



Integrated Water Resource Management Project

Social Marketing Strategy

Communication Plan and Creative Briefs

Behavioural Change Communication Campaign Strategy for
Integrated Water Management in the Maldives

Social Marketing Strategy

Communication plan & Creative Briefs

.by mooinc. pvt. ltd

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INTRODUCTION

The document outlines the Social Marketing Strategy Master plan for Integrated Water Resource Management in the Maldives. The objective is to design a campaign strategy to enable the population of Maldives, to be informed, knowledgeable, and involved in developing and implementing a sustainable network for water management on the island.

Initially Qualitative research was conducted in an attempt to explore and understand the current level of integration between institutions in the effort to manage water resource, at national and island level. Secondly quantitative research was undertaken using structured questionnaire to comprehend the current level of knowledge, perceptions, attitudes and behaviour of the public in regards to the concept of water scarcity, security as well as management of water within every ecological level. In conjunction with this research this marketing plan will be designed to alleviate the communication gaps that existed between the diverse array of formal & informal, public & private institutions & public at large, who are directly and indirectly involved in the supply and demand for water at every ecological level, i.e. from the individual, household, community, nationally, and globally.

BACKGROUND

The primary problem addressed by this project is a significant, climate change- induced decline of freshwater security that is affecting vulnerable communities in Maldives. As surface freshwater is generally lacking throughout the country, the key problem pertaining to long-term freshwater security relate to the management of increasingly variable rainwater resources and increasingly saline and polluted groundwater. The proposed project will demonstrate climate-smart freshwater management in the Maldivian context and establish integrated and resilient water supply systems on the densely populated islands of HA. Ihavandhoo, ADh. Mahibadhoo, and GDh. Gadhdhoo, with a view on countrywide replication and up scaling. The project will increase total freshwater storage capacity on all target islands to buffer the effects of less reliable rainfall and freshwater shortage during longer periods, improve the quality of harvested rainwater through adjustments in rainwater collection filtration and storage. The robustness and connectivity of communal rainwater storage schemes will be strengthened, and additional production capacity for desalinated freshwater will be installed to provide backup capacity in times of water stress. Artificial groundwater recharge will be enhanced to improve the quality and quantity of water stored in the natural aquifer and contamination of household effluents will be reduced to prevent damages to the sensitive reef ecosystem. In their integration, these elements provide a compound solution to a number of critical climate and non-climate related problems and a suitable model for replication on other islands with similar vulnerabilities. Experiences from the project will be used to inform capacity development of public and private sector stakeholders at national, provincial and atoll and island level

As part of Integrated Water Resource Management project piloted in three island, to alleviate the problem of water scarcity, Ministry of Environment and Energy will be implemented an National Social Marketing Communication campaign to enable the individuals, communities and national as a whole to become more knowledgeable, responsible, and motivated to be highly involved in the wellbeing of their water resources management. The campaign hope to clear the ground works required for more effective implementation of the IWRM project, in order that the community will be able to take ownership as well as play an integral and active role in sustaining the project in the future.

RESEARCH FINDINGS

The qualitative research findings show that water scarcity is an important issue for majority of the islands surveyed, although regionally specific in the extent to which is it the dominant concern. It could also be stated that from the research there is no evidence that population is significantly concern about climate change per say, but acknowledges variation in rainfall is a major concern which causes water scarcity on the island. There is also clear evidence that people are more concerned about the affects of climate change, like erosion and water scarcity, pollution and contamination rather understanding at a boarder level the relationship between climate change and these physical vulnerabilities.

It is also evident that the population surveyed views the problem of water scarcity as a supply side issue rather than a demand side issue. Although there is significant which shows that females are prone to agree that demand side management can alleviate or atleast reduce water shortage problem.

There is also lack of knowledge and awareness regarding government projects or initiative at a national level regarding dealing with water scarcity on islands. There is clear evidence form the research that public want to see more being done at a national level regarding water scarcity.

It is also evident that individuals want to be involved in management of the water, but are not clear what their responsibilities are or how they can be involved in solving the issue. There is clear evidence that individuals feel powerless as individuals, but feel that as a community they can be highly involved and actually make a significant contribution to affect change and resolve the issue of water scarcity. Currently population surveyed feels it is their own responsibility to source and store water, but understand that if community work together it could be more effectively managed than it is presently.

Although it is important that in the communication the government is seen to be active in addressing the water situation, it should also reinforce that community as whole also needs to be involved and contribute. This especially important since there is significant regional difference in perception between islands about the extent of water scarcity.

There is also evidence that people are willing to pay for quality and consistent water, but there is significant difference regionally. It is particularly noticeable that public willingness to pay as no correlation with the extent to which they perceive scarcity, which could imply it is more to do with economic ability.

Hence it could be said based on the research, although not confidently, that perception of water as an economic good is based on the financial ability, rather than scarcity.

RECOMMENDATION FROM THE RESEARCH

1. Communication should be regionally specific, catering to vulnerabilities and opportunities related to management of water at an island level.
2. Communication should focus on creating awareness in regards to the affects of climate change by focusing on impacts, which are clearly & physically evident, and presently perceived as being caused by climate change, including erosion.
3. There should be a focus on creating awareness in regards to diverse affects of climate change, and showing a clear link between affects of climate change and water shortage situation experienced on the island.
4. Awareness should focus on introducing alternative methods and techniques that could be utilized at individual, household and community level, to store and save for future use, rather than highlighting water wastage.
5. More constructive methods to manage existing limited water supply should be made aware to the public at large.
6. Communication on weather patterns and affect on these patterns due to climate change should be made aware at a regional level as well at a national level, to enable the public to correlate it with water scarcity and its relationship time.
7. The communication should enable the public to calculate and measure the amount of water available presently for future use at household and community level, at a continual/ sustainable basis.
8. The gap between perception of risk and actual risk of using groundwater source and harvested water source should be reduced through proper monitoring system, which involves institutions which has specialist knowledge in regards to water safety, in collaboration with institutions which are liable for provision of water on the islands.
9. Links between water shortage and other related issues needs to be highlighted, including conservation of the natural environment as well as health related issues.
10. Communication should not only allow for a more holistic understanding, about water related issues, but also enable collaborative mechanism by which communities, individuals and institutions can utilizes their existing capacities and resources to engage and involve them in a more integrated manner to resolve the problem of water shortage on the island.
11. Government should be seen to be more active in addressing the water situation, it should use it administrative powers regionally to reinforce community level involvement through empowering the councils.
12. Diversity of mediums should be used in an integrated, consistent & targeted manner to reach a wide range and segments of population with different messages focused on a singular objective of reducing water shortage.

Taking these recommendation in to consideration a communication strategy should be phased, and clearly planned to affect behavioural change at ground level, to enable continual monitoring and evaluation as well as acknowledgement of regional diversities natural as well as social, which has a direct and indirect affect on water scarcity. Finally the communication plan should achieve a more empowered and networked communities and institutions using their own existing capacities and resources more effectively and corroboratively to solve the problem of water scarcity at island level, regional level and national level. The public should be empowered to understand that they could change supply as well as demand for water, based on the difference in geographical space and time.

- **Increase knowledge of water supply in a manner that is relevant, to space and time.**

Communication should focus on creating awareness and knowledge in regards to the effects of climate change, as well as weather patterns, at a regionally specific level, in order that individuals understand how supply side scarcity is affected by time and space.

- **Improve skills and sense of self-efficacy. to effectively utilise water from the demand side**

Communication should focus on teaching or reinforcing new skills and behaviours, in regards to water management from the demand side at an individual level, which is applicable within their own community and availability of resources.

- **Stimulate community & target group/s involvement & engagement.**

Communication should encourage community and national level discussion and partnerships, by building strategic alliances at a grass roots level. This in affect should enable different institutions to understand their roles & responsibilities within the community in regards to the water management.

- **Promote collaboration and integration of different institutions and public within the community to a common purpose or cause**

Communication should lead to being able to identify a common purpose or cause to enable a more holistic approach, where different institution, are able to working together to create better understanding, awareness, and behavioural change in regards to water management at every ecological level, i.e. individual, household, community, country & world as a whole.

- **Mobilize Public Will & Advocacy.**

Behavioural Change Social Marketing Campaign will spur individuals and communities to demand and set the agenda for policy makers and opinion leaders toward effective approaches to managing water resource, within a regionally and nationally relevant and required manner, as well as highlight the importance and enable the engagement of the public at policy and advocacy level.

COMMUNICATION STRATEGY

DEVELOPMENT OF COMMUNICATION STRATEGY

As evident from the research that the relationship between water scarcity and security is dictated by supply and demand factor, but unlike other resource, water is unique in the sense its scarcity is relative to space and time. This relationship between supply vs. demand as well as how its affected through space and time needs to be considered & used as the core basis from which the communication strategy is devised.

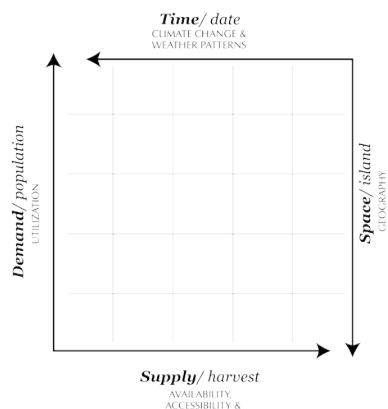


Figure 1. Model showing the relationship between Supply & Demand, & Space and Time in relation to water scarcity

As the model outlines supply of water meaning the amount harvested and made available is variable/dependent on time i.e. weather patterns & climate change, as well as space within which the island is located, as well as geographical typography and land space. This is also very much the case for demand, meaning utilization, which also variable/dependent to time and space. Understanding these relationships is imperative to enable individuals, communities, as well as nations to become responsible, empowered & participate in water management on the island.

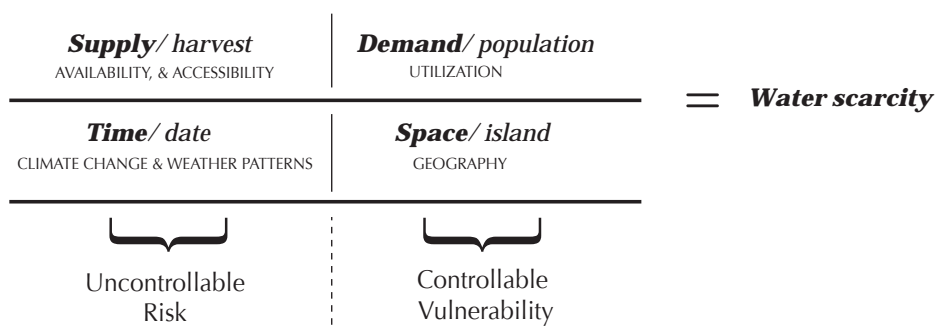


Figure 2. Model showing the relationship between both time & Space and Supply and demand within level of control

The conceptual model above identifies that water scarcity is affected by both supply & demand, which in effect is correlated to time and space. Supply of water is relative particularly to time, which in affect is an uncontrollable risk bared by the population at large, while demand for water is particularly affected by space, which is a more controllable vulnerability. The relationship between both risk and vulnerability enables us to identify the level of water scarcity, at every ecological level. The ability to control risk and vulnerability will enable individuals, households, communities and national to reduce water scarcity.

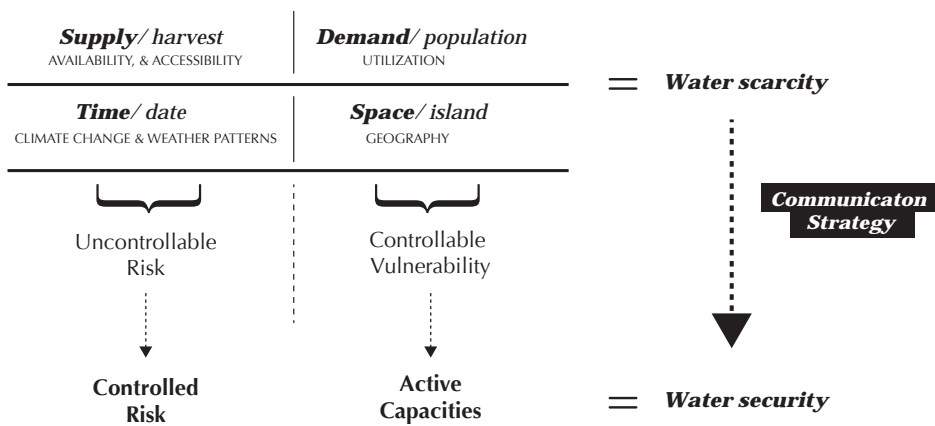


Figure 3. Model showing the communication strategy has transformation of existing risks and capacities

Within the limitations set out in previous conceptual model, it is possible to develop a communication strategy which would deal with both less controllable risks (Supply being a variant of time) and more controllable vulnerabilities (Demand being a variant of demographic/ socio economical aspects of the population). To enable increase water security, the communication strategy should transform perception of risks to controlled risks and vulnerable behaviour to active capacities.

As perception of risk of supply is associated with variations in rainfall associated with time, the ability to control this risk, lay within the scope of increased knowledge and understanding of weather patterns and climate change. Where as vulnerabilities associated with Space which affects demand requires behavioural change, where by the individuals, and communities as a whole become active participants in managing demand, as a common good.

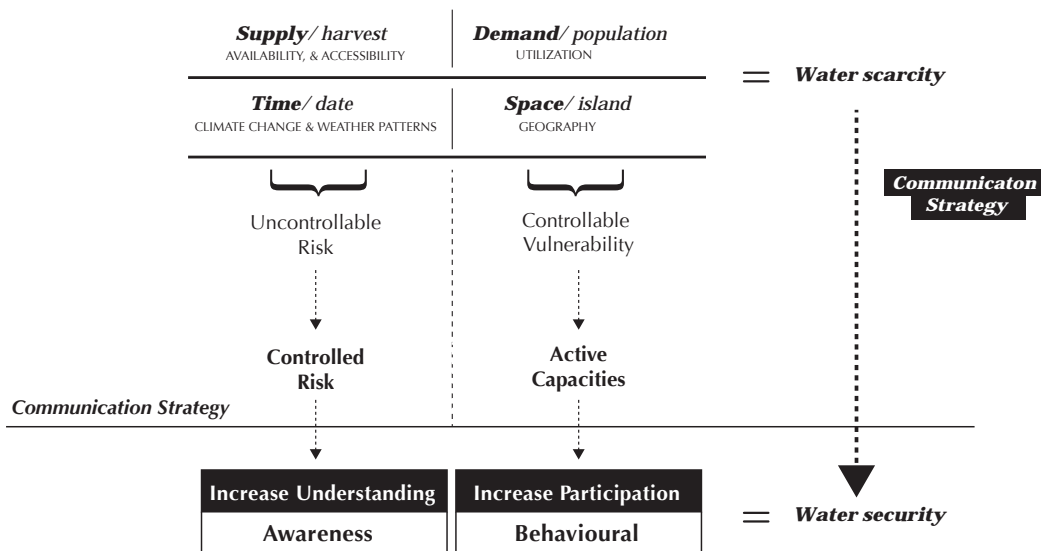


Figure 4. Model showing the communication objectives in relation to transformation required to achieve the strategy

The conceptual model above shows how the communication strategy could focus on both creating awareness, as well as behavioural change, to enable transformation of communities from water scarcity to increased water security. Firstly through awareness, it is possible to create better understanding of the natural forces and weather patterns, which affects supply (availability and access), hence increasing water security. Secondly through behavioural change it is possible to increase participation of different stakeholders at every ecological level to play a integral role in management of demand and island environment which in affect will increase water security.

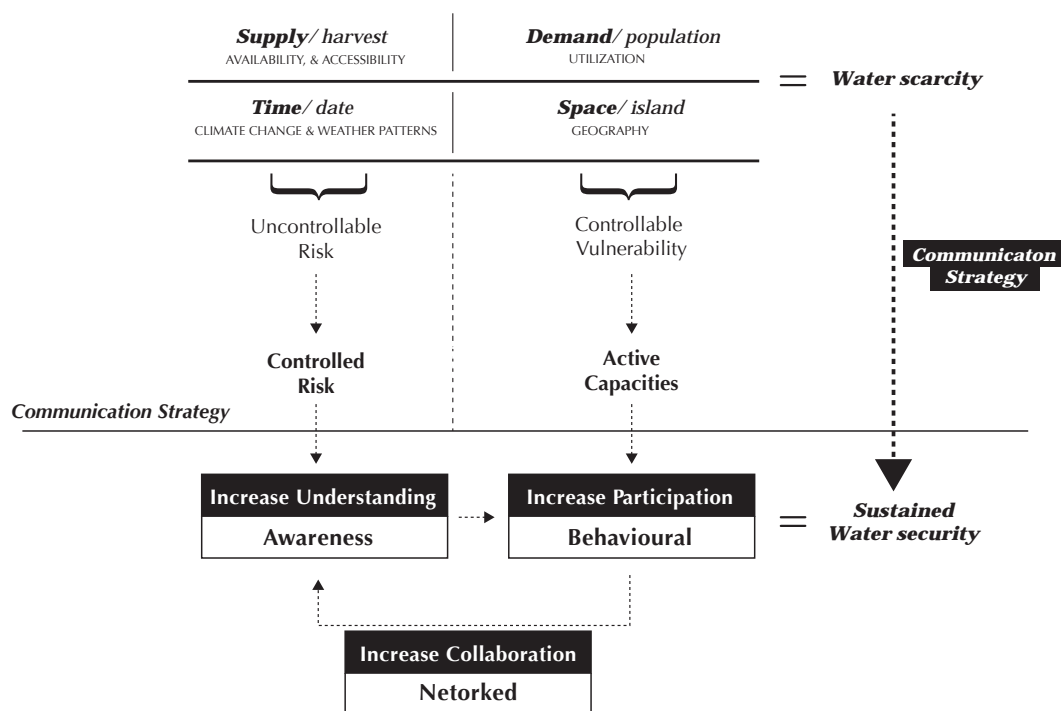


Figure 4b. Model showing how the Communication strategy will be developed to sustain water security

Awareness of natural phenomena, and weather patterns which is variable pre dominantly by time, where as increase participation through behavioural change is variable by space/ or existing capacities within the island. The communication model should also encompass a mechanism or way to sustain the communication through a self sustained network between islands, where knowledge and awareness specific to islands communities can be shared between different island communities continually. This will enable the communication strategy to engineer a method to continually monitor & evaluate changes as well as integrate capacities between island communities to increase water security nationally, and sustain communication strategy.

The new communication model, as illustrated above, will thus facilitates the community, to be self reliant, regionally autonomous, and networked to manage water security nationally. Thus establishing nationwide capacity & communication infrastructure that can be utilized for water management, at local, regional and national level.

COMMUNICATION STRATEGY

Taking into consideration the above described communication model, the overall objective of the communication campaign should be to facilitate the population of Maldives to be more informed, knowledgeable and aware of water availability in relation to time & natural forces and utilize the existing capacities that exists within their distinctive communities physically as well as socially, to enable water security, individually, as a community and nationally. The way to achieve the overall objective is:

“To empower the individual, community and nation to understand the variability of water supply, and strengthen their own capacities physically and socially to manage water demand to gain water security.

CAMPAIGN VALUES & CRITERIA

COMMUNICATION CAMPAIGN

A systematic approach to achieve the communication strategy will be developed in the form of a communication campaign. A set of campaign values and criteria, would be set to enable diverse stakeholders, target audience, and approaches to be, utilized and involved to acquire consolidation, consistency in achieving the communication strategy

Communication Campaign Values

The communication campaign will uphold certain values & principles, to enable it to maintain focus, relevance to the target audiences, and participants, within a coherent and sustainable manner. The core values will also enable the campaign to gain a distinctive selling proposition, or a distinctive identity for the campaign, to enable, engagement and sustained involvement on the part of diverse group of stakeholders who are integral in the implementation of the campaign.

- **Valuing Water**

The campaign should enable greater understanding of the value of water, its availability, accessibility and utilization at every ecological level, as well as its relationship and variability within time, and space.

- **Collaborate**

The campaign will seek every opportunity for collaboration & collective leadership, knowledge and materials with individuals, & organization that share the values and objectives of the campaign.

- **Diversity & Respect**

Embrace & promote diversity in all aspects of the campaign, from the organizations, & stakeholders who are engaged in the implementation, to the ideas & solutions that would be developed in support of the campaign strategy.

The campaign will provide a way in which people from different communities, cultures, ideas, beliefs, and opinions are respected.

- **Research based**

The campaign will work towards disseminating strong targeted, messages based on sound research, that effectively explains the issues, promote solution affirms hope for prevention & change the public will, in a distinctive and relevant manner

Communication Campaign Criteria

To enable the communication strategy to be implemented in a manner that is consistent with the overall objective, certain communication criteria's or conditions are defined. These criteria will enable the all communication mediums developed as part of the communication plan to acquire a consistent identity, have relevance to the target audience & withhold the integrity of the overall campaign. All communications in relation to the campaign should encompass part of, or preferably the whole of these criteria. They hence, set the tone and identity of the overall campaign, and will guide the development and design of the communication mediums, which will become part of the communication plan.

- **Educational**

Information presented within the medium should be designed in a manner that is comprehensible and educationally beneficial to the target public, as well as based on sound research, which has relevance to the target audience

- **Interactive or Collaborative**

The communication mediums should facilitate active participation by target publics to interact with each other, different groups within the community, as well as the medium itself.

- **Useful & Sustainability**

The communication medium should motivate the target publics to be highly involved, and allow what is communicated to have long term and continual benefit, educationally, physically or emotionally.

- **Personal & Regional**

What is communicated should be personally beneficial to the individual within the targeted groups and it should have regionally specific relevance.

CAMPAIGN IDENTITY

CAMPAIGN IDENTITY

The overall identity for the campaign will incorporate the campaign strategy and the communication criteria outlined for the campaign in tangible and visible form. This will take the form of a visual symbol, i.e. logo, and campaign proposition, a simple statement that evokes the whole campaign, both of which together gives the campaign a consistent and meaningful value.

PROPOSITION

Objective

Campaign Proposition should communicate the overall value of the campaign in a simple statement, so that the target audience understands the purpose and intention of the campaign.

Strategy for the development of proposition guidelines

The proposition will need to encompass the core objective and values of the communication campaign, as well as government involvement and participation. To enable the campaign to be seen to be lead by the government of Maldives.

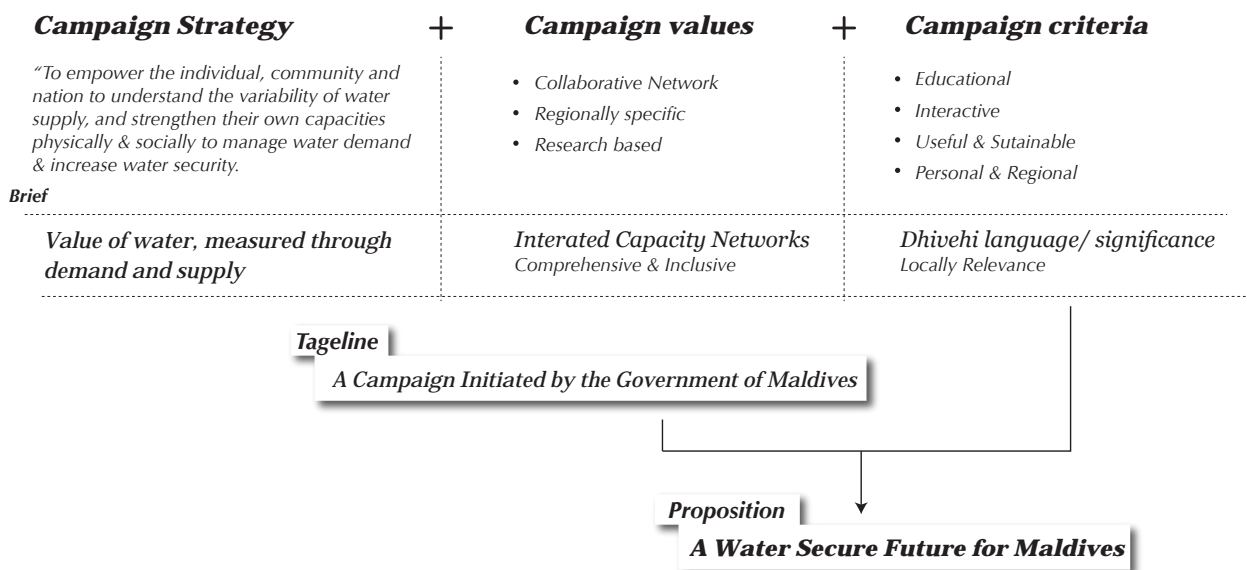


Figure 5. Model for the development of the campaign identity proposition (slogan & tagline)

Proposition

The slogan or campaign name should be developed to embody the tagline statement, in a clear and simple word, within the guidelines set in communication criteria. Mainly the slogan should have relevance in Dhivehi, as well as the intention and outcome of the campaign.

Application



LOGO

Objective

The objective for the logo development was that it has to visually represent the intention of the overall campaign, as well as be distinctive and identifiable as the campaign.

Strategy for the development of logo guideline.

The logo should be a visual symbol, which is representative of the “tagline”, i.e. “A Water Secure Future for Maldives”. The logo should evoke the campaign strategy, value and communication criteria in visual form to enable the campaign to have a distinctive visual identity, which can be easily identifiable to the target stakeholders, and audience.

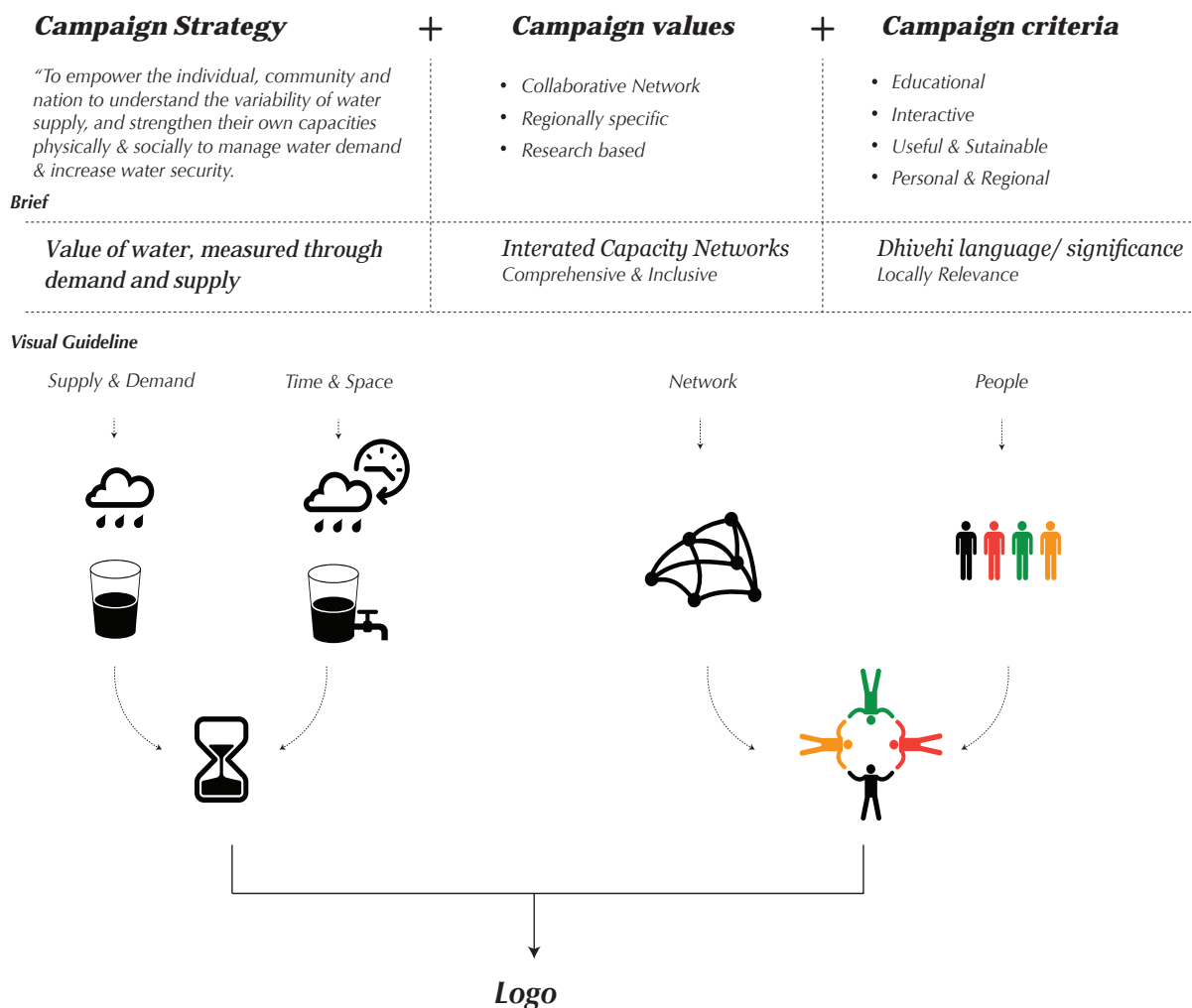


Figure 6. Model for the guidelines for the development of the campaign logo

Logo

The design model identifies the visual concepts which needs to be incorporated. The “hourglass” symbolizes the concept & value of water within time and space, as well as the idea that value is set by supply and demand. The “hourglass” should then be integrated with the idea of a diverse “human network”, enabling the management of supply and demand.

COMMUNICATION CAMPAIGN PLAN

COMMUNICATION PLAN

To achieve the communication strategy as outlined, a communication plan is developed to coordinate and integrate the communication tools that would be developed as part of the overall campaign, in to a seamless program that would maximize the impact on the target audiences.

The communication plan will have 3 distinctive linear phases, with very specific objectives, working towards achieving the communication strategy



Figure 7. Figure showing the conceptual basis for the development of a communication plan

Each phase within the overall communication plan will have a very specific objective, culminating in transforming the nation, to a network of capacity groups & individuals, within different island communities, who can actively participate and be involved in securing and managing water for the future. Within each phase there will be distinctive components or stages, which will work towards realizing the specific objectives of the particular phase, consolidating as a whole towards achieving the communication strategy

Communication Plan Model

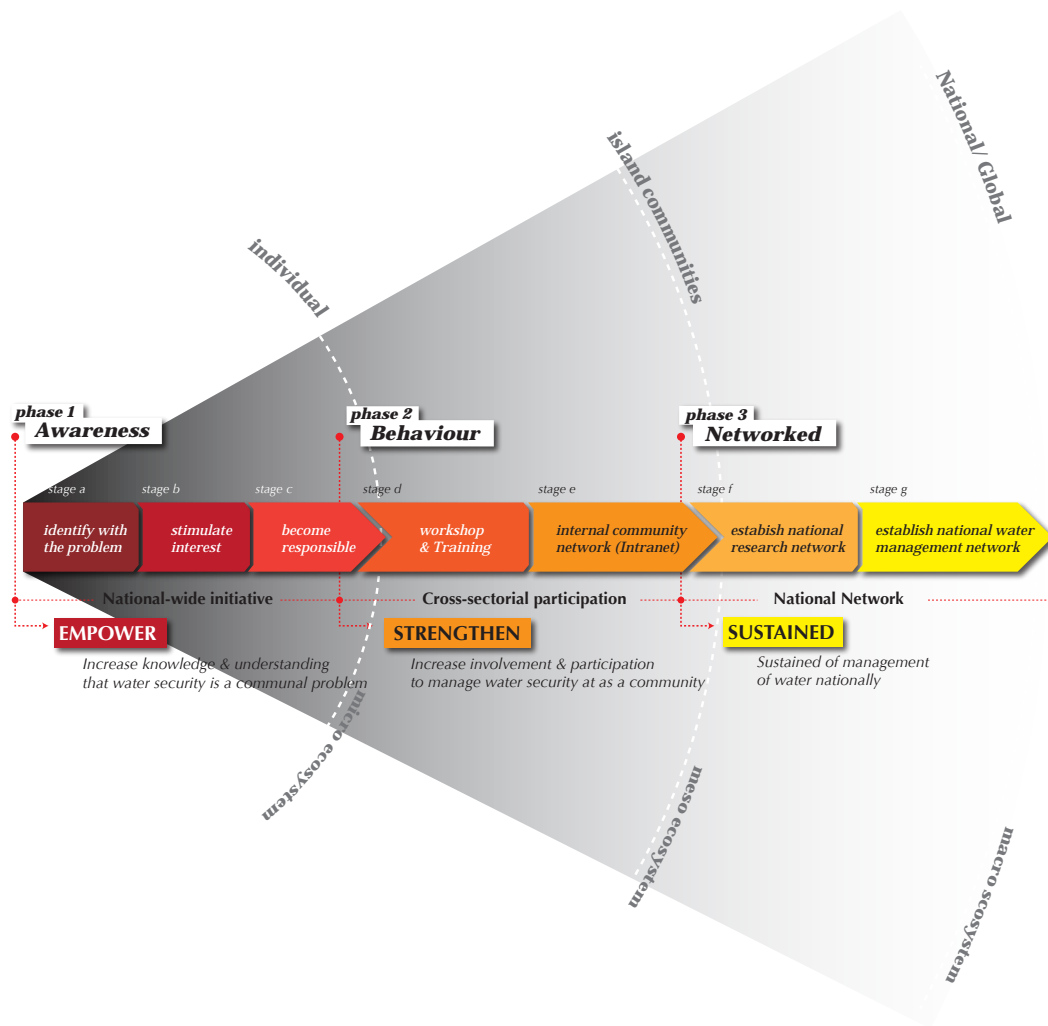


Figure 8. The comprehensive Communication Plan model for behavioural change campaign to enable water security..

The model shows the linear process the communication plan will follow to achieve the communication strategy.

- **Ecological perspective**

Each phase through a process of different stages will focus on involving, particular ecological level within the society, from empowering individual demographical targets at the initial Phase 1, to strengthening island community infrastructures at Phase 2; culminating in the establishment of a national water management network at Phase 3.

- **Purpose orientated**

Each phases has a very distinctive objective that would pave the way for more sustainable water management network, involving every facet & ecological level of society. Phase 1, will focus on increasing knowledge and understanding of different natural forces which affect the supply of water, while Phase 2 will focus on changing behaviour on the demand side, to better utilise water.

- **Approach orientated**

Each phase will have a distinctive communication approach, Initial phase 1 will be top-down marketing approach utilize more conventional mainstream mediums, while phase 2, will strive a regional specific and direct approach, utilizing ground-level approach.

The three phases will accomplish very distinctive objective through which the sustainable communication network conceptualized in the initial research recommendation would be accomplished.

Phase 1 Empower /Awareness - Understand Water Scarcity personally

The main objective of Phase 1 is to empower individuals by providing them with knowledge and information regarding availability and accessibility of water, and its relationship with time & climate change. To enable individuals to better understand how water supply is affected within time, so that they are better prepared and become more responsible for their own water supply.

Outcome

The general population becomes more knowledgeable about water supply relative to time. The population is able to measure water availability relative to changes in annual weather patterns. The population is also able to understand that water security is a communal problem.

Proposition for this Phase

“I am Water” - Understanding water at an individual level, how as humans we are connected to water

Phase 2 Strengthen / Behaviour - Become water secure at a communal level

The 2nd Phase will enable community groups, public & private institutions, at regional level to identify and utilize capacities available to them to become more involved in managing how water is used and managed within the island environment. An internal community network of highly involved cross sectorial groups with very specific core competencies related to water use and management within the island will be given training and resources to effectively utilize water available to them continually.

Outcome

The outcome of this phase to enable cross sectorial involvement in a regional level, to collaborate and work together to manage water. Each island is able to form a capacity network to secure water security on the island as a community.

Proposition for this Phase

“We are Water” - Understanding water at a regionally specific as well as sectorial specific manner.

Phase 3 Sustained/ Networked - Become water secure at a national level

The 3rd phase would enable the whole regional cross sectorial network to be sustained, by enhancing its reach nationally, and with the implementation of national research mechanism. The research mechanism will enable the regional level information and activities to be shared between regions, as well as enable regions to take advantage of national level initiatives in a more regionally specific and relevant manner.

The third phase will also allow public mobilisation to be gained, for regional and national level policy implementation, through lobbying and pressure. This will enable individual needs to be voiced and become the force to change laws and regulation to enable water security, regional wise as well as national wise.

Outcome

A sustainable communication network to enable water security at a national level, based on sound research which are regional and community specific.

Proposition for this Phase

“♥ Water” - Understand water and be able to take care of it as a society.



phase 1
Awareness

I am Water



PHASE 1: *Empower through Awareness*

OBJECTIVE

The main objective of Phase 1 is to enable individuals to be more empowered & responsible, through greater understanding and knowledge about water availability & accessibility and its relationship with time & climate change.

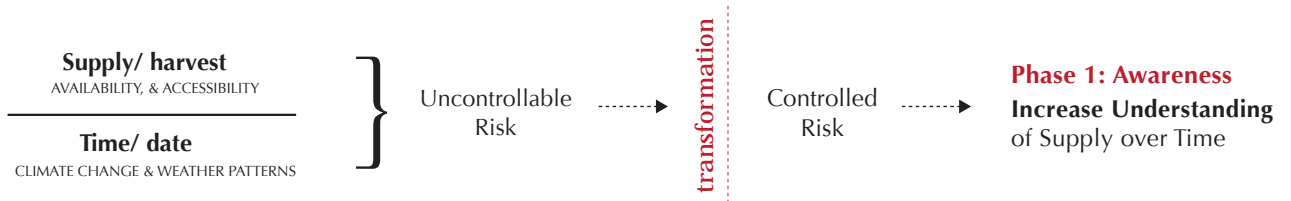


Figure 10: Communication plan, phase 1: Awareness

For the transformation to occur, this phase will be divided in to 3 distinctive stages, each stage working towards achieving the end objective of transforming the individuals to become more concerned and understand that they need to come together as a community and have shared responsibility to manage water supply. (as shown in figure 10).

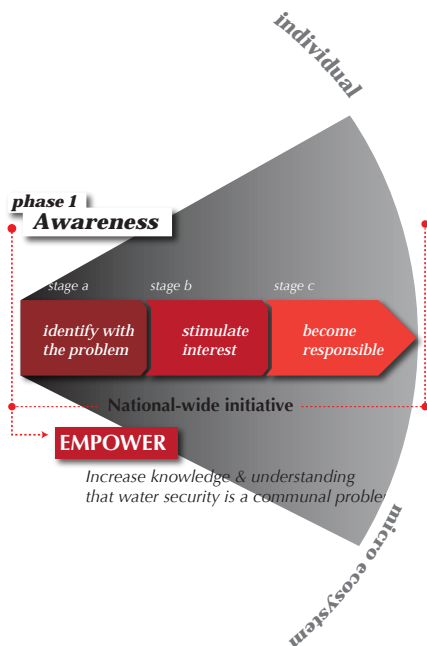


Figure 11: Communication plan, phase 1: Transformation stages

The model shows the 3 distinctive stages, which will enable the transformation.

Stage (a) involves the public identifying with the problems in regards to water supply, including different aspects of natural cycle which affects water availability and accessibility within the context of time. Stage (b) involves stimulating interest amongst individuals to be able to measure & quantify water availability in relation to time. Stage (c) involves understanding each others roles and responsibilities as individuals and institutions to manage water nationally.

PHASE 1/ STAGE A***Identify with the problem*****OBJECTIVE**

The aim of stage (a) is in 4 folds, culminating generally in enabling individuals to have better understanding of water supply, and a level of empathy with natural forces and patterns which affects the supply.

1. Understanding Water Security

Enable individuals to understand the importance of water security for human wellbeing, socially & economically

2. Understanding water supply as a natural cycle.

Enable individuals to understand that water availability is dictated by nature, and its cyclical. To be able to understand water supply, it is hence important to understand patterns and variation in nature within the context of time

3. Understanding different sources of water & storage

Enable the larger population to acquire knowledge regarding different sources of water, and the variations in quality and safety of these different sources.

4. Understanding the affects of climate change on water supply

Enable the larger population to have an understanding of climate change:

- How much we are responsible for it/ How we cause it
- How its evident within our natural environment
- How it affects the safety, accessibility and availability of water.

Key message

“To understand water is to be able to anticipate the future”

TARGET AUDIENCE

The target audience for the stage (a) will be the population as a whole, as the intention is enable the population to understand and empathize with how water supply is affect by time. Also at the initial stage of the campaign, we want to create a general sense empathy in regards to how climate change affects our water supply, as well as enable the whole population to identify with the campaign at a national level.

THE APPROACH

The initial stage will utilise a universal approach to communication, which is population wide effort whereby mass communication mediums will be used to fulfill the objectives as outlined. A universal focused approach would raise the awareness of the general public, service providers, and decision-makers about the scope and problems associated with water supply.

THE PRODUCT

The product developed for this particular stage, will strive to educate the general public as a whole, hence enable the population to comprehend the extend of the problem associated with water availability and accessibility. All communication will be designed, incorporating the campaign identity as much as possible; to enable the public to become familiar with the visual identity as well as help them to identify with the messages that will become part of the overall campaign as a coherent and consistent whole.

OBJECTIVE/ OUTCOME	MEDIUM	DISTRIBUTION
<p>Objective 1</p> <p>The aim is to conceptually show case the overall campaign values & introduce the campaign identity</p> <p>"A Water Secure Future for Maldives" <i>a campaign initiated by the Government of Maldives</i></p> <p>Primary Targets: Population - wide</p> <p>Secondary Target: Community Organisations Public institutions Government ministries. NGOs Media</p>	<p>Internal Campaign Presentation. Working group session with main stakeholders to brief them on the communication plan, activities and schedules.</p> <p>Presenation Kit Folder Campaign plan brief, and schedule of activies, with Campaign logo and identity specifications.</p> <p>Presentation Powerpoint Powerpoint presentation of Communication plan, and schedule.</p> <p>Formation of the Campaign implementation working group - <i>The National Water Watcher Board</i> A selected group from diverse fields to act as a board to overlook the implementation & monitoring of the campaign.</p>	<p>1/2 Day Workshop. Invited Guests representing diverse sectors, who has a direct stake in the implementation of the campaign.</p>
<p>Outcome: Population as a whole becomes familiar with campaign identity and the core values it promotes, as well as government is taking a leading role in creating a water secure future for Maldives.</p>	<p>TV Advertisement - Introducing "A Water Secure Future for Maldives".</p> <p>Brief conceptual advertismnt representing the campaign visual identity and slogan</p> <ul style="list-style-type: none"> • Represent that the initiative is about water security for the whole of Maldives • Showcase that government has a leading role • Represent everyone will/ should be involved. <p>Duration 30 Sec</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Mainstream TV Channel/ Youtube Channel
	<p>Newspaper Article - Introducing "A Water Secure Future for Maldives".</p> <p>Brief An elaborate article regarding the government initiative, and objective of the communicaiton campaign, and how government is relying on everyone to participate to make Maldives water secure for the future. The article should be complemented with campaign identity</p> <p>Size Fullpage</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Mainstream Newspaper (Physical & Online)

OBJECTIVE/ OUTCOME	MEDIUM	DISTRIBUTION
<p>Objective 2</p> <p>To help the population of maldives understand the importance of water, at every ecological level, individually, as a community, nationally, and globally.</p> <p>Key message: "I am Water"</p> <p>A Water Secure Future for Maldives <i>a campaign initiated by the Government of Maldives</i></p> <p>Primary Targets: Population - wide</p> <p>Outcome: The population as whole becomes aware of how water affect every aspect of our lives, and wellbeing.</p>	<p>Documentary - "I am Water" - "A Water Secure Future for Maldives".</p> <p>Brief</p> <p>A documentary on the importance of water, and how it affects every aspects of our lives.</p> <ul style="list-style-type: none"> • 80% of our body is composed of water. • 90% of Maldives is composed of water. • 80% of the World is composed of water. • Our Health & Wellbeing and our Economy is based on Water. • Water gives life & sustenance. <p>Duration</p> <p>30 - 40 minutes</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Mainstream TV Channel/ Youtube Channel
	<p>TV Advertisement - I am Water" - "A Water Secure Future for Maldives".</p> <p>Brief</p> <p>3 short advertisement stating the importance of water at each ecological level. Each advertisement will show how important water is to them.</p> <ul style="list-style-type: none"> • Individual: "80 % of our body is water", <p>As an individual 80% of our body is composed of water. It gives us life, and sustenance.</p> <p>ends with I am human & I am water</p> <ul style="list-style-type: none"> • Community: "90 % of our country is water", <p>Showcasing the Maldivian landscape and how our 3 core economic activity and livelihood are based on the natural landscape</p> <p>ends with "I am Maldives & I am water"</p> <ul style="list-style-type: none"> • World: "80 % of our World is water", <p>Life starts from water, and the earth is sustained by water.</p> <p>ends with "I am Earth & I am Water"</p> <p>Duration</p> <p>30 Sec each</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Mainstream TV Channel/ Youtube Channe

OBJECTIVE/ OUTCOME	MEDIUM	DISTRIBUTION
	<p>Newspaper Advertisement - <i>"I am Water"</i> - "A Water Secure Future for Maldives".</p> <p>Brief</p> <p>3 Articles, each stating the importance of water at a particular ecological level. Each article will elaborate on how each of these ecological levels rely on water.</p> <ul style="list-style-type: none"> • Individual: "80 % of our body is water", <p>Article on the importance of water to the health and wellbeing of individual human.</p> <p>ends with I am human & I am water</p> <ul style="list-style-type: none"> • Community: "90 % of our country is water", <p>Article on the importance of water to the health and wellbeing of the country economically</p> <p>ends with "I am Maldives & I am water"</p> <ul style="list-style-type: none"> • World: "80 % of our World is water", <p>Article on how water is an important resource, which gives life and sustainability to every living creature on earth.</p> <p>Size</p> <p>Fullpage</p> <p>ends with "I am Earth & I am Water"</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Mainstream Newspaper (Physical & Online)
	<p>Poster - <i>"I am Water"</i> - "A Water Secure Future for Maldives".</p> <p>Brief</p> <p>2 Posters featuring 2 ecological perspectives regarding the importance of water.</p> <ul style="list-style-type: none"> • Community: "90 % of our country is water", <p>Showing how Maldives naturally as well as economically is reliant on water as a major resource.</p> <p>complementary slogan "I am Maldives & I am water"</p> <ul style="list-style-type: none"> • World: "80 % of our World is water", <p>Showing Earth, how the world's landscape, is connected through rivers, the seas and land by water, and how important water is to the health of the world, naturally as well as economically.</p> <p>"I am Earth & I am Water"</p> <p>Size</p> <p>A2/A3/ Facebook profile sizes/ Web size</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Schools • Government Institutions • Libraries • NGOs • Hospitals/ Health Centers • Facebook/twitter & other Social Networks

OBJECTIVE/ OUTCOME	MEDIUM	DISTRIBUTION
	<p>Sticker - <i>I am Water</i>" - "A Water Secure Future for Maldives"</p> <p>Brief</p> <p>Bumber sticker for "I am Water" and 1 (Heart) Water</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Made available government insitutions & libraries
	<p>Social Media Hastage</p> <p><i>#Didyouknow #ilovewater</i></p> <p>Brief</p> <p>Social media campaign, to involve individuals to share their knowledge and understand in general about water. A Hastage (#didyouknow) will be made viral with complimentary hastage, #iamwater. The idea is to get people to tell each other about water.</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Twitter
	<p>Facebook Page - <i>I am Water, I love water</i>" -</p> <p>"A Water Secure Future for Maldives"</p> <p>Brief</p> <p>Launch the facebook page for the communication campaign, which should include access to all media created as part of the communication campaign.</p> <p>The facebook page should also be managed, and moderated, where discussions and polling can be done, to gain wider interest and data sourcing regatding feedbacks/ & comments on the mediums created.</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Facebook Campaign page
	<p>Twitter & Youtube Account- <i>I am Water, I love water</i>" -</p> <p>"A Water Secure Future for Maldives"</p> <p>Brief</p> <p>Twitter account mangaged by campaign implementation team, should distribute digital links to videos, and posters, and information regarding the communication campaign.</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Campaign Twitter Acocunt

OBJECTIVE/ OUTCOME	MEDIUM	DISTRIBUTION
<p>Objective 3</p> <p>The aim is to enable the population to understand the water life cycle (hydrological cycle), specific to the Maldivian environment, as well as different ways to access, and store water</p> <p>Key message: Life of Water</p> <p>"I am Water " -</p> <p>A Water Secure Future for Maldives <i>a campaign initiated by the Government of Maldives</i></p> <p>Primary Targets: Population - wide</p> <p>Outcome: Population as a whole understand that water supply is cyclical, and how we manage our environment affects this cycle.</p>	<p>Poster/ Utility Bills - <i>Life of Water</i></p> <p><i>I am Water</i>" - "A Water Secure Future for Maldives"</p> <p>Brief</p> <p>An illustrated Water Cycle of Water specific to Maldivian environment.</p> <ul style="list-style-type: none"> • Different water storages. • Different ways of harvest • .How water interacts with the natural enviroment. • How water is used and reused by nature and people <p>Size</p> <p>Posters A2/A3/ Utility Bill variations</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • MWSE/ STELCO
	<p>Leaflet- <i>Life of Water/ Care for Water</i></p> <p><i>I am Water</i>" - "A Water Secure Future for Maldives".</p> <p>Brief</p> <p>3 elaborated leaflet on every specific aspect described in the water cycle.</p> <ul style="list-style-type: none"> • Rain Water Harvesting & Safety. • Ground Water Storage & Safety • Human activity and affect on Water Cycle <p>Size</p> <p>A4 Folded</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Schools • Government Insitutions • Libraries • NGOs • Hospitals/ Health Centers
	<p>Poster- <i>Life of Water/ Care for Water</i></p> <p><i>I am Water</i>" - "A Water Secure Future for Maldives".</p> <p>Brief</p> <p>2 different posters with brief description and illustration detailing the importance of harvesting water, storing water and how human activity affects sustainability of both.</p> <ul style="list-style-type: none"> • Rain Water Harvesting & Safety. • Ground Water Storage & Safety <p>Size</p> <p>Posters A2/A3/ Utility Bill variation</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Schools • Government Insitutions • Libraries • NGOs • Hospitals/ Health Centers • Social Networks • Utility Bills, STELCO and MWSE

OBJECTIVE/ OUTCOME	MEDIUM	DISTRIBUTION
	<p>School Activity -<i>Life of Water/ Care for Water</i></p> <p><i>I am Water</i>" - "A Water Secure Future for Maldives"</p> <p>Brief</p> <p>A special day to mark Clean Water Day. Where the leaflets and posters will be distributed, as well as activity to clean the natural landscape and roofs of houses initiated by Students.</p> <p>Duration</p> <p>1 day</p>	<p>Target</p> <ul style="list-style-type: none"> • School • Students <p>Distribution media</p> <ul style="list-style-type: none"> • Ministry of Education
	<p>TV Panel Discussion -<i>Life of Water/ Care for Water</i></p> <p><i>I am Water</i>" - "A Water Secure Future for Maldives"</p> <p>Brief</p> <p>A special TV program to celebrate the Water day, with panel of experts & students discussing Water security, and how human activity affects the security of water cycle.</p> <p>Duration</p> <p>1 hour</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Major TV Channel/ • Existing Program i.e. raaje Miadhu
	<p>TV/ Radio Advertisement -<i>Life of Water/ Care for Water</i></p> <p><i>I am Water</i>" - "A Water Secure Future for Maldives"</p> <p>Brief</p> <p>An illustrative visual spot about the life of water, showing how water is part of a cycle, and how human interaction can affect the cycle. It should show how water is harvested, stored and within the cycle, in one continuous shot.</p> <p>Duration</p> <p>30 sec</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Major TV/ Radio Channel

OBJECTIVE/ OUTCOME	MEDIUM	DISTRIBUTION
<p>Objective 4</p> <p>The aim is to enable the population to understand the weather patterns specific to the Maldives, to enable them to be more prepared and respond to the variations in water availability and accessibility.</p> <p>Key message: The Water Watch</p> <p>I am Water" - "A Water Secure Future for Maldives"</p> <p>Primary Targets:</p> <p>Population - wide</p> <p>Outcome:</p> <p>Population as a whole is able to understand that water supply can be measured, and by doing so, we have the capacity to manage the supply.</p>	<p>Wall Calendar Poster - <i>Water Watcher Calendar</i></p> <p>I am Water" - "A Water Secure Future for Maldives"</p> <p>Brief</p> <p>An Illustrated Calendar with Maldivian weather data averages incorporated and visually depicted. The Wall Calendar should be seen as a whole, to enable the view to forecast weather patterns.</p> <p>The calendar could also incorporate Nakaiy, (3000 years of weather data) into it.</p> <p>Size</p> <p>Variable/ to be used as a desktop as well</p>	<p>Target</p> <ul style="list-style-type: none"> • Specialist insitutions & General public <p>Distribution media</p> <ul style="list-style-type: none"> • Schools • Government Insitutions • Libraries • NGOs • Hospitals/ Health Centers • Social Networks
	<p>Calendar Book - <i>Water Watcher Handbook</i></p> <p>Brief</p> <p>A calendar notebook or fileofax, with dated pages and information regarding the weather, incorporated within it. Mainly targeted to Students.</p> <p>The book would also countain information about importance of water, as well as water cycle, i.e. content used in the previous mediums.</p> <p>Size</p> <p>A4/A5</p>	<p>Distribution media</p> <ul style="list-style-type: none"> • Schools • Government Insitutions • Libraries • NGOs • Hospitals/ Health Centers • Social Network
	<p>Calendar App - <i>Water Watcher Mobile Application</i></p> <p>Brief</p> <p>A revision of the existing Nakai Nevi or a totally different Mobile App which can be used to forecast weather annually, suing metereological data of thr past as well as Nakaiy information. The App will also include content included in the Water Watcher handbook.</p> <p>The app should aslo allow information to be shared in the social media, to enable wider exposure of the information relevant to a particular time.</p>	<p>Target</p> <ul style="list-style-type: none"> • Specialist insitutions & General public <p>Distribution media</p> <ul style="list-style-type: none"> • Android/ Appstore
	<p>Newspaper Calendar Banner - <i>Water Watcher Calendar</i></p> <p>Brief</p> <p>A daily changeable banner of daily average weather data, with expected rainfall for the next day stated. This is to promote the idea of planning for future.</p>	<p>Target</p> <ul style="list-style-type: none"> • Specialist insitutions & General public <p>Distribution media</p> <ul style="list-style-type: none"> • Mainstream Newspaper

OBJECTIVE/ OUTCOME	MEDIUM	DISTRIBUTION
	<p>i-Calendar download - <i>Water Watcher Calendar</i></p> <p>Brief</p> <p>Calendar for the next day rainfall stated on the current day, in a downloadable ical from environment ministry website..</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Campaign Website/ Facebook page/ twitter account
	<p>Newspaper Article - <i>Water Watcher News</i></p> <p>Brief</p> <p>Newspaper Article on the start of each Nakaiky, about the expected weather for that Nakaiky, with brief elaboration on how that Nakaiky will affect human activities, especially related to rainfall, and water storage.</p> <p>Size</p> <p>Fullpage.</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Mainstream Newspaper
<p>Objective 5</p> <p>The aim is to show evidence of Climate change on water cycle and hence water security</p> <p>Key message: <i>Times they are changing</i></p> <p><i>I am Water</i>" - "A Water Secure Future for Maldives"</p> <p>Primary Targets:</p> <p>Population - wide</p> <p>Outcome:</p> <p>Population understand & is able to make a distinctive relationship between the affects of climate change and water shortage/security</p>	<p>Infographics Posters - <i>Times they are changing</i></p> <p><i>I am Water</i>" - "A Water Secure Future for Maldives".</p> <p>Brief</p> <p>3 Infographics posters, regarding the changing in weather patterns in Maldives, using data source from metereology center maldives.</p> <ul style="list-style-type: none"> • General Climate Change Infographic Poster: <p>Infographics poster about how the Maldives climate has been changing constantly, and rainfall patterns and sealevel rise is affecting water security.</p> <ul style="list-style-type: none"> • Rainfall Harvest Infographic poster <p>How Rainfall variation is affected during the years by climate change,</p> <ul style="list-style-type: none"> • Groundwater storage Infographic poster <p>How ground water storage is affected by Climate change,and sea level rise.</p>	<p>Target</p> <ul style="list-style-type: none"> • Specialist insitutions & General public <p>Distribution media</p> <ul style="list-style-type: none"> • Schools • Government Insitutions • Libraries • NGOs • Hospitals/ Health Centers • Social Network

OBJECTIVE/ OUTCOME	MEDIUM	DISTRIBUTION
	<p>Infographics Animated Television Advertisement - <i>Times they are changing I am Water</i> - "A Water Secure Future for Maldives".</p> <p>Brief Television advertisement using realistic data/ statistics, how rainfall variation and ground water saltwater contamination is affected by time due to Climate change.</p> <p>Duration 30 sec.</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Major TV/ Youtube Channel
<p>Objective 6 The aim is to show we are responsible for the Climate change, and its affect on water security Key message: <i>I can Change Climate Change</i></p> <p><i>I am Water</i> - "A Water Secure Future for Maldives"</p> <p>Primary Targets: Population - wide</p> <p>Outcome: Population understand is able to make a relationship between the affects of climate change and become responsible to affect this change positively to secure water for future.</p>	<p>Handbook - <i>How to change climate change guidebook</i></p> <p>Brief A handbook for students and households, on how climate change affects water security and how we as individuals can do our little bit to affect change to increase water security.</p> <ul style="list-style-type: none"> • How to reuse water • How to conserve water • How to store water • How to source rainfall • How to protect groundwater • How saving electricty can save water • How cleaning our environment can save water • How recycling waste and better waste management at household level can save water. <p>Size A5.</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Council Office
	<p>Poster - <i>How we can Save Water</i></p> <p>Brief 2 distinctive posters, enabling individuals to make a connection between taking care of environment and water security</p> <ul style="list-style-type: none"> • Save Electricty/ Save Water <p>Poster depicting how using less electricity can help reduce fossil fuel emission, which will help reduce affects of climate change, and therefore secure water security</p> <ul style="list-style-type: none"> • Clean environment, Clean water <p>Poster depicting how better personal waste management can help secure our water from being contaminated.</p> <p>Size A4</p>	<p>Target</p> <ul style="list-style-type: none"> • Specialist insitutions & General public <p>Distribution media</p> <ul style="list-style-type: none"> • Schools • Government Insitutions • Libraries • NGOs • Hospitals/ Health Centers • Social Networks

OBJECTIVE/ OUTCOME	MEDIUM	DISTRIBUTION
	<p>Utility Bill (Electricity) - <i>Save Electricity Save Water</i></p> <p>Brief</p> <p>Same illustration as the poster, on the fact that saving electricity can secure water for future</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • STELCO
	<p>Resuable Shopping Bag - <i>Clean Environment, Clean Water</i></p> <p>Brief</p> <p>Resuable Bag with the illustration on the poster, on how reducing waste can help secure clean water for future</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Councils • Supermarket
	<p>TV Debate - <i>We can change Climate change to secure water for future</i></p> <p>Brief</p> <p>Panel debate on the hypothesis, "Climate change is the main cause of Water security". Panel of experts should include:</p> <ul style="list-style-type: none"> • Environmental specialists • Metreologists • Nakaiytherin • Waste Management Expert • Ministry of Environment • Agriculturalist • Environmental NGO representatives <p>The debate should be conducted with a moderator, with a live studio audience.</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Major TV Channel
<p>Objective 7</p> <p>The aim is to consolidate all the mediums and to give it durability and continuation of use for the future.</p> <p>Key message: <i>I am Water - an Introduction</i></p> <p><i>I am Water</i>" - "A Water Secure Future for Maldives"</p> <p>Primary Targets:</p> <p>Population - wide</p> <p>Outcome:</p> <p>The population is able to view, share and discuss the information communicated as part of the communication campaign.</p>	<p>Website (Phase 1)</p> <ol style="list-style-type: none"> 1. Information the importance of Water at 3 ecological level, i.e. Global/ National/ Individual 2. Information about Water Security 3. Weather updates/ Calendar visualisation and information. 3. Media Downloads 4. ical Download 5. Campaign Event update and Calendar 6. Handbook guide to Save Environment and save Water. 7. Facebook and Twitter Links 8. Links to NGOs which has relevance to water security. 9. Link to Government Websites. 	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Facebook page/ twitter/ • and All posters/ Tv Ads

PHASE 1/ STAGE B***Stimulate Interest*****OBJECTIVE**

The aim of stage (b) is to facilitate individuals to be able to relate directly with the problem within their own environment and experiences, and to be able to measure and quantify the problem at an individual, communal as well as national level. This will compliment and expand on more generalized information presented in the previous stages, with real, evidence & experience based information and knowledge which is relatable and relevance to their own specific culture and environment. The outcome being, for individuals to understand in real, quantifiable terms the extent of the problem as it relates to them, and hence be motivated to be highly involved in doing something about it.

Key message

“To understand problem of water scarcity nationally, is to be able to measure it individually”.

Key message being that perception of water scarcity is relative individually, culturally and communally, and to be able to measure it, is to be able to find common ground to collaborate and empathize with one another to gain water security for the future.

TARGET AUDIENCE

The target audience for this stage (b) will be as the previous stage, population as a whole, segmented in regards to demographic and psychographic profiles, including age, profession, marriage status, and income, as well as specific institutions, public & private, which has a stake in water resource management directly and indirectly at a national level.

THE APPROACH

The approach will be to utilise mediums which are more engaging and interactive to enable the target publics to identify with the problem more directly, specific to their individual needs and perceived role within the household, community, and country.

THE PRODUCT

The product developed for this particular stage, will be more educational and elaborate, using highly involved, interactive mass mediums, which create an incentive to share & communicate information amongst each other, & provide a talking point to understand and measure water availability in relative terms, within the context of time.

OBJECTIVE & MESSAGE	MEDIUM	TARGET/ DISTRIBUTION
<p>Objective 1</p> <p>The aim is to enable individual to understand and comprehend the value they personally put on water.</p> <p>Key message: My Measure of Water</p> <p>I am Water" - "A Water Secure Future for Maldives"</p> <p>Primary Targets:</p> <p>Population - wide</p> <p>Outcome:</p> <p>Measurement is the first step that leads to control and eventually to improvement. If you can measure something, you can understand it. If you can understand it, you can control it. If you can control it, you can improve it.</p>	<p>Poster - Measure of Water</p> <p>Brief</p> <p>A half glass full of water on white background, depicting the idea of pessimist and optimist. The idea is to introduce the fact that measure of water is subjective to individuals. Some might see, glass is half full, others its half empty.</p> <p>Underneath the poster would be: "Whats you measure of water" and to post it on twitter #Iamwater</p> <p>The poster will also be posted on "I ♥ water facebook page, where people can comment on their value of water.</p> <p>Size</p> <p>A3/A2</p>	<p>Target</p> <ul style="list-style-type: none"> Specialist insitutions & General public <p>Distribution media</p> <ul style="list-style-type: none"> Schools Government Insitutions Libraries NGOs Hospitals/ Health Centers Social Networks
	<p>Website - Whats your Measure of Water - component</p> <p>Brief</p> <p>From the website, you can input your weight , and it would calculate the % of water your body is composed of. When the % is calculated you can share it on facebook and twitter with i.e.</p> <p>"I am 60% Water" with the link to the website, "whats you measure of water, with website link attached.</p>	<p>Target</p> <ul style="list-style-type: none"> General public <p>Distribution media</p> <ul style="list-style-type: none"> Campaign Website/ Facebook links/ Twitter Links
	<p>Newspaper Article : Measure of Waters</p> <p>Brief</p> <p>Newspaper article on how much water is required daily by an individual to be healthy, as well as information on the importance of water for healthy living.</p> <p>Size</p> <p>Fullpage</p>	<p>Target</p> <ul style="list-style-type: none"> General public <p>Distribution media</p> <ul style="list-style-type: none"> Mainstream Newspaper
<p>Objective 2</p> <p>The aim is to enable individual to measure water in correlation to variation in time</p> <p>Key message: Water is a measure of time</p> <p>I am Water" - "A Water Secure Future for Maldives"</p> <p>Primary Targets:</p> <p>Population - wide</p> <p>Outcome:</p> <p>Measurement is the first step that leads to control and eventually to improvement. If you can measure something, you can understand it. If you can understand it, you can control it. If you can control it, you can improve it.</p>	<p>Billboard - The Water Clock</p> <p>Brief</p> <p>An interactive billboard will be developed, and placed in open ground, near for e.g. Football field, Ferry terminals or children playgrounds. This billboard will have a clear glass tank incorporated within it, which collects water as it rains. The tank will have a measurement scale incorporated, showing the value of the amount of water collected in relation to human consumption. i.e. "it will last for 4 days". The billboard will be targeted to individuals, hence will have the measurement scaled for individual consumption.</p>	<p>Target</p> <ul style="list-style-type: none"> General public <p>Distribution media</p> <ul style="list-style-type: none"> On Each Major Regional hubs, City

OBJECTIVE & MESSAGE	MEDIUM	TARGET/ DISTRIBUTION
	<p>Water Tank Measurement Sticker with boyancy float.</p> <p>Brief</p> <p>Majority of households have standard rainwater collection tanks (donated after the tsunami), hence the long strip measurement sticker will be designed, to be placed vertically on the tank. A boyancy float attached to a string will be placed inside the tank, which enables the water to be measured from outside.</p> <p>The Sticker will also have the annual weather calendar next to the volume measure, hence enabling people to correlate water quantity with time.</p> <p>Size</p> <p>To be determined</p>	<p>Target</p> <ul style="list-style-type: none"> • Regional <p>Distribution media</p> <ul style="list-style-type: none"> • Council Office to all households
	<p>Calendar App - Water Watcher Mobile Application - <i>Measure of Water Add-on</i></p> <p>Brief</p> <p>Additional component, within the existing Calendar App, where measurement of daily rainfall on a given landmass which it is forecasted for, will be calculated to how much it will last you by standard WHO advised rate of consumption, if you shared it with the population which reside within the area.</p> <p>This will enable people to correlate supply and consumption, and feel a level of empathy and sensitivity in using water.</p> <p>You will have the ability to share daily data on <i>twitter and facebook</i>.</p>	<p>Target</p> <ul style="list-style-type: none"> • General Population <p>Distribution media</p> <ul style="list-style-type: none"> • Appstore/ Campaign Website
	<p>School Science Exhibition - <i>Measure of Water School Science & Art Exhibition Introduction</i></p> <p>Brief</p> <p>Sponsored by major Water Related Business, i.e. Reefside, a nation-wide school science exhibition will be implemented in partnership with the communication campaign, to create a sustainable forum for local education institutions to participate, innovate and communicate about the relationship between water and time.</p> <p>The Brief for students who want to participate is:</p> <p>"Engineer and communicate the link between time and water.</p> <p>The winning ideas, will be judged at a national level, and promoted on mainstream media, as well as prize money by the sponsor.</p>	<p>Target</p> <ul style="list-style-type: none"> • Students/ Teachers <p>Distribution media</p> <ul style="list-style-type: none"> • Ministry of Education

OBJECTIVE & MESSAGE	MEDIUM	TARGET/ DISTRIBUTION
	<p>National Festival & Exhibition - <i>Measure of Water School Science & Art Exhibition</i></p> <p>Brief</p> <p>National 1 day Festival to exhibit the winning exhibits from local schools, will be held in Male',/ Addu or Kulhudhufushi. It will be open to the general public.</p> <ul style="list-style-type: none"> • 1st Day <p>Schools and insitutions will be invited, with lectures and presentaiton by different insitutions related water conservation, as well as experts in water management. This will also include experts in indigenous knowledge, especially in regards to weather and Nakaiy.</p> <ul style="list-style-type: none"> • 2nd Day <p>Open to General public, where they can view the exhibits, as well as see the advocacy and communication materials for the campaign.</p>	<p>Target</p> <ul style="list-style-type: none"> • General Population <p>Implemented by</p> <ul style="list-style-type: none"> • Ministry of Arts and Culture in collaboration with Minsitry of Education and Minsitry of Environment and Energy
	<p>Poster to Advertise: School Science Exhibition - <i>Measure of Water School Science & Art Exhibition</i></p> <p>Brief</p> <p>Design a poster to promote the Science exhibition event. The poster should communicate the idea of Water and its relationship with time.</p>	<p>Target</p> <ul style="list-style-type: none"> • General Population <p>Implemented by</p> <ul style="list-style-type: none"> • Ministry of Environment in collaboration with Minsitry of Education
<p>Objective 3</p> <p>The aim is to enable enable individuals to start understanding to differentiate water availability and access, in regards to region.</p> <p>Key message: <i>Water is a measure of space</i></p> <p><i>I am Water"</i> - "A Water Secure Future for Maldives"</p> <p>Primary Targets:</p> <p>Population - wide</p> <p>Outcome:</p> <p>Start to understand that measurement of water availability & access is regionally specific.</p>	<p>Website (Phase 2)</p> <p>Brief</p> <p>Regionally specific components will be introduced in the website, whereby water related information and news can be viewed and accessed, based on the island. This will include:</p> <ul style="list-style-type: none"> • Weather Data • General Water related & environmental informaiton about each region and island. • Water Utility information • Council Projects in regards to Water management 	<p>Target</p> <ul style="list-style-type: none"> • General Population

PHASE 1/ STAGE C***Become Responsible*****OBJECTIVE**

The Stage (c), is the final stage of the “Empowering phase”, where each formal and informal institutions or group within society will start to identify themselves as being responsible and can play an integral role in management of water, within an individual, household, community and national level

The outcome at the end of this phase, would be that each individual will be able to identify and associate themselves with a formal and informal group within society, who can be responsible and be involved at some level in water security. Laying the groundworks to enable individuals to see themselves as being able to take collective responsibility for water management and security.

Key message

“ Each and everyone in a society play an integral role in securing water for future ”

TARGET AUDIENCE

The target groups at the stage will be the general public as a whole, as well as specific groups and public and private institutions which exists within the island currently.

THE APPROACH

The initial stage will utilise a universal approach to communicate, focused on creating awareness of the general public, the role and strengths of different institutions, professions, and decision-makers who currently play an active role, directly and indirectly in water resource management, as well as how general public can associate themselves with these specialist groups in regards to skill based they can offer to enable a water secure future for the country.

THE PRODUCT

The products would be mainstream mass media, focused on making roles and physical resources available within communities more visible, and tangible within the context of water resource management. The main product for this phase would be the campaign website and Newsletter, as well as leaflets and poster which will become the core medium of communication for the rest of the campaign.

OBJECTIVE & MESSAGE	MEDIUM	DISTRIBUTION/ TARGET
<p>Objective 1</p> <p>The aim is to show the important role different insitutions play in water management</p> <p><i>"It takes a community to manage water"</i></p> <p>Primary Targets:</p> <p>Population - wide</p> <p>Secondary Target:</p> <p>Community Organisations Public institutions Government ministries. NGOs Media</p> <p>Outcome:</p> <p>Population understand that each & everyone, or institutions play an integral role water management</p>	<p>TV/Radio Documentary - <i>Our Roles & Responsibility</i></p> <p>Brief</p> <p>Ecologically specific TV Documentary for each level regarding their roles and responsibility in regards to making Maldives, community and individual households water secure for the future.</p> <p>1. Government "Government role in managing water"</p> <p>What is government role, and what are its objective to make maldives water secure for the future. What are the issues they face in making Maldives water secure, and what projects are in place to solve it</p> <p>a. The Health Ministry b. Education Minsitry c. Environment Ministry</p> <p>3. Role of Community " it takes a community to manage water"</p> <p>The role of community members, and different insitutions/ organisation who play an integral role managing water. This should include:</p> <p>a. Councilors b. Community groups d. Health Centers</p> <p>2. Individual/ Household "What I do to manage water"</p> <p>What is the households roles in managing water for future. What are the problems they face, and solution they envisage for th future</p> <p>Duration</p> <p>30 - 40 minutes/ with 3 minutes</p>	<p>Target</p> <ul style="list-style-type: none"> • General public <p>Distribution media</p> <ul style="list-style-type: none"> • Mainstream TV Channel/ Youtube Channel, and Campaign Website • Ministry of Environment and Energy
	<p>TV/Radio PSA - <i>How we can manage water security for the future</i></p> <p>Brief</p> <p>Knowledge specific TV/Radio PSAs showcasing different perspective in regards to how we can manage water security for the future. This should include:</p> <p>a. Indigenous knowledge:</p> <p>The cultural place water holds within our history, and how throughout history we have forecasted, accessed, and utilized water in a sustainable way.</p> <p>b. Agriculturalist or Farmer & fisherman & tourism</p> <p>How water is a main resource for eonomic growth & water is made available, accessed and utilised effectively, as well as irresponsibly within the field of agriculture, fisheries, and tourism</p> <p>c. Health Centers/ Health Specialists</p> <p>The importance of water to health, and how we should source and manage water to reduce water borne diseases.</p> <p>Duration</p> <p>3 minutes each. (3 specific PSAs)</p>	<p>Target</p> <ul style="list-style-type: none"> • General public <p>Distribution media</p> <ul style="list-style-type: none"> • Mainstream TV Channel/ Youtube Channel, and Campaign Website

OBJECTIVE & MESSAGE	MEDIUM	DISTRIBUTION/ TARGET
	<p>Newspaper Article - <i>How we can manage water security for the future</i></p> <p>Brief</p> <p>newspaper Article in correspondent to the TV PSAs, where each of the specialist knowledge will be featured as a full page article. The article will be supplemented by how national government policies and programs align with each of these:</p> <p>a. Indigenous knowledge: b. Agriculturalist or Farmer & fisherman & tourism c. Health Centers/ Health Specialists</p> <p>Size</p> <p>Fullpage. (3 Articles)</p>	<p>Target</p> <ul style="list-style-type: none"> • General public <p>Distribution media</p> <ul style="list-style-type: none"> • Mainstream Newspaper/ Campaign Website/ with Links on Facebook page, and twitter
	<p>TV Program (Live) Discussion) - <i>How we can manage water security for the future</i></p> <p>Brief</p> <p>Panel discussion with specialists related to water management discuss their views in regards to water security for the future in the Maldives. Including issues that currently we face, as well as solutions they see needs to implemented. The panel should include:</p> <ul style="list-style-type: none"> • Metreologists • Waste Management Expert • Ministry of Environment • Economic activity: Agriculturalist/ Tourism/ Fisheries • Health Ministry • NGOs specialising Environmental issues, related to water security. • Academics in water management and conservation field. • Utility Providers • Waste Management and Sewage Service providers • National Disaster Management Center. <p>Duration</p> <p>1 hour (Live Studio Audience)</p>	<p>Target</p> <ul style="list-style-type: none"> • General public <p>Distribution media</p> <ul style="list-style-type: none"> • Mainstream TV Channel
	<p>Campaign Song : themed "<i>We are Water</i>"</p> <p>Brief</p> <p>A song specially developed in the theme of the campaign, signifying the importance of water individually, and how we can manage our water for future by working together.</p> <p>(3 min max)</p>	<p>Target</p> <ul style="list-style-type: none"> • General public <p>Distribution</p> <ul style="list-style-type: none"> • Available to download from Website & major Mobile operators

OBJECTIVE & MESSAGE	MEDIUM	DISTRIBUTION/ TARGET
<p>Objective 2</p> <p>The aim is to consolidate and enable collaboration between different field of expertise and services, in regards to water management in the Maldivrs</p> <p><i>“Share and collaborate information to secure water for future the Maldives”</i></p> <p>Primary Targets:</p> <p>Population - wide</p> <p>Secondary Target:</p> <p>Community Organisations Public institutions Government ministries. NGOs Media</p> <p>Outcome:</p> <p>Cross sectorial information sharing in regards to water management, as well as communicating different perspectives and ideas in regards to water management, and security</p>	<p>Newsletter - ♥ Water</p> <p><i>We are Water</i>" - "A Water Secure Future for Maldives"</p> <p>Brief</p> <p>National level Newsletter would be developed and designed and coordinated by the Minsitry of Environment. The Chief Editor will be a member from the Working group who are given the task of implementing the communicaiton campaign.</p> <p>The newsletter would be divided in to different sections, featuring different perspectives and institutions, who are liable for water management and security in the Maldives</p> <p>The sections are as follows</p> <ul style="list-style-type: none"> • Feature Article: On major component of the Communicaiton Campaign. • Section (a): A Government initiatives or program regarding water management - by Ministry of Environment • Section (b): A Health Related advocacy/ program or article - by Ministry of Health • Section (c): A Section on Waste Management and Environmental conservation - by headed by Minsitry of Environment, with NGOs/ Academics • Section (d): Research and Information about water security • Section (e): Weather information and preparatory advice - Ministry of Environment and Metreology. • Section (f): Water and Business related article - by outsource/ Minsitry of Economics. • F&Q from readers • Calendar of Events for the Campaign. • Advice and Quick Facts <p>Size</p> <p>A4</p>	<p>Target</p> <ul style="list-style-type: none"> • General public <p>Distribution media</p> <ul style="list-style-type: none"> • Distributed by Ministry of Environment & Energy to all government Insitutions, and NGOs, and Schools
	<p>Website (Phase 3)</p> <p>Brief</p> <p>Cross sectorial information input & communication ability, with each collaborating sector getting a space on the campaign website. This will would formally include</p> <ul style="list-style-type: none"> • Health • Waste Management • Education • Ministry of Economics • Councils /NGO links 	<p>Target</p> <ul style="list-style-type: none"> • General public

OBJECTIVE & MESSAGE	MEDIUM	DISTRIBUTION/ TARGET
	<p>TV/Radio PSA - <i>How we can manage water security for the future</i></p> <p>Brief</p> <p>TV advertisement spot on highlighting the importance of community coming together to secure water as a community.</p> <p>Key Message: "<i>Water belongs to everyone</i>"</p> <p>Duration</p> <p>30 Sec.</p>	<p>Target</p> <ul style="list-style-type: none">• General public <p>Distribution</p> <ul style="list-style-type: none">• Mainstream TV/ Channel



phase 2
Behaviour

We Are Water



PHASE 2: *Change Behaviour by Building Capacities*

OBJECTIVE

To enable cross - sectorial involvement & collaboration between private & public institutions and groups at regional level, who are both directly & indirectly involved currently with water resource management on the island community. The objective is to create an internal community capacity network of groups, to consolidate together & share information, resources and skills in securing a water for the future.

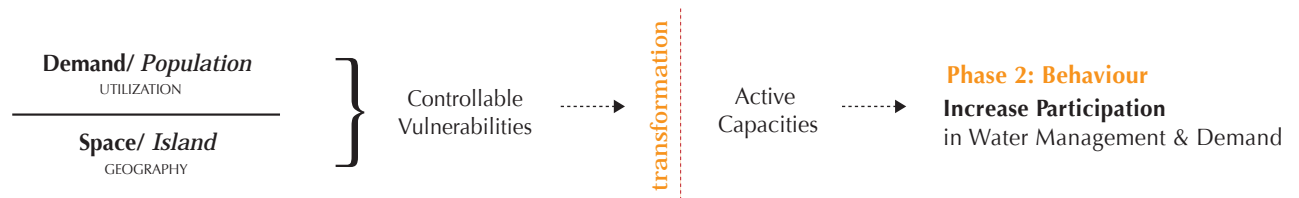


Figure 12: Communication plan, phase 2: Transformation model

The model shows transformation of the individual capacity groups into a cohesive whole, a network.

In the previous phase the capacities & roles were made aware. With the phase 2, the transformation of these groups into functional entities, will take place, where the role of each group will become functional, where each group will have a clear, and distinct role to play in water management context, so that they work as a cohesive network to make their community water secure for the future.

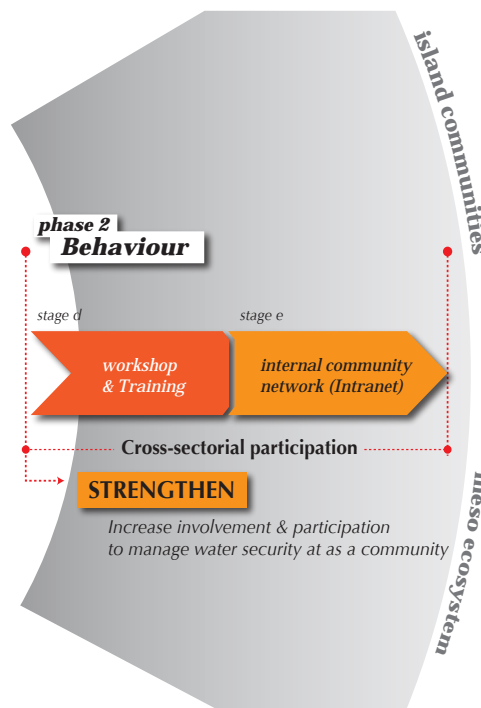


Figure 13 Communication plan, phase 2: Stages

The model shows the 2 distinctive stages, which will enable the transformation.

First stage (d) will work towards defining the roles of each specific capacity groups individually, through workshops and training conducted at regional level as well as national level. The second stage (e) will strengthen these individual groups by linking them together as a cohesive whole, working towards the a specific objective of creating a cross -sectorial capacity community groups to manage water at an island level

PHASE 2/ STAGE D***Capacity Strengthening & Skill Training Workshops*****OBJECTIVE**

The aim of stage (d) is to conduct extensive training and programs designed for the key stakeholders to strengthen community capacity by expanding their skill base and resources which would enable them to provide collective action for water resource management

Specific activities & programs will be designed and implemented to sustain active participation and coordination between different independent groups within the island, to strengthen further understanding and collaboration in their individual efforts and activities related to water resource management on the island.

Key message

“I am skilled and I am trained to help my community be more water secure”

TARGET AUDIENCE

The target audience for this particular stage of phase 2, will be community members who have very specific roles within the community. The programs designed will be locally based and implemented locally by the participants from each groups. The publics within each community will be encouraged to associate with existing institution and groups, in order that they get the opportunity to participate in the activities and training workshops conducted.

THE APPROACH

The initial stage will utilise selective approach to communication, where the activities related to the phase will be exclusive to specific groups within the community. The effort will be focused on formulating group of skilled capacity groups required to manage water within the island more effectively, as well as providing skill training to existing groups to use their existing capacities and skills in water management initiatives.

THE PRODUCT

The products developed for this particular stage, be in the form of workshops, programs and activities designed to motivate and sustain individual involvement within a group, to manage water resources on the island. These programs will initially be conducted and initiated by specialists in specific fields related to core role of each institution or community group in management of water resource. After which specialist trainers and leaders will be identified and specially trained within the local communities to sustain the programs and activities in the future. After the training, a representative from each identified Water Group, will be represented in the overall ‘Island Water Watcher Board’ which will be formulated in each island.

INSTITUTION	WORKSHOP	PARTICIPANTS
Individual & Households	<p>Workshop</p> <ul style="list-style-type: none"> Water Conservation and Harvesting Workshop: Workshop on how to conserve water, and properly harvest water, to gain maximum supply from limited rainfall. The workshop will include water quality and safety monitoring, as well as how to reuse water. Water safety Workshop: How to store and manage water tanks and wells, effectively to reduce spread of water borne diseases. <p>Training</p> <ul style="list-style-type: none"> Peer to Peer Training of selected individuals to become door to door monitors and advocates of Water conservation and safety. . 	<p>Specialist Workshops & lectures.</p> <p>These workshops will be conducted by specialist consultants.</p> <p>Target</p> <ul style="list-style-type: none"> Households at Island level <p>Community Cordinators</p> <ul style="list-style-type: none"> Island Councils
	<p><i>Regional Water Board Member - Community Water Watcher</i></p> <p>Group of "Community Water Watchers", will be trained, selected from each community to lead the community based initiative to over see water security of the island. Their job will be to advice households to better take care of water, teach new techniques of harvesting.</p>	<p>Target</p> <ul style="list-style-type: none"> The Whole Community/ Island Council will take the lead
Schools	<p>Workshop</p> <ul style="list-style-type: none"> Workshop for Educators on how to supplement their subjects with environmentally specific issues. The workshop will help educators to include regionally specific knowledge as well as include indigenous knowledge in teaching different subjects, especially Social Studies, Environmental Studies, Maths, Physics, Chemistry, and Biology. The workshop will help teachers to incorporate issues related to environment and water scarcity when teaching the subject, so that students can identity with the problems faced within the islands Workshop for Students Climate Change and its affect on their environment will be taught in this workshop, with special focus on Water scarcity and how to anticipate weather patterns. Workshop for Educators and Students Research techniques in regards to monitoring weather patterns, and identifying environmentally significant spaces within the island will be taught 	<p>Specialist Workshops & lectures.</p> <p>These workshops will be conducted by specialist consultants.</p> <p>Target</p> <ul style="list-style-type: none"> Students & Teachers <p>Community Cordinators</p> <ul style="list-style-type: none"> Ministry of Education
	<p><i>Regional Water Board Member - School Water Watcher Group</i></p> <p>A School Water watcher Group will be trained in specialist research techniques, to continually monitor environmentally significant spaces, with the island, as well as monitor weather patterns. These information will be input to school database which can be used for academic purposes.</p>	<p>Target</p> <ul style="list-style-type: none"> Students will take the lead

INSTITUTION	WORKSHOP	PARTICIPANTS
<p>Health Centers</p>	<p>Workshop</p> <ul style="list-style-type: none"> • Workshop on Monitoring and identifying Water Borne Diseases. Specialist workshops on different water borne diseases, identifying and diagnosing symptoms related to quality of water consumed, and Malnutrition <p>Training</p> <ul style="list-style-type: none"> • Training Health care personnels in prenatal coaching Training Health care workers on monitoring and evaluating water quality in household tanks, using resources at hand at health centers • Training Health care personnel on communicaiton techniques Enable health workers to develop and communicate, households on communication techniques, to enable them to make house calls, and give advice and advocacy on Water safety. 	<p>Specialist Workshops & lectures.</p> <p>These workshops will be conducted by specialist consultants.</p> <p>Target</p> <ul style="list-style-type: none"> • Health Workers/ Doctors <p>Community Cordinators</p> <ul style="list-style-type: none"> • Ministry of Health
	<p><i>Regional Water Board Member - Health Water Watcher Group</i></p> <p>Representatives group of Health care workers & Doctors will be formulated and trained to provide resources, expertise in aspects related to Water safety. A selected group of Health care workers will be chosen to be part of the Water Watcher Board.</p>	<p>Target</p> <ul style="list-style-type: none"> • Health Workers will take the lead
<p>Community groups</p>	<p>Workshop & Training</p> <p>Neighbourhood/ Community Support workers: Specialist training will be given to leaders within a diverse community groups representing a cross section of interest and demographic within the community in different essential fields necessary to ensure waer security</p> <p>Workshop</p> <ul style="list-style-type: none"> • Workshop on Community mobilisation and collaboration on water management. Specialist workshops for community leader and NGOs, regarding the role community can play in advocacy and water security management at an island level. How to share information and resources to manage water throughout the year. <p>Training</p> <ul style="list-style-type: none"> • Youth Recreation Clubs: Communication Design Program Youth recreation clubs will be given training on using communication tools, to enhance their reach within the community, as well as enable the campagin to utilise themsleves to reaching out to household throughout the year to manage water properly <p>Womens Development Committee: Counselling Program</p> <p>Training will be given to members of WDC, on community level outreach techniques to help them advice on water security at household level. Peer to peer advisory and resource management.</p>	<p>Specialist Workshops & lectures.</p> <p>These workshops will be conducted by specialist consultants.</p> <p>Target</p> <ul style="list-style-type: none"> • WDC/ Youth Clubs/ NGOs <p>Community Cordinators</p> <ul style="list-style-type: none"> • island Councils
	<p><i>Regional Water Board Member - Community Water Watcher Group</i></p> <p>Community group representatives will trained in communication techniques to gain community outreach in the effort to create water secure future for the island</p> <p>WDC member representatives will be trained as Natural Community Support Network, that provide households, to mobilise resources available in the community.</p>	<p>Target</p> <ul style="list-style-type: none"> • WDC (Leader) • Youth Clubs • NGOs

INSTITUTION	WORKSHOP	PARTICIPANTS
<p>Local Business, Agriculture, Fisheries & Guesthouses</p>	<p>Workshop & Training</p> <ul style="list-style-type: none"> • Specialist training on proper agriculture methods to reduce ground water contamination. Workshop highlighting alternative methods to using fertilizers and using available natural compost. • Water Conservation in Businesses Targeted to all businesses, including fisherman, farmers and guesthouse operators, on how to utilize water conservation methods and techniques in their business, to enable them to gain differentiation and value for their products. 	<p>Specialist Workshops & lectures.</p> <p>These workshops will be conducted by specialist consultants</p> <p>Target</p> <ul style="list-style-type: none"> • Local Businessman <p>Community Coordinators</p> <ul style="list-style-type: none"> • Councilors
	<p><i>Regional Water Board Member - Business Water Watcher Group</i></p> <p>Representatives group of diverse businesses will be chosen to represent Water Watcher Board to enable them to have their say in water conservation and management on the island, as well as provide resources to enable the community to effectively manage and advocate water safety and security.</p>	<p>Target</p> <ul style="list-style-type: none"> • Local Business.
<p>Development of the Regional Water Watcher Board</p>	<p>The Island Water Watcher Board Formulation</p> <ul style="list-style-type: none"> • Workshop of all Water Watcher Groups, representing School, Health, Businesses, Community groups, and Councilors, will be held annually. Their Task & Objective: <ul style="list-style-type: none"> • Formulation of Island Water Watcher Board representing a member from each Water Watcher Group. • Overlooking and managing community based outreach in regards to communication and water security at an island level <p>The Island Water Watcher Board Workshop & Training & Water Watcher Blog implementation</p> <p>Workshop on administering the board and developing business plans and initiatives in regards to coordination and management of different groups represented within the board.</p> <p>They will also be trained in developing and designing the Water Watcher Blog, which will have a link to the regional section of the national Campaign website.</p>	<p>Target</p> <ul style="list-style-type: none"> • All Specific Water Watcher Group.

PHASE 2/ STAGE E***Internal Community Network*****OBJECTIVE**

The aim of stage (e) is to establish a internal community infrastructure which would enable the development of a collaborative network between different groups within each community group previously trained, to play an integral role the water management and awareness. The idea is at the stage to strengthen cross-sectorial engagement to enable information and knowledge sharing between different Water Watcher Groups within the island to develop a proactive community network to understand water availability and accessibility specific to their island, and affect change in behaviour or utilization of water based on this knowledge.

Key message

“ We can work together as a community to secure water for our future”

TARGET AUDIENCE

The target audience for this particular stage of phase 2, will be previously identified members who have very specific roles within the community, and who were formulated in stage (d).i.e. (Water Watcher Capacity Groups). The programs designed will be locally based and implemented locally by the participants from each groups. The publics within each community will be encouraged to associate with existing institution and groups, in order that they get the opportunity to participate in the activities and training workshops conducted.

THE APPROACH

This stage will continue to utilise selective approach to communication, where the activities related to the phase will be exclusive to specific groups within the community, who were trained and formulated in the previous stage (d). The effort will be focused predominately within in clearly defined community level groups and institutions.

THE PRODUCT

The products developed for this particular stage, will be discussion based forums or initiatives coordinated by a representative or focal point from each defined institution or community group within the community. The product developed at this stage will strive to create a water secure community, by developing products and services that would enable the community to work as a cohesive whole in collaboration in regards to awareness of water availability and access, as well as behavioural change in regards to water usage. Most of the products within this stage will be pre-designed, and specific templates required, which will then be provided to each specific capacity group in accordance to their role within the network, in order to implement it locally.

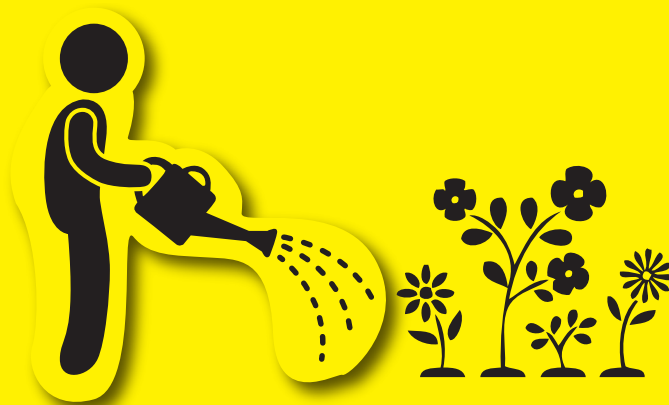
The Regional Newsletter and Regional component of the main website, will act as the portal through which work and activities organized, developed and implemented by different capacity groups will be communicated widely amongst the general public within the community as well as nationally.

OBJECTIVE & MESSAGE	MEDIUM	DISTRIBUTION
<p>Objective 1</p> <p>To continually research, identify and document, the dynamic physical & social environment to identify positive behaviours, as well as identify and monitor the environment which needs to be protected to gain water security</p> <p>Key message: <i>Share and collaborate information to secure water for future of the Maldives</i></p> <p>School Water Watchers</p> <p>"We are Water" - "A Water Secure Future for Maldives"</p> <p>Outcome:</p> <p>The community becomes more aware and informed at a quantitative level regarding the level of water capacity on the island, as well as be more inclined to understand how the physical environment affects water security on the island.</p> <p>Primary Targets:</p> <p>School Water Watcher Group</p>	<p>Continual Weather Monitoring & Water Measurement</p> <p>Brief</p> <p>Weather Monitoring</p> <p>School Water Watcher Group will be tasked with monitoring the weather daily, using a home-made weather station, or utilising digital weather station provided by UNICEF as part of their EER pack. They will log these data in their group blog, as well as in a data excel sheet.</p> <p><i>Daily weather will be published in their Water Watcher blog</i></p> <p>Tank Water level and island capacity Monitoring</p> <p>Student Water Watchers will also be tasked with monitoring the water level on each tank weekly, by doing home visit and checking the water level in the tank using the tool provided to households in phase 1. The group will then input these data in to the same excel data base which they use to monitor the weather.</p> <p><i>The weekly water capacity total will be published in their Water Watcher blog.</i></p> <hr/> <p>Identification and labelling of naturally significant features within the island, which play an integral role in protecting the water resources.</p> <p>Brief</p> <p>The school Water Watcher Group, will identify significant physical and natural features play an important role in protecting the island water system, including groundwater storage. These features will be identified and labelled, so that the wider community understands the importance of conserving and protecting these natural features to enable them to protect their water quality, and security.</p> <p><i>These natural features will be photographed and described in the Water Watcher Blog.</i></p>	<p>Target</p> <ul style="list-style-type: none"> • School Water Watcher Group <p>Community Coordinators</p> <ul style="list-style-type: none"> • Ministry of Education

OBJECTIVE & MESSAGE	MEDIUM	DISTRIBUTION
<p>Objective 2</p> <p>To safeguard the water quality and security of the island water resources, storage</p> <p>Key message: Monitor Safety of the Water system</p> <p>Health Water Watchers</p> <p>"We are Water" - "A Water Secure Future for Maldives"</p> <p>Outcome:</p> <p>The community becomes more aware and informed at a quantitative level regarding the level of water capacity on the island, as well as be more inclined to understand how the physical environment affects water security on the island.</p> <p>Primary Targets:</p> <p>Health Water Watcher Group</p>	<p>Continual Water Quality Monitoring of the island Water Resource System</p> <p>Brief</p> <p>Health Water Water group will be tasked with monitoring and publishing an overall report on the water quality of the island. They will monitor every household, open land area, monthly or quarterly to evaluate the safety of the tanks, roofs, wells, fields, as well as businesses. These data will be logged in to their database.</p> <p><i>Quarterly Assessment of the overall Water Quality of the island will be made public in their regional section of the National Website.</i></p> <p>Water Quality and Safeguarding yourself from water borne Diseases workshop and housecalls</p> <p>Brief</p> <p>Health Water Water group, during their quarterly or monthly visit to the households, will advise the household on how to safeguard themselves from water borne diseases, and maintain the quality of their water.</p> <p><i>Quarterly assessment & evaluation of different household behaviours will be made public, on the regional section of the national website.</i></p>	<p>Target</p> <ul style="list-style-type: none"> Health Water Watcher Group <p>Community Coordinators</p> <ul style="list-style-type: none"> Ministry of Health
<p>Objective 3</p> <p>To enable a support network for the overall management of the natural infrastructure of the island which requires continual maintenance to secure water supply</p> <p>Key message: Share resources & skills</p> <p>Community Water Watchers Corp</p> <p>"We are Water" - "A Water Secure Future for Maldives"</p> <p>Outcome:</p> <p>Community groups work together to offer their volunteer service to Water Watcher Board, in regards to providing technical as well as practical assistance that is required in the overall maintenance of the island natural landscape.</p> <p>Primary Targets:</p> <p>Community Water Watcher Group/ lead by WDC</p>	<p>Cleaning and Maintenance of the Island natural wellbeing</p> <p>Brief</p> <p>In collaboration with all the Water Watcher groups within the island, the volunteer reserves will lead quarterly clean and maintenance of the natural features which are seen and identified as important to the overall well being of the natural water system</p> <p><i>Their Cleaning Activities will be photographed and publicized in the Regional blog.</i></p> <p>Advocacy and Communication helpers and volunteers</p> <p>Brief</p> <p>Lead by the Health Centers, which lack human resources, the volunteers can help in door to door monitoring and advocacy implemented by Health Water Watchers.</p>	<p>Target</p> <ul style="list-style-type: none"> Community Water Watcher Corp. <p>Community Coordinators</p> <ul style="list-style-type: none"> Island Council

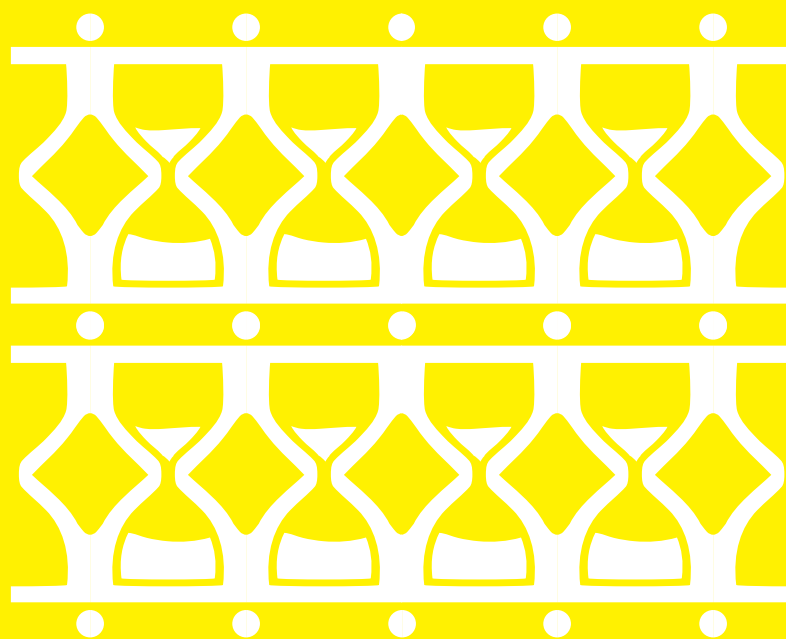
OBJECTIVE & MESSAGE	MEDIUM	DISTRIBUTION
<p>Objective 4</p> <p>To develop a cross sectorial collaborative platform to source and share information at a regional/communitiy level</p> <p>Key message: Monitor Safety of the Water system</p> <p>I am Water" - "A Water Secure Future for Maldives"</p> <p>Outcome:</p> <p>The community becomes more aware and informed at a quantitative and Quantitative level regarding the water shortage and security issues specific to their island, and enables them to develop positive behaviour for future.</p> <p>Primary Targets:</p> <p>Health Water Watcher Group</p> <p>Primary Targets:</p> <p>Different facet of society including</p> <ul style="list-style-type: none"> • School Water Watcher • Health Water Watcher • Community Water Volunterr Corp • Youth Centers • Media <p>Secondary Target:</p> <p>Population -wide</p>	<p>Newsletter - "Island Name" ♥ Water</p> <p>(e.g. <i>Filadhoo ♥ Water</i>)</p> <p>We are Water" - "A Water Secure Future for Maldives</p> <p>Brief</p> <p>Community level Newsletter would be developed locally to complement the national level newsletter developed in the previous phase Stage (c). The newsletter will encompass all activities conducted by different "Water Watcher Teams/groups", within each of the specific institution. The Island Water Watcher Board collaboration with the leaders from each cordinating team will be involved in the design, and distribution of the newletter.</p> <p>A section for will be dedicated to each of the "Campaign cordinating team, which will be allocated: Each section will highlight:</p> <ul style="list-style-type: none"> • Feature relevant to the activity conducted by the water watcher team. i.e. <i>Water Safety on the island/ or a natural feature which is important for securing water security on the island</i> • Research evaluation from their monitoring. Data and information collected from their research will be published in this section • Photo evidence of the acitivities each group did. <p>The Newsletter will also have a common section, pulling together ifnromation relevant to all teams:</p> <ul style="list-style-type: none"> • Event Calendar • News & annocements/ Press Releases • IMportant Contacts • F&Q from readers <p>The Newsletter will be hosted on the official website, and distributed locally through the stakeholder institutions.</p>	<p>Target</p> <ul style="list-style-type: none"> • Island level Population <p>Distribution media</p> <ul style="list-style-type: none"> • Regional Water Watcher Board/ Council.
	<p>Website Phase 3 (Community Blog/ Regional Priority access on the main website)</p> <p>The Regional sections within the national website will have links to the Water Watcher blogs which they individually maintain, as well as links to the newsletter developed by the Water Watcher Teams.</p> <p>The National website will incorporate the locally developed newsletter in its main site. Information featured in the local newsletter and blogs which has relevance nationally will be featured in the main website.</p> <p>The website will have a regional home section, which will enable local news & events to be priortiesed and featured.</p>	<p>Target</p> <ul style="list-style-type: none"> • Island level Population • Regional Water Watcher Board <p>Distribution media</p> <ul style="list-style-type: none"> • Regional Water Watcher Board.

OBJECTIVE & MESSAGE	MEDIUM	DISTRIBUTION
	<p>Information Bureau - "Island Name" ♥ Water (e.g. <i>Filadhoo ♥ Water</i>)</p> <p>We are Water" - "A Water Secure Future for Maldives</p> <p>Brief</p> <p>The Holhuashi in each island will have a notice board, to inform the community and visitors to the island regarding the efforts made by the island to build a water secure future for the island, as well as give them an idea how to be involved and participate in the effort. The Information will include:</p> <ul style="list-style-type: none"> • Island Map of Protected Areas Map of the island which highlights natural features of the islands, which are protected, and monitored, and are significant for securing the water resources on the island. • The Water capacity of the island (Realtime data) A realtime, digital water capacity in quantity (ml), which the School Water Watcher has totaled of the island household tanks, after their research weekly. • "Island Name" ♥ Water Newsletter The most recent Newsletter by the Water Watcher Team will be printed and put on the Notice board for public viewing. 	
	<p>Regional Water Garden - "Island Name" ♥ Water Garden (e.g. <i>Filadhoo ♥ Water Garden</i>)</p> <p>We are Water" - "A Water Secure Future for Maldives</p> <p>Brief</p> <p>Develop a community garden, managed by Water Watcher Capacity team. The garden will be a public space where the community will be able to plant trees, and manage as a community. The garden will help the community to understand the importance of the natural environment, and the value of water for the security and wellbeing of the community.</p> <ul style="list-style-type: none"> • Training for the management of the Garden Specialist training will be given to the community regarding irrigation techniques and natural compost usage. 	



phase 3
Networked

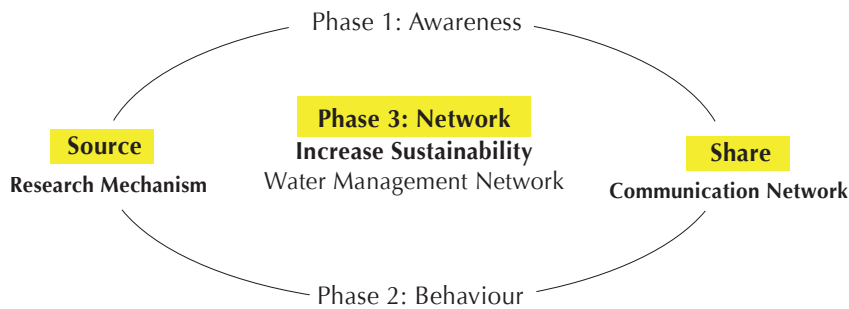
Maldives ♥ Water



PHASE 3: **Networked to enable Sustainability**

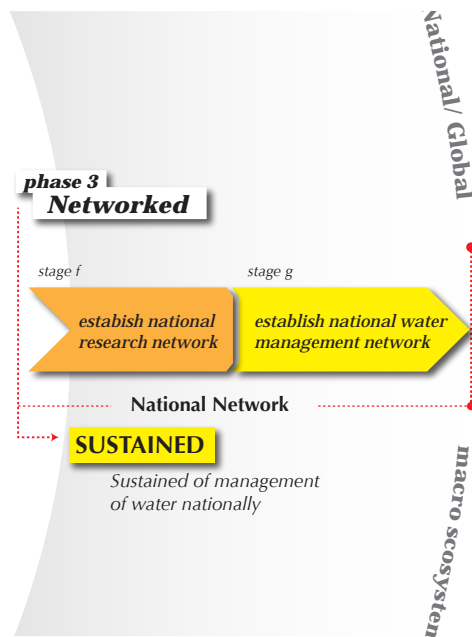
OBJECTIVE

To enable the whole regional cross sectorial network to be sustained, by enhancing its reach nationally. This will be done by implementation of national research mechanism, and a communication structure that would allow information to be sourced regionally, and shared nationally to enable the marketing communication to be sustained in a individually, regionally, and nationally relevant & practical manner.



*Figure 14: Communication plan, phase 3: Transformation model
The model shows transformation of the individual capacity groups into a cohesive whole, a network.*

In the previous phase communities internal capacities were developed to enable them to become active participants and collaborators in an effort to build an independent water secure communities. The last phase of the communication plan, is to enable these independent communities to reach outside their internal communities to build a network of national communities that would be able to share and collaborate in an effort sustainable water management system on a national level.



*Figure 15: Communication plan, phase 3 Stages
The model shows the 2 distinctive stages, which will enable the transformation.*

As shown in *Figure 38*, the transformation is from active internal community network to national networks which collaborate internally as well as nationally, to gain wider access and resources to effect change within community as well as individually.

PHASE 3/ STAGE F***Regional Research Network*****OBJECTIVE**

The Stage (f), is the first stage of the final phase, which would pave the way for sustaining the communication campaign. The objective of the 1st stage is to enable a research mechanism to be implemented to enable data and information to continually be sourced, regarding issues related to water supply (availability and accessibility) and demand (utilization) at a community level, in order that issues related to water management at an island level is shared nationally and understood at regionally specific level.

Key message

“Community is the source of information and the mechanism for change.”

TARGET AUDIENCE

The target groups at the stage will be confined to specific groups and public and private institutions which exists within the island currently. These groups would include generic formal and informal groups, who already has and fulfills a very distinctive purpose within the community and represent majority of the demographics which exists in each community. Certain institutions will have a greater focus on sourcing data, while others in consolidation and analysis, as well as sharing and communication..

THE PRODUCT

There would be enhancement of existing tools to gain wider distribution and access, as well as development of new tools to source data and information from different capacity groups at island level.

MEDIUM	OBJECTIVE/ MESSAGE	DISTRIBUTION
<p>Objective 1</p> <p>The aim is to develop a research mechanism, to enable the Campaign Community Coordinators to continually source information about risks water supply, as well as monitor the capacity for utilization in the future nationally</p> <p><i>“Community becomes the source as well as the mechanism for change nationally”</i></p> <p>Outcome:</p> <p>Able to measure, community risk and protective levels in relation to water security on an island level, nationally</p>	<p>The Establishment National Water security Database - <i>Maldives ♥ Water</i></p> <p><i>We are Water</i>" - "A Water Secure Future for Maldives</p> <p>Brief</p> <p>A national data base will be developed for all regional level Water Watcher Capacity groups to enter data, qualitative and quantitative, based on their specific region. Thus enabling all regions to share data, as well as to view the overall national water security of the country.</p> <p>Sourcing Primary research data</p> <p>Each Water Watcher Group will be given access through a user name and password, specific to their region, to enter the data they have collected on a standardised data sheet. They will only be given access to their region, and their scope of study</p> <ul style="list-style-type: none"> • School Water Watcher <ul style="list-style-type: none"> • Daily Weather data collected using the digital weather station will be logged in to the data base • Weekly Water Capacity level in household tanks, will be logged into the data base. • Photographs and labels of natural significant spaces, and their qualitative studies will be entered in to the database. • Health Water Watcher <ul style="list-style-type: none"> • Quarterly Assessment of Water Quality of household Tanks and Wells will be entered in to the database. • Community Water Watcher Corp <ul style="list-style-type: none"> • Quarterly Assessment of positive and negative behaviour observed during their housecalls would be logged into the data base • Photograph and activity calendar Water Watcher Corp will be logged in to the data base • Island Water Watcher Board <ul style="list-style-type: none"> • Upload and update event Calendar to be shared nationally, in regards to activities arranged within the community, to enable resource sharing. 	<p>Target</p> <ul style="list-style-type: none"> • Schools Water Watcher • Health Water Watcher • Community Water Watcher Corp • Island Water Watcher Board • National Water Watcher Board

MEDIUM	OBJECTIVE/ MESSAGE	DISTRIBUTION
<p>Objective 2</p> <p>The aim is to continually monitor and evaluate the progress and activities of the communication campaign in a sustainable and standardised manner</p> <p><i>“Sustaining and maintaining communication within a standardised framework”</i></p> <p>Outcome:</p> <p>Able to measure the progress islandwise, in regards to activities implemented by each Island Water Watcher Board.</p> <p>Primary Targets:</p> <p>National Water Watcher Board/ Island Water Watcher Group</p> <p>Secondary Target:</p> <p>All Inter- Island Water Watcher Groups</p>	<p>Reviewing and Assessing the National Water security Database - <i>Maldives ♥ Water</i></p> <p><i>We are Water</i>" - "A Water Secure Future for Maldives</p> <p>Brief</p> <p>The National Water Watcher Board/ Working group chosen at the initiation of the communication plan, representing different stakeholders, will have access to the National Database. The Progress of the activities related to communication plan and data entry as well as water security level at household as well as island community level can be measured by the Board.</p> <p>A review of will be done annually by the National Water Watcher Board, in 2 folds:</p> <ul style="list-style-type: none"> • Reviewing and Monitoring the progress of the communicaton campaign <p>Identifying the frequency as well as consistency of data entry, regionwise, as well as group wise will be assessed. Their progress will be published in the main website, in order that the island/Group, know each others progress level, and ensure a elvel of competitiveness, to enable communication plan to be implemented as intended throughout the nation.</p> <ul style="list-style-type: none"> • Monitoring & Evaluation of the level of water security on a regionally specific level <p>The National Water Watcher Board will be able to access the data base for all region, and evaluate the level of water security, in a qualitiative and quantitative manner specific to the region. A report will be made public annually, which can be shared initiatlly with the government agencies, then with the media/public.</p>	<p>Target</p> <ul style="list-style-type: none"> • Water Watcher Boards

PHASE 3/ STAGE G***Establishment of a Water Secure Future for Maldives*****OBJECTIVE**

The Stage (g), is the final stage the campaign, where the objective is to enable the communication campaign to be sustained by sharing & utilization the information collected by the established Water Watcher Capacity Groups, at regional level. The data and activities implemented and sustained regionally will be shared using different mediums to gain enable the awareness to be sustained in a regionally relevant manner.

Key message

“Share capacities to sustain water security nationally”

TARGET AUDIENCE

The target audience for this phase will be the water watcher Capacity groups, as well as the general public, to enable them to view real quantitative data and research in regards to water security

THE APPROACH

The approach is a universal approach, where mainstream communication would be utilized to share information and views expressed at independent community level to a broader national level audience which would include the general population, but also national level government authorities and public institutions. This approach will empower small groups and even individuals to share information in a national forum, to create awareness at national level, and gain public and government support to sustain their efforts regionally.

THE PRODUCT

The products would be mainstream similar to media used in the initial phase “Identify with the Problem”, with more concentration of mediums with national level coverage, including, Radio & Newspaper. A standard template would be developed which can be continually utilized to feature information from different community groups, and regions, in order to allow them gain national coverage.

MEDIUM	OBJECTIVE/ MESSAGE	DESIGN DEVELOPMENT
<p>Objective 1</p> <p>To enable the general public to gain a better understanding of real water security issues and solutions in a regionally relevant manner.</p> <p>Key message: Share information to Sustain communication</p> <p>We ♥ Water" - "A Water Secure Future for Maldives"</p> <p>Outcome:</p> <p>The community becomes more aware and informed at a quantitative and Quantitative level regarding the water shortage and security issues specific to their island, and enables them to develop positive behaviour for future.</p> <p>Primary Targets:</p> <p>General Public/ National Water Watcher Board</p> <p>Primary Targets:</p> <p>Different facet of society including</p> <ul style="list-style-type: none"> • Government Agencies • Media 	<p>Website (Phase 4)</p> <p>Brief</p> <ul style="list-style-type: none"> • The information sourced in the National Database, will be made public through the website. The data will be consolidated nationally as well as regionally so that the data can be viewed by the public within different ecological levels, in the forms of graphs and reports. The national level and regional level data can be updated and viewed daily. • The Water Watcher Blogs will also be placed on the website which can be viewed as a whole on a national level as well as regional level, to gain understanding in regards to actual water security within different time and space. <p>Managed</p> <p>National Water Watcher Board</p> <p>Size</p> <p>A4</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Campaign Website.
	<p>Newsletter - <i>Maldives ♥ Water</i></p> <p><i>We are Water</i>" - "A Water Secure Future for Maldives"</p> <p>Brief</p> <p>A National level Newsletter will be published quarterly to supplement the regional level Newsletter. The National level Newsletter, will consolidate regional level sections of the different water Watcher groups into national water watcher group sections:</p> <ul style="list-style-type: none"> • Section 1: National School Water Watcher Group • Section 2: National Health Water Watcher Group • Section 3: National Community Water Watcher Corp. • National Event Calendar. <p>Each Section will have a space for an article related to their Water Watcher group, which has national relevance, as well as quantitative and qualitative data collected by each group, evaluated and analysed on a national level.</p> <p>Managed</p> <p>National Water Watcher Board</p> <p>Size</p> <p>A4</p>	

MEDIUM	OBJECTIVE/ MESSAGE	DESIGN DEVELOPMENT
	<p>TV/Radio News Slot - <i>We ♥ Water News</i> Key Message: "The National Water Update"</p> <p>Brief The National Newsletter will be used to develop a reportage on water security situation/ communication activity by different Water Watcher groups in a nationally relevant manner. The report will be scripted using the national newsletter, and a slot will be secured in National News Network, 8 o'clock news for this report. The News reader could read the press release, and photos, and video relevant to the news will be provided. Like the Weather after the news there will be a section dedicated to the "Water Update", which can outline any of the following:</p> <ul style="list-style-type: none"> • A brief outline & research data collected by water watcher groups • A special interest piece on an issue taken by regions water watcher group. <p>Duration i minute</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Mainstream TV Channel.
	<p>National Newspaper Article - <i>Maldives ♥ Water</i> <i>We are Water</i>" - "A Water Secure Future for Maldives</p> <p>Key Message: "The National Water Update"</p> <p>Brief</p> <ul style="list-style-type: none"> • A full page will be secured in a major National Newspaper (Physical as well as Online) to share information in the National Newsletter nationally on a monthly basis. A full page article titled "The Water Update" will be developed to communicate information sourced regionally, as a nationally relevant article, similar to the TV/radio News Report. <p>Size Full page</p>	<p>Target</p> <ul style="list-style-type: none"> • General Public <p>Distribution media</p> <ul style="list-style-type: none"> • Mainstream Newspaper.

CAMPAIGN SCHEDULE

CAMPAIGN SCHEDULE

The Social Marketing Communication Campaign Schedule will state the estimate number of days the campaign will take to implement all the phases as elaborated previously. Each phase pave the way for the next phase, in a sequence of choreographed as well as indirect actions, activities and communications. Majority of the activities and actions are sustainable and will continue after the campaign period elapse officially. The duration of the Communication Campaign as set in the schedule will take approx. 1 year to implement fully. The initial Phase 1: Empower will, which is requires national level implementation requires most of the communication mediums to be developed, taking approximately 117 days total. Following the 1st Phase the next 2 phases should realistically be piloted in two distinctive islands, before wider national implementation.

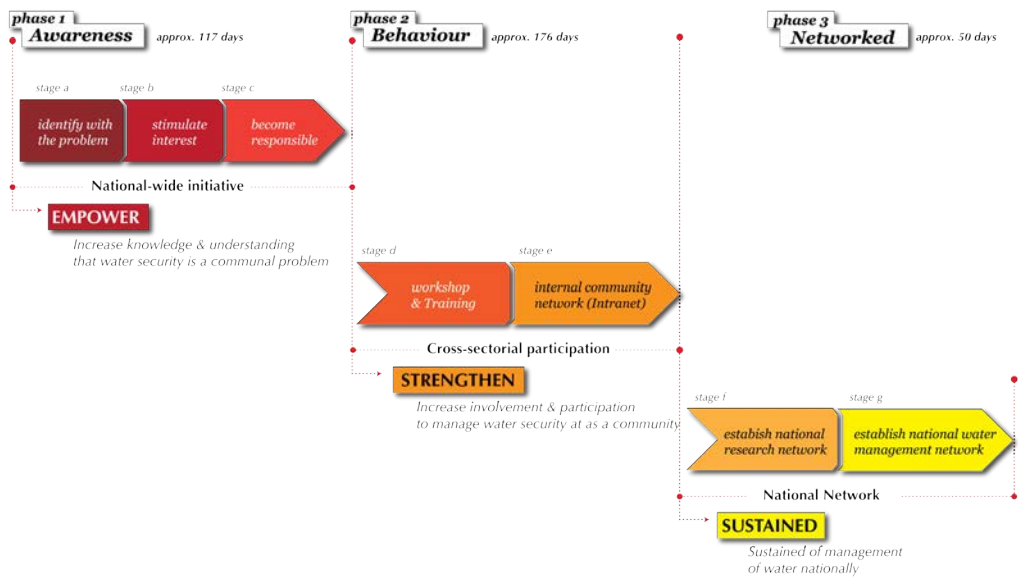


Figure 16: Social Marketing Communication plan schedule (Check Appendix for detail)

MONITORING & EVALUATION FRAMEWORK

INTRODUCTION

The effectiveness and impact of the communication activities and tools, will be continually monitored and evaluated within a standard framework. The framework will allow, continual watching, observing, checking and keeping track of the progress of how the communication plan is implemented in terms of coverage and delivery, and evaluated in terms of its effectiveness to reach the target audience and create an impact on awareness and behaviour.

OBJECTIVE

Visibility & Coverage

To measure the visibility of the social marketing plan, within the intended geographical area, as well as how much the communication becomes salient as well as evoked within the minds of the intended target audience.

Impact & Change

To determine the extent to which the activities and mediums designed in the communication plan is having or has had on the desired impact on actual behaviour of the intended target audience and institutions.

Evaluate & Improve

Continual mechanism to assess the visibility/coverage as well as impact and change within every ecological level, national, and regional, in order that the communication plan can be fine tuned and improved within the context of time, as well as take advantage of opportunities that might arise with time.

ROLES & RESPONSIBILITY

Within the communication plan designated groups have been set whose responsibility is to monitor and evaluate the progress of the communication plan. As the communication plan progress, the responsibilities become decentralized in correspondent to the phases, culminating in a sustainable mechanism whereby the communication is continually monitored and evaluated at every ecological level, i.e. national, island community, as well as interest based.

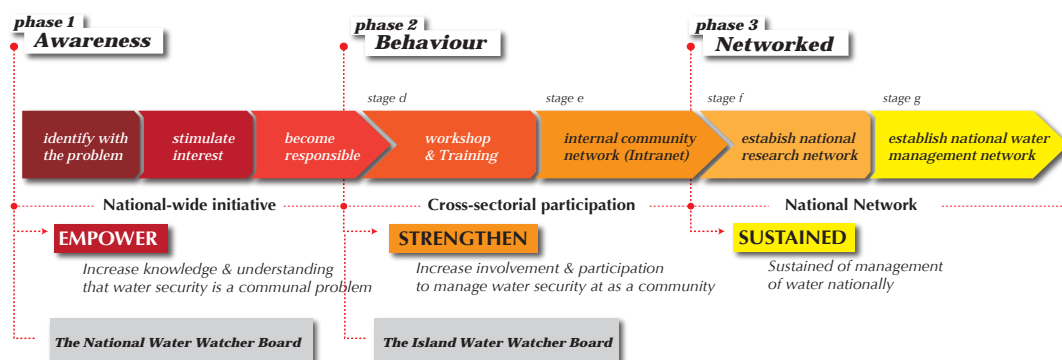


Figure 17: The Sequential Set up of Water Watcher Boards, at National and Island level within the communication plan

National Water Watcher Board

The National Water Watcher Board will be set by at the initial stage of the communication implementation, at Phase 1/Stage (a), Internal Communication plan briefing. The board will be composed of diverse stakeholders, at national level who has a stake in the water security at national level, which will include a representative from:

- Ministry of Environment and Energy
- Ministry of Education
- Ministry of Health
- Ministry of Tourism, Art & Culture
- Maldives Metreological Center
- Ministry of Home Affairs
- National Disaster Management Center

Roles

Their role & responsibility will include overall monitoring and evaluation of the national social marketing communication campaign, by communicating and assisting by continually monitoring the activities of the island Water Watcher Board. The National Water Watcher group will be in charge of the nationwide mediums, which will include national level website, and National level Newsletter, is representative of the input provided by the Island Water Watcher group, and continually updated

Island Water Watcher Board

The Island Water Watcher board will be set up at the 2nd Phase/ Stage (e), Establishment of the Internal Community Network. The board will be composed of A representative from each of the Island wise Water Watcher Groups, from different institutions and Community groups.

- Council President
- School Water Watcher Group (Student/ Teacher & SMT)
- Health Water Watcher Group (Nurses, Doctors, Health Workers)
- Community Groups (Youth Association/ WDC)
- Business Water Watcher Group (Farmers/ Fisherman/ other Businesses)

Roles

Their role & responsibility will include overall monitoring and evaluation of the activities of Water Watcher groups, and reporting quarterly or weekly to the National Water Watcher Group regards to the progress of the Campaign. The Island Water Watcher Group will also be in charge of the implementation of the workshops, and training, as well as distribution of mediums and activities within the island in regards to the communication plan. They will require that regional level Newsletter and Website is continually updated and inclusive of the activities and data collected by the diverse Water Watcher groups within the island.

THE ADMINISTRATION OF THE BOARDS

The Inter - Island Water Watcher Boards will be represented by a member of the each othe Water Watcher Groups, selected by the group by voting. The Boards will be renewed annually through an Annual General Meeting which will be held at each island, where their achievements and targets can be presented.

The national Water Watcher Board will be represented by Specialist from different fields related to water security, involving mainly government institutions, and their members will be selected by the insitutions themselves, and the duration and method of selection should be based on time and expertise they can offer. The National Water Watcher Board will also have to have a Annual General Meeting, to present their acheivements, targets and progress of the communication plan.

STRUCTURE & PROCEDURE

The Monitoring and Evaluation falls within the overall communication plan, and is an integral mediums within the communication plan. The allocated monitoring structure and formulation of the monitoring and evaluation boards will be formed within the time allocated in the communication plan.

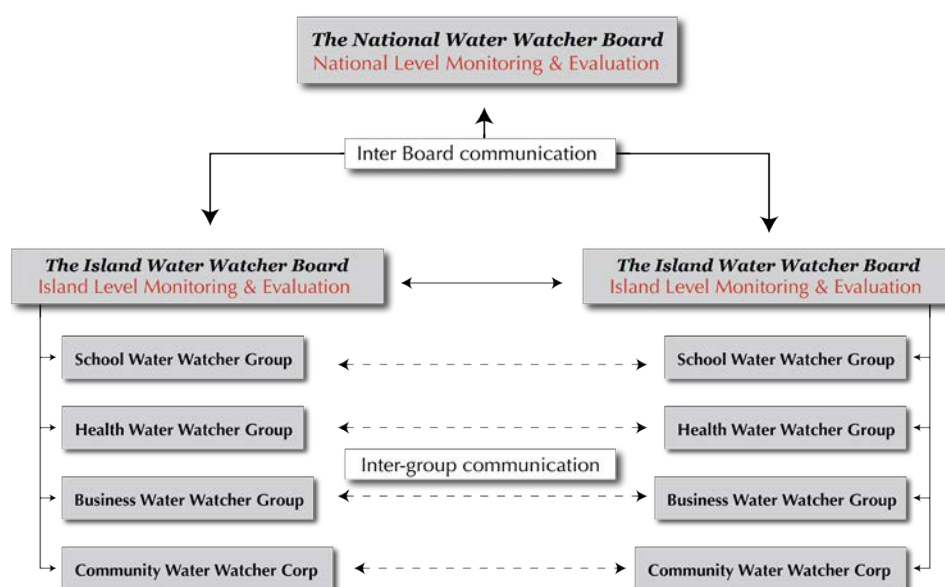


Figure 18: The structure of the communication network of monitoring and evaluation boards

The figure above shows how the monitoring structure will be set up, where the National Water Watcher Board which is set up at the initial phase, will become the main hub, from which all the island level Monitoring and Evaluation will be overlooked. During different phase of the communication plan the different levels and components of the monitoring and evaluation framework will come into place and will be set up. From the initial phase monitoring framework will be more centrally managed, by the National Water Watcher Board, while at the end of Phase 2, Regional level framework for monitoring and evaluation will come in to being. The final phase will culminate in the setting up of a real-time monitoring and evaluation framework, which will also sustain and continually evaluate the performance of the communication plan, and behavioural change engineered by the plan.

Phase 1

The National Water Watcher Board set up at the initial stage will be the sole monitoring mechanism. During the initial Phase 1, majority of the mediums are mainstream passive mediums, which require national level implementation, using national coverage. Thus the National Water Watcher Board will monitor and evaluate the visibility/coverage and impact of the mediums implemented, at the end of the phase, using Questionnaires & Observation.

Performance Indicators

Questionnaires

The Questionnaire methodology will be designed to assess the performance of the mediums implemented within the phase 1, where target audience randomly selected, will be asked to answer questions related to their level of exposure, attention, comprehension of the message intended

Figure 15: Social Marketing Communication plan schedule (Check Appendix for detail)

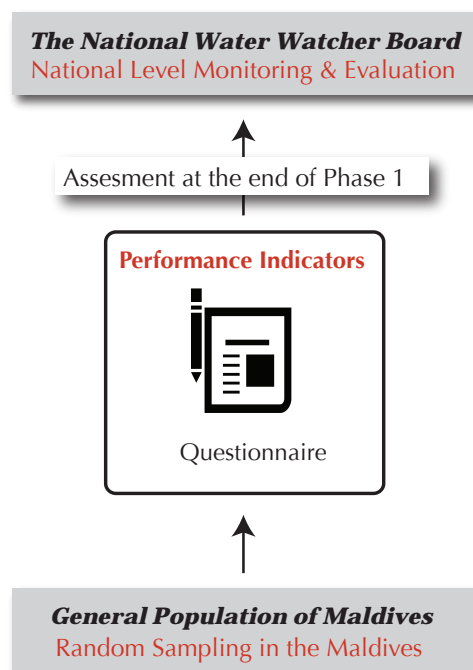


Figure 19: The method of monitoring and evaluation at the end of Phase 1

Quantitative Survey from Digital Mediums

After the set up of the Campaign Website/ Campaign facebook page & Twitter Account, at the end of the Phase 1 Stage (a), monitoring of real quantitative data could be collected on level of website views, Facebook likes and comments, as well as twitter share and retweets, as well as followers. The RSS subscription from the Website will also be an indication that could be monitored continuously.

Phase 2

At the end of Phase 2, the Island Water Watcher Board will be set up to monitor the capacity groups set up regionally during this phase. The island level board will be liable to implement and overlook the implementation of the behaviour led activities within the island, as well as report to the National Water Watcher Board regarding the progress and effectiveness of the activities being implemented as part of the communication campaign.

Performance Indicators

As part of the Phase 2, two distinctive mediums will be implemented to communicate the information and data collected by the Inter-island Water Watcher Groups. These mediums, which include a regional level Newsletter and regional website interface on the National Website, will help in documenting the activities implemented at island level, while at the same time, help monitor the progress of the communication plan at island level. They will also be obligated to review the activities of the Inter-Island Water Watcher Groups, to the National Water Watcher Board for review and Assessment.

Regional Community Newsletter

The regional Newsletter which will be developed using the data, information and documentation collected by different Inter-Island Water Watcher groups, and distributed at regional level, will act as a monitoring mechanism to review the progress of the activities stated in the Phase 2 of the communication plan.

Regional Website Interface

The regional website update of the information collected and documented by the Inter-Island Water Watcher Groups will act as a secondary monitoring medium, which the general public will have access to, and able to review the progress.

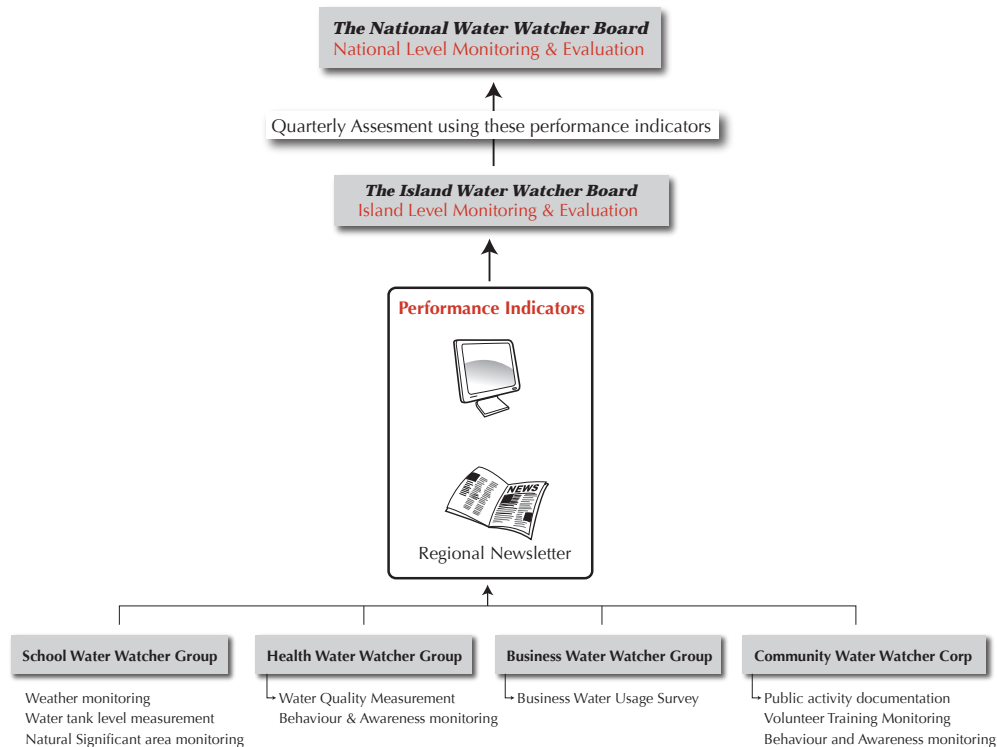


Figure 20: The method of monitoring and evaluation at the end of Phase 2

Phase 3

At the end of Phase 3 Stage (f), a National level Database will be implemented, to monitor the Water security of the Maldives, at Island level. The data collected by each Inter Island Watcher Groups will be entered in to this National Database, quantitative and qualitative, to enable National Water Watcher Board to measure the National Water Security of the Maldives, as well as enable continual real time monitoring and evaluation of the effectiveness of the communication plan.

In addition at the end of Phase 3 Stage (g), the final stage, the mainstream mediums, i.e. National Newsletter, Newspaper Articles, and TV/Radio News Updates, will source information from the regional level website, and Regional Newsletter to share a consolidate view of different aspects of Water security in the Maldives. The level of Article and News Report made using regional sources, enable continual monitoring and assessment of the effectiveness of the social marketing plan.

Performance Indicators

During Phase 1, the National Water Security Research Database as well as sustainable awareness campaign utilizing communication products developed regionally will enable the implementation of a research based and sustainable communication plan, which will continue to create awareness and behaviour change which is relevant at each ecological level. These mediums which will be created at the end of Phase 3 will become the communication mediums, as well as the infrastructure from which the communication plan will be continually monitored and evaluated.

The National Water Security Database

The National Water Security Database, will form the core of the monitoring and evaluation framework at the end of Phase 3. The Data and information collected by different Inter-Island Water Watcher Groups will be inputted, straight to the data base, which can be accessed region wise, group wise, as well as nationally by the National Water Watcher Board. This will enable different stakeholders, to access real-time information in regards to the level of progress of the communication plan, as well as the level of Water security at a given time and space.

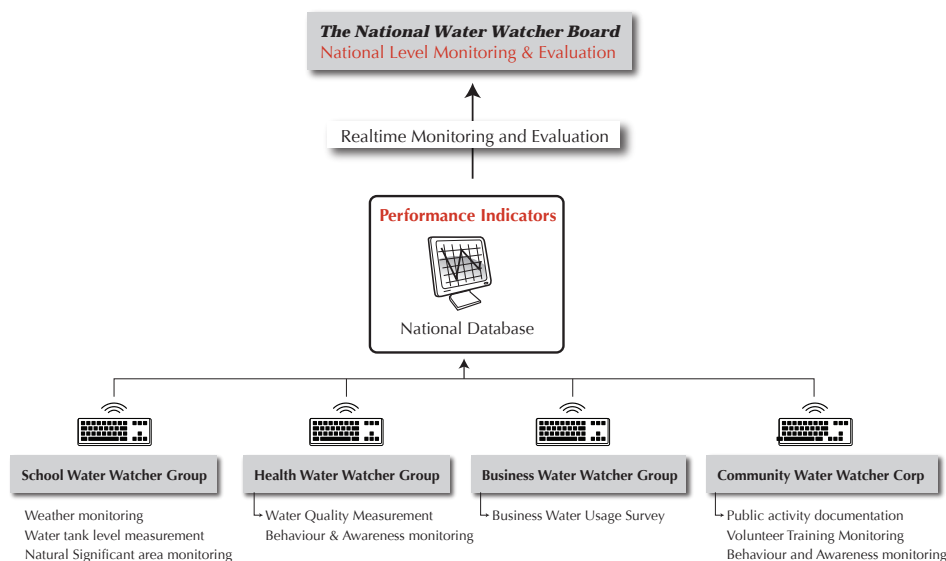


Figure 20: The method of monitoring and evaluation at the end of Phase 3



Appendix