

General Approach to Raise Public Awareness of Sustainable Water Use as Part of IWRM

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Motivation

Lack of progress in IWRM implementation in many countries is associated with the **need to improve public education and awareness** on water conservation issues

It is related to water use and availability with clear relevance to **climate change, population growth, land use alterations**, and other external forces



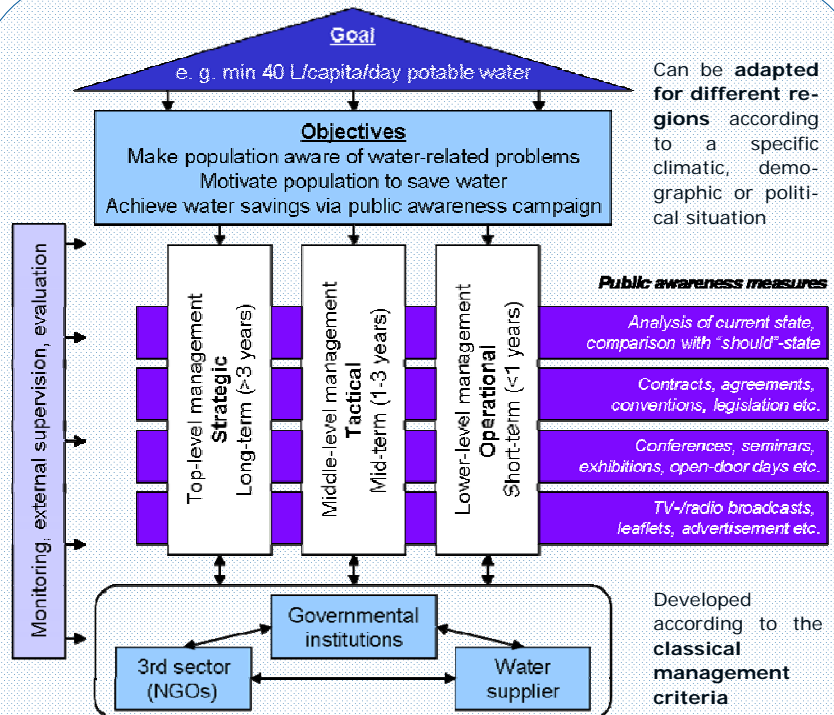
Poster promoting rational water and land use (UN Convention to Combat Desertification, 2006)

Objective

Develop a general approach to raise public awareness (PA) of sustainable water use, which can be **applicable worldwide**

- **Effective tool** for NGOs, stakeholders, politicians and other decision-makers
- **Input to the overall IWRM concept** for hydro- and climate-sensitive regions (e.g. Mongolia, Oman, Saudi Arabia, Brazil, Ukraine)

Proposed approach



Can be **adapted for different regions** according to a specific climatic, demographic or political situation

- Based on 3 principles: **information, motivation, new technologies**
- **Communication** between supra-national and governmental organisations, NGOs, water suppliers and consumers important
- Role of **NGOs** should be **strengthened**

- Expected water savings** with no influence on comfort and hygiene:
- **ca. 5%** of initial water consumption on short-term basis (<1 years)
 - **ca. 10%** on mid-term basis (1-3 years)
 - **up to 20%** on long-term basis (>3 years)

Examples on raising public awareness of sustainable water use

Germany (Frankfurt on Main)

- 1991-1997
- **Decrease of water consumption by 19%** from 148 to 120 L/c/d
- PA campaign "I save water" realized by a **local water supply company**
- **Information and advertisement** on water-saving equipment
- Shows important role of **governmental organisations** in raising PA

USA (Austin)

- 1983-2003
- **Decrease of water consumption by 25%** from 221 to 165 L/c/d
- **Constraints on excessive water consumption** (Emergency Water Conservation Ordinance)
- Revision of **legislation**; development of **new regulations** and **recommendations**; realization of PA campaigns

Syria (Damascus)

- 2005-2008
- **Decrease of water consumption by 20%** from 700 000 to 560 000 m³/d
- **Realized by NGO** German Development Service (DED)
- **Two target groups**: children under 15 years old and housewives
- Information/motivation via **cartoons** and **drawing competitions**

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