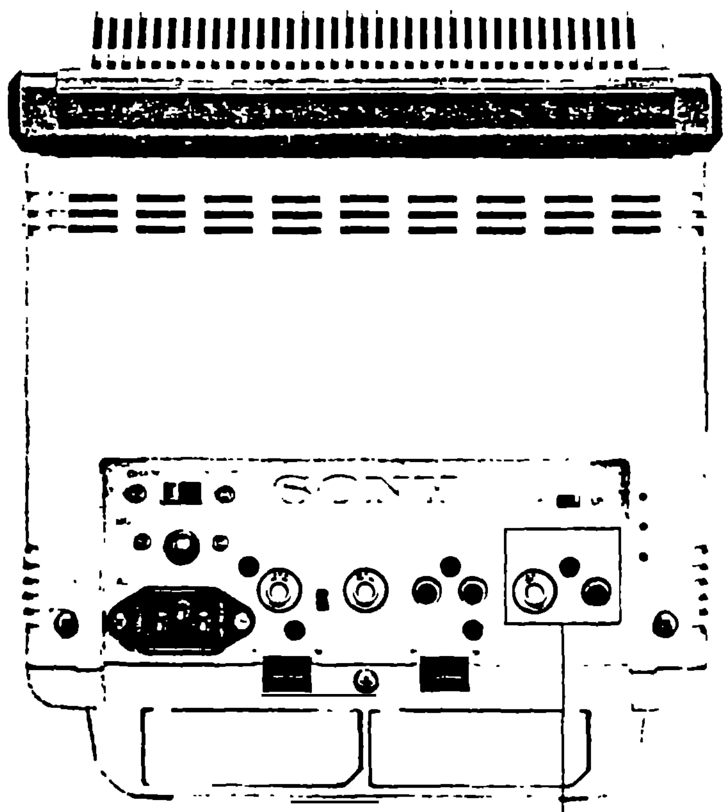


Car battery cord (optional)
DCC-16AE



Wireless remote control (supplied)
RM-749

REAR PANEL



• Monitor output

Specifications

MONITOR	
CRT	9" Black face square TRINITRON CRT AG pitch 0 55mm
Color system	PAL
Resolution	270 TV lines at center
Color temperature	9300°K
VTR	
Video recording system	Rotary two head helical scanning FM system
Audio recording system	Rotary head, FM system
Usable cassettes	8mm video format cassettes
Tape speed	SP mode 20 05mm/sec LP mode 10 06mm/sec
Recording/playback time	SP mode 90 min (P5-90) LP mode 180 min (P5-90)
Fast forward rewind time	Approx 3 min (P5-90)
Resolution	230 TV lines in SP mode
GENERAL	
Power requirements	AC 220/240V, 50/60Hz DC 12V, with the optional Sony NP-1A battery pack or 12V DC car battery using the optional DCC-16AE car battery cord
Power consumption	AC 40W, DC 35W
Audio power output	0 8W
Video input	Composite video 1Vp-p, Sync negative, 75 ohms and high impedance switchable Loop-through BNC connector
Audio input	−5dBs, high impedance, monaural, Loop-through Phono connector
•Monitor output	Video Composite 1Vp-p, Sync Negative, 75 ohms, BNC Audio −5dBs low impedance, monaural, Phono connector
Headphone output	8 ohms, monaural, mini
Battery operation time	Typical 100 min (NP-1A × 2)
Weight	Approx 8 kg (17 6 lb) (without battery)
Dimensions	242(W) × 274(H) × 327(D)mm (9 5 × 10 8 × 12 9")
Operating temperature	0°C ~ 40°C (32°F ~ 104°F)

SUPPLIED ACCESSORY
- AC power cord
- Wireless remote control RM-749

OPTIONAL ACCESSORIES
- NP-1A
- DCC-16AE

Design and specifications subject to change without notice.

Distributed by

Y11B6KYPB705P1-003

Sony Corporation
Printed in Japan © SONY

Appendix G

SONY ESTIMATE

SONY

Sony Broadcast & Communications

Geneva Branch
17 Chemin Louis-Dunant
[redacted]
Switzerland
Telephone (022) 733 63 50
Telex 28 7 37 SONY CH
Fax (022) 734 62 95

MINISTERE DE L'AGRICULTURE
AGENCE DU GENIE RURAL
RUE ALAIN SAVARY
TUNIS

Our reference: 0691/MS/SQ-1367

Date: 21/ 6/91

Your reference:

Page: 1 of 3

M	QTY	PRODUCT CODE/DESCRIPTION	UNIT PRICE US DLLRS	TOTAL PRICE US DLLRS
1	50	EVM-9010PR HIGH MOBILITY 9INCH VIDEO MONITOR WITH AN 8MM VIDEOCASSETTE RECORDER/PLAYER	1,955.00	97,750.00
		TOTAL US DOLLARS, FOB UK		97,750.00
2	1	FREIGHT CHARGES	2,500.00	2,500.00
		TOTAL US DOLLARS, C AND F TUNIS		100,250.00

The purchaser's attention is drawn to SBC's Terms and Conditions of Sale appearing overleaf to which this sale is subject in accordance with usual practice SBC limits its warranty liability, and different limitations apply in relation to different items of equipment

For and on behalf of
Sony Broadcast & Communications

& Communications

Geneva Branch
17, Chemin Louis-Dunant
1202 Geneva
Switzerland
Telephone (028) 733 63 50
Telex. 414 212 SBC CH
Fax (022) 734 62 95

MINISTERE DE L'AGRICULTURE
AGENCE DU GENIE RURAL
RUE ALAIN SAVARY
TUNIS

Our reference: 0691/MS/SQ-1367

Date: 21/ 6/91

Your reference:

QTY	PRODUCT CODE/DESCRIPTION	UNIT PRICE US DLLRS	TOTAL PRICE US DLLRS
	CONDITIONS ---------- NOS PRIX SONT EN DOLLARS US ET N'INCLUENT PAS LES TAXES LOCALES ET LES FRAIS DE DOUANE VALIDITE : 60 JOURS DES AUJOURD'HUI CONDITIONS DE PAIEMENT : PAR LETTRE DE CREDIT IRREVOCABLE ET CONFIRMEE PAYABLE A VUE, ETABLIE POUR LE MONTANT TOTAL DE LA COMMANDE EN FAVEUR DE : SONY BROADCAST AND COMMUNICATIONS JAYS CLOSE, VIABLES BASINGSTOKE, HAMPHSIRE RG22 4SB UNITED KINGDOM ORIGINE : JAPON ET/OU EEC PROVENANCE : ANGLETERRE		

For and on behalf of
Sony Broadcast
& Communications

SONY

Sony Broadcast & Communications
Geneva Branch
17, Chemin Louis-Dunant
1202 Geneva
Switzerland
Telex 414 212 SBC CH
Fax (022) 734 62 95

MINISTERE DE L'AGRICULTURE
AGENCE DU GENIE RURAL
RUE ALAIN SAVARY
TUNIS

Our reference: 0691/MS/SQ-1367

Date: 21/ 6/91

Your reference:

Page: 3 of 3

QTY	PRODUCT CODE/DESCRIPTION	UNIT PRICE US DLLRS	TOTAL PRICE US DLLRS
	LA MARCHANDISE REPOND : - AUX SPECIFICATIONS EXIGEES PAR L'ACHETEUR - AUX SPECIFICATIONS EN VIGUEUR DANS NOTRE PAYS - AUX NORMES INTERNATONALES EXISTANTES		

For and on behalf of
Sony Broadcast & Communications

Appendix H

WATER USER ASSOCIATION CALENDAR

A.

B.

C.

Janvier 1992

D.

E.

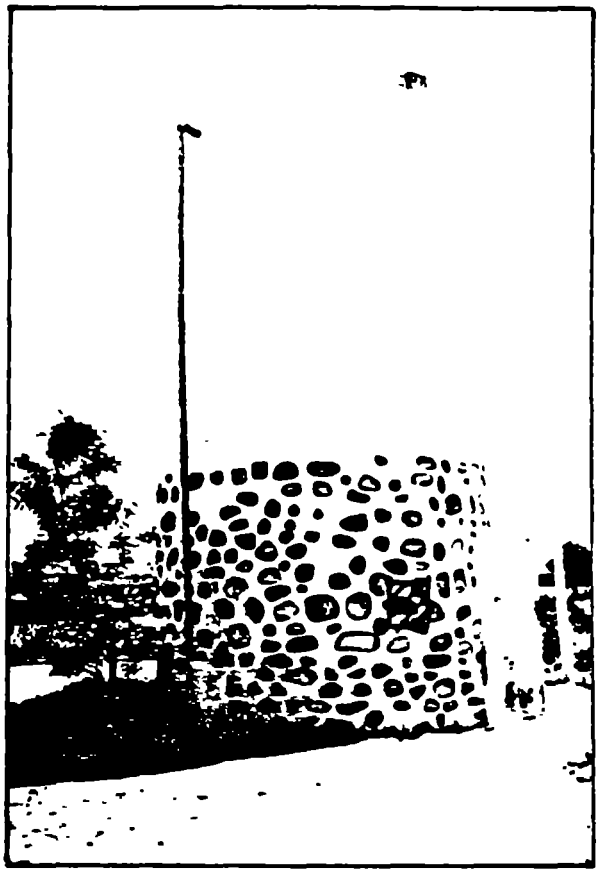
F.

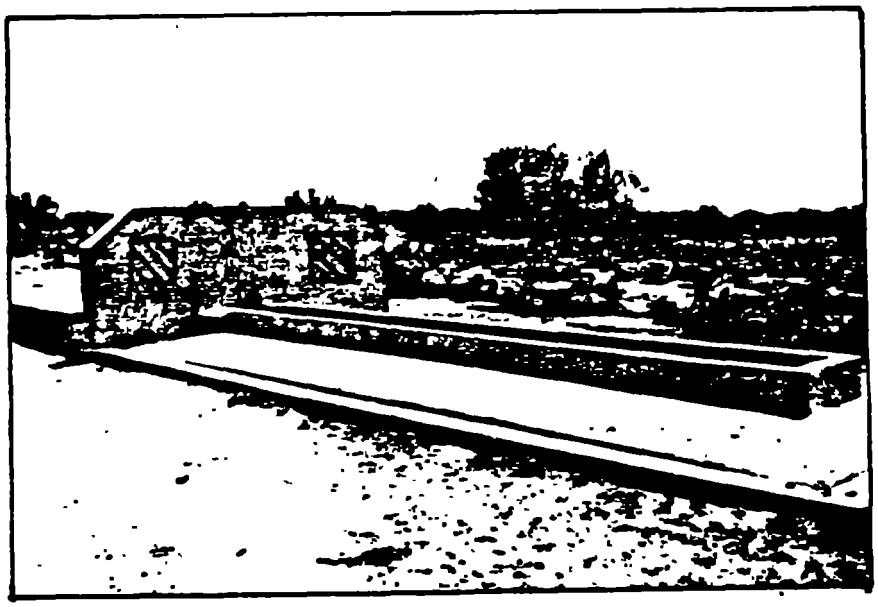
G

H.

Appendix I

PHOTOS ILLUSTRATING USE OF TILES





Appendix J

POPULAR ARABIC SAYINGS ABOUT WATER

- بسم الله الرحمان الرحيم:

"وَجَعَلْنَا مِنَ الْمَاءِ كُلَّ شَيْءٍ حَيٍّ"

- "النَّظَافَةُ مِنَ الإِيمَانِ وَالوَسَخُ مِنَ الشَّيْطَانِ"

- "إِنَّ اللهَ لَا يُغَيِّرُ مَا بِقَوْمٍ حَتَّى يُغَيِّرُوا مَا بِأَنْفُسِهِمْ"

- قَطْرَةُ مَاءٍ خَيْرٌ مِنْ أَلْفِ كَنْزٍ

- مَنْ أَحْيَى أَرْضًا مَوَاتًا فَهِيَ لَهُ

- مَنْ زَرَعَ حَصَدَ وَمَنْ كَدَّ وَجَدَ

- "وَقُلِ اعْمَلُوا فَسَيَرَى اللهُ عَمَلَكُمْ وَرَسُولُهُ

- العَمَلُ خَيْرٌ مِنَ التَّسَوُّلِ

Appendix K

COMIC BOOK ABOUT WATER

Un Puits à Pompe

Pour creuser un puits, il faut d'abord consulter un hydrogéologue. C'est lui qui détermine l'endroit propice où ce puits peut se faire. Il mesure de même la quantité d'eau des environs.

Dans certaines nappes d'eau fossiles vivent des petits poissons fabuleux. On en trouve dans la région de Béjà, ou sur le sable brûlant près de Gafsa et de Tozeur.

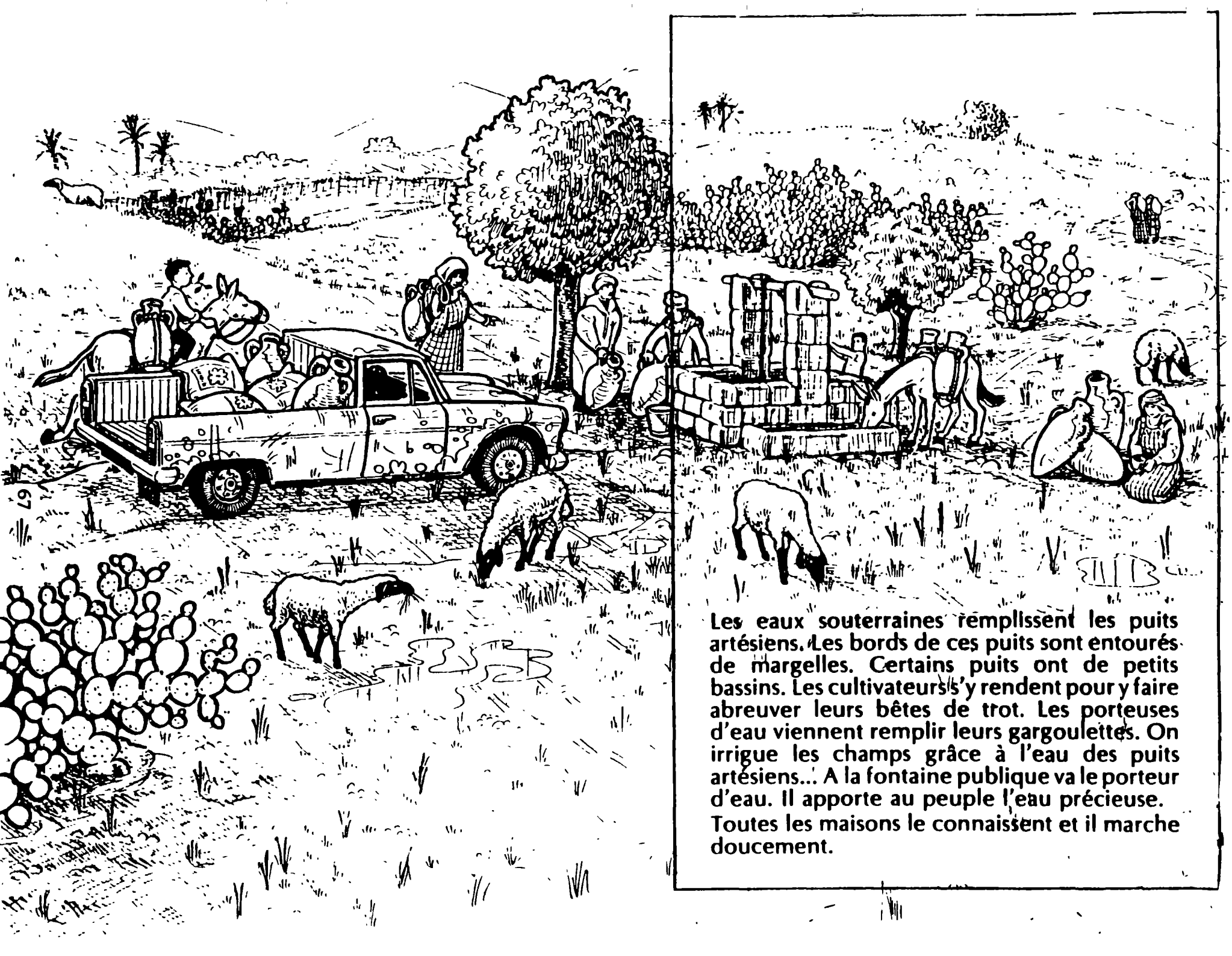
Il y a d'autres organismes vivants dans l'eau. Par exemple les Planctons qui sont invisibles à l'œil nu. L'eau peut avoir mauvaise apparence, mauvais goût ou mauvaise odeur. Lorsqu'elle contient des matières toxiques (poison) ou des bactéries, elle devient polluée. Elle peut alors causer des maladies graves. C'est pourquoi l'eau fut traitée à travers les âges.

Planctons et Micro organismes de l'Eau

Dans l'Egypte des Pharaons, on recueillait l'eau boueuse dans les jarres. Les boues se déposaient au fond, l'eau devenait claire. Ensuite elle était siphonnée.

En Grèce, l'eau était filtrée et bouillie selon les directives d'Hyppocrate, le père de la médecine.

Les habitants des Indes, il y a 4000 ans, faisaient la même chose.



Les eaux souterraines remplissent les puits artésiens. Les bords de ces puits sont entourés de margelles. Certains puits ont de petits bassins. Les cultivateurs s'y rendent pour y faire abreuver leurs bêtes de trot. Les porteuses d'eau viennent remplir leurs gargoulettes. On irrigue les champs grâce à l'eau des puits artésiens... A la fontaine publique va le porteur d'eau. Il apporte au peuple l'eau précieuse. Toutes les maisons le connaissent et il marche doucement.

Appendix L

INITIAL QUOTES FROM VENDORS

A L'ATTENTION DE MESSIEURS
JAMIL SIMON & ABDELHAFIDH
LAKHDAR
U S / A I D
24, RUE DE SUFFEX
1002 - TUNIS BELVEDERE

__OBJET :__ Projet de programme vidéo sur les A.I.G.

******

Messieurs,

Suite à votre proposition concernant le projet de cinq vidéos sur les A.I.G., nous vous confirmons notre intérêt pour le tournage de ce programme de sensibilisation.

Nous pensons que ce projet mérite un travail professionnel et nous vous proposons une équipe de réalisation qui comprendra :

**** MESSIEURS :***
- Mounir BAAZIZ - Cinéaste indépendant (voir CV)
- Raouf CHAABINI - Monteur ayant une expérience de 20 ans au Canada.
- Comme assistante, enquêtrice, nous proposons Madame Chahrazade MEKADA, journaliste ayant fait auparavant une enquête de quinze mois auprès des femmes rurales.

Concernant les coûts, vous trouverez ci-joint un devis comprenant les deux possibilités techniques (BETA SP ou HI 8). Nous pensons que le HI 8 pourrait convenir car la qualité est déjà suffisante pour des travaux et publicités diffusées par l'ERTT, pour un prix plus intéressant, qui nous permettrait d'avoir plus de copies, et peut-être d'allonger la période de tournage.

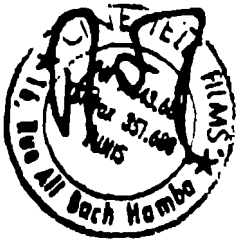
Cinétéléfilms S A R L au Capital de 5000 000 DT à pour objet tout ce qui a trait au Cinéma Télévision Théâtre
R C N° 49320 M F N° 031216/L - A M 000 - C N S S N° 7369//74 C D N° 12[illegible]A
16 Rue Ali Bach Hamba - 1000 Tunis - Téléfax (216) (1) 351 688 To 343 691

Sur ce point, il nous semble important de donner au maximum, la paroles aux paysans, hommes et femmes, ce qui implique qu'il faut tourner beaucoup pour pouvoir sélectionner et dégager les éléments les plus intéressants pour chaque programme. Il est également important de laisser les gens parler leur propre langage : la crédibilité et l'efficacité de tout le programme en dépend.

Nous restons à votre disposition au cas où notre offre vous intéresse, pour développer plus profondément ce projet.

Dans l'attente de vous lire, veuillez agréer Messieurs, nos meilleurs sentiments.

P/ LE PRODUCTEUR
LE DIRECTEUR DE PRODUCTION
MOUNIR BAAZIZ



PROJET DE PROGRAMME VIDEO
(5 COURT METRAGES) SUR LES A.I.G.

DEVIS ESTIMATIF

LIBELLES	MONTANT
I - EQUIPEMENT TECHNIQUE :	
* CAMERA SONY BETA SP : 750 D x 21 J	15.750,000 D
* CASSETTE BETA SP (30') : 55 D x 30	1.650,000 D
* MATERIEL SON : 200 D x 3 S	600,000 D
* TOTAL :	18.000,000 D
NOTE : EN CAS D'UTILISATION DE MATERIEL 8 mm :	
* CAMERA SONY EBV 327 HI 8 (TRI CC.700 LIGNES) : 2 500 D x 3 s.	7.500,000 D
* CASSETTE SONY HI 8 (30') : 35 D x 30	1.050,000 D
* MATERIEL SON : 200D x 3 S	600,000 D
* TOTAL :	9.150,000 D
II - EQUIPE TECHNIQUE :	
* REALISATEUR : frofait	5.000,000 D
* 1 ASSISTANT: 300 D x 3 s.	900,000 D
* 1 CAMERAMAN: 500 D x 3 s.	1.500,000 D
* 1 OPERATEUR VIDEO : 300 D x 3 s.	900,000 D
* 1 INGENIEUR SON : 500 D x 3 s.	1.500,000 D
* 1 SCRIPT/ASST. MONTEUR : 300 x 3 s.	900,000 D
* 1 MONTEUR : forfait	2.000,000 D
* TOTAL :	12.700,000 D
III - CHARGES SOCIALES : 12 700 x 26,25 %	3.333,750 D
* S/TOTAL :	43.183,750 D
* PRESTATIONS CINETELEFILMS : 20 %	8.636,750 D
* TOTAL GENERAL :	51.820,500 D

CINETELEFILMS
16, Rue Bach Hamba - TUNIS
Tél : 241.997 - 343.684

CURRICULUM VITAE

MOUNIR BAAZIZ

ADRESSE :

34 - BV. de la Méditerranée
Hammam Lif - TEL : 292 - 704

* NE le 16 Juillet 1948 à Sousse.

E T U D E S :

- Etudes secondaires au Collège Sadiki et au Lycée de Garçons de Sousse.

- Baccalauréat Lettres puis études supérieures en Français et Philosophie à Tunis
- Etudes au Centre de Formation Professionnelle de la Télévision Tunisienne
- Stage d'un an à la Télévision Tunisienne, conclu par la réalisation d'un documentaire collectif sur l'Orchestre Symphonique Tunisien.
- Concours et 4 ans d'Etudes Supérieures à l'Institut Supérieur des Arts du Spectacle (INSAS) Bruxelles.
- 1975 : Diplôme de fin d'études en "Réalisation Film Radio Télévision".
- Mémoire de fin d'études : Indépendance Nationale et Culture en Afrique.

* Membre de l'Association des Cinéastes Tunisiens et du Syndicat des Techniciens du Cinéma Tunisien.

EXPERIENCE PROFESSIONNELLE :

- En Belgique :

* Film de fin d'études : Documentaire en vidéo Noir et Blanc sur l'immigration co-réalisé avec Juan Miguel Guttierrez (Durée : 1H).

* Cameraman sur "Paul des Villes et Paul des Champs" de Gilles Moniquet..

* Assistant-Réalisateur sur "Le droit à l'Utopie" L.M. vidéo de Thierry Odeyn.

* Stage à la Télévision Belge (RTBF).

- En Tunisie : Travaille comme assistant-réalisateur, régisseur ou casting man sur :

* 1980 :	LA ZITOUNA	CM de H'MIDA B. AMMAR
* 1981 :	MIRAGE	LM de HAFEDH BOUASSIDA
	HAMMAMET	CM de MOHAMED DAMMAK
	L'OMBRE DE LA TERRE	LM de TAIEB LOUHICHI
* 1982 :	HISTOIRE DE L'HISTOIRE	CM de ALI ABIDI
	LES ETOURNEAUX	CM de LOTFI THABET
	LA TRACE (ESSAMA)	LM de NEJIA B. MABROUK
	SAISON VIOLENTE	Tlfilm. MARCEL MOUSSY
* 1983 :	LES ALMORAVIDES	CM de HASSEN CHATTY
	LE QURAN	CM de MOHAMED CHARBAGY
	CINECALLIGRAMMES	CM de MOHAMED CHARBAGY
	LES ANGES	LM de RIDHA BEHI
	ANNNO DOMINI	Srie TV de STUART COOPER
* 1984 :	THE KEY TO REBECCA	LM de DAVID HEMMINGS
	BANZAI	LM de CLAUDE ZIDI
	PROTOCOL	LM de HERBERT ROSS
* 1985 :	PIRATES DOCUMENTARY	Doc de ANDREJ KOSTENKO
	L'HOMME DE CENDRES	LM de NOURI BOUZID
	LA MEMOIRE ECARLATE (CHAMPAGNE AMER)	LM de RIDHA BEHI
* 1986 :	SABRA ET LE MONSTRE	LM de HBIB MESSELMANI
	HAMMAM DHAB	CM de MONCEF DHOUIB
	DOCTEUR MUET	CM de RACHED BELGHITH
* 1987 :	SIROCCO	LM de ALDO LADO
	3 PERSONNAGES EN QUETE D'UN THEATRE	MM de KALTHOUM BORNAZ
* 1988 :	SABOTS EN OR	LM de NOURI BOUZID
* 1989 :	OUTRE MER	LM de BRIGITTE ROUAN
	HALFAOUINE	LM de FERID BOUGHEDIR
* 1990 :	ISABELLE EBERHARDT	LM de IAN PRINGLE
	DIDO	Srie TV de DUSAN ROPOV

* <u>DIRECTEUR DE PRODUCTION</u> :

* 1991 :	LA VOIX DU CUIVRE	C.M de MOEZ KAMMOUN
	SHEHERAZADE (Volet du LM "LA GUERRE DU GOLFE ET APRES)	C.M de NOURI BOUZID

SIMPACT

Devis

Code N°I2I/9I

Date 20/06/9I

A L'attention de Mr Simon Jamil

U.S. AID

Messieurs,

Nous vous présentons ci-dessous notre devis pour la réalisation de vos documents suivants :

CALENDRIER

Format : 32 x 40 cm - 64 x 40 cm
Volume : 26 pages
Couleurs: quadrichromie recto/verso
Papier : I35 gr
Reliure : spirale
Tirage : 5 000 exemplaires
Prix en hors taxes : I2 000,000

AFFICHE

Format : 63 x 96 cm
Couleurs: 4 couleurs ou 2 couleurs recto
Papier : II5 gr
Prix en hors taxes

500 ex.x2	-4 couleurs:	796,000
I000 ex.x2	" "	: 930,000
2000 ex.x2	" "	:I200,000
3000 ex.x2	" "	:I470,000
500 ex.x2-	2 couleurs:	602,000
I000 ex.x2-	"	: 730,000
2000 ex.x2-	"	: 986,000
3000 ex.x2-	"	:I240,000

AFFICHE

Format : 3I x 64 cm
Couleurs: 3 ou 2 couleurs recto
Papier : 250 gr

.../...

IMPRIMERIE & DESIGN

SIMPACT

Devis SUITE

Code

Date

Illustration 50 Dinars l'unité
Selection de couleurs : 80 Dinars l'unité

Tirage : 2000 exemplaires
Prix en hors taxes : 704D000 en 3 couleurs
647D000 en 2 couleurs

FEUILLETS (Documents et diplômes)

Format : 20 x 30 cm
Couleurs: 3 et 2 couleurs recto
Papier : 300 gr
Tirage : 1500 et 3000 exemplaires
Prix en hors taxes : 1500 ex.en 3 couleurs : 294D000
3000 ex.en 3 " : 459D000
1500 ex;en 2 " : 187D000
3000 ex.en 2 " : 252D000

DEPLIANT

Format : 10 x 20 cm (fermé)30 x 20 cm (ouvert)
Volume : 3 volets
Couleurs: 3 couleurs recto/verso
Papier : 135 gr
Tirage : 3000 exemplaires
Prix en hors taxes : 457D000

Conditions générales de vente

Nos prix sont nets et comprennent :composition de texte, ~~selection des couleurs~~ maquette technique,impression finition et livraison à Tunis .

Modalités de paiement :

50% à la commande - 50% à la livraison

Veuillez agréer , Messieurs, nos salutations distinguées .

P. LA SOCIETE

IMPRIMERIE & DESIGN

The Environmental Health Project (EHP) provides technical assistance to USAID missions and bureaus and other development organizations in nine areas: tropical diseases, water and sanitation, wastewater, solid waste, air pollution, hazardous waste, food hygiene, occupational health, and injury. It is part of the Office of Health and Nutrition's response to requests from USAID missions and bureaus for an integrated approach to addressing environment-related health problems. In addition to EHP, this effort includes an Environmental Health Requirements Contract and a PASA (Participating Agency Support Agreement) with the U.S. Centers for Disease Control and Prevention. A wide range of expertise is made available by EHP through a consortium of specialized organizations (see list below). In addition to reports on its technical assistance, EHP publishes guidelines, concept papers, lessons learned documents, and capsule reports on topics of vital interest to the environmental health sector. For information on the reports available, contact EHP headquarters.

ENVIRONMENTAL HEALTH PROJECT