



Introducing Water Integrity in Water Utilities in the MENA Region

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- A real challenge !
- The initiative with the Arab Countries Water Utilities Association started in 2012
- Pilot project take-off: planned July 2013 (until Dec 2104)
- Partners are at regional and national levels: ACWUA, water utilities
- Partner countries with different institutional set-up: JOR, EGY, TUN, MOR
- Guiding principles: internal driving forces; ownership of process and results is in the region; flexibility and adaptations at all stages
- **Avoid the C-word in the 1st place!**
Focus on TAP (transparency, accountability and participation)





Senior executive seminar in Oman, ACWUA Best Practice Conference 2012





New Opportunities: Arab Spring;
new anti-corruption and good governance initiatives in the water sector;
new management structures evolve;
new regional organisations (ACWUA, AWC)





The process (planned, starting in July 2013 until Dec 2014)

Start

- **Kick-off workshop** with ACWUA and pilot utilities in TUN+MOR+EGY+JOR
- **ACWUA** awareness/sensitizing seminars with senior executives

ACWUA network

- **Trainer/expert network** from the MENA region
- **Adaptation** of training and diagnostic material to MENA region
- Senior staff nominates **WI-Ambassadors** in pilot utilities

Roll out

- **WI-analysis** with management and staff in pilot utilities
- **WI-Action Plans** with all staff to address 6 department-based levels
- **Priority WI-initiatives** (small., smart & beautiful)
- **Implementation** by partners, with coaching by ACWUA regional experts
- **Feed back** to ACWUA members at conferences. International feed back: WIN

- | | |
|-----------------------------------------------|------------------------------------------|
| • 1-technical operations department | 2-commercial operations department |
| • 3-purchasing/contracting department | 4-human resources development department |
| • 5-senior management | 6-public relation department |
| • set performance indicators and benchmarking | |



Special considerations & Expected results

- Increase **awareness on benefits** of TAP
- **Involve** all management and operational levels
- **Build trust and ownership:** flexible approach
- At first, getting **commitment** by senior management

- ACWUA trainer/expert **network**
- Nomination of **WI-ambassadors** at utility level
- **WI-analysis** - done by the utilities' staff, facilitated by regional trainers/experts network
- **WI-action plan** – developed by utility staff at department-based levels (up to 6 levels)

- **TAP actions**
 - start with small but tangible short-term improvements
 - Continue with TAP actions that have strategic impacts
- **RBM & E system**
- **Regional / national learning, coaching and twinning** mechanism, supported by ACWUA





GIZ promotes self-driven LEARN (adult learning and regional networking)



*preferably in a
relaxing
atmosphere:*

*Feldafing
training centre*

