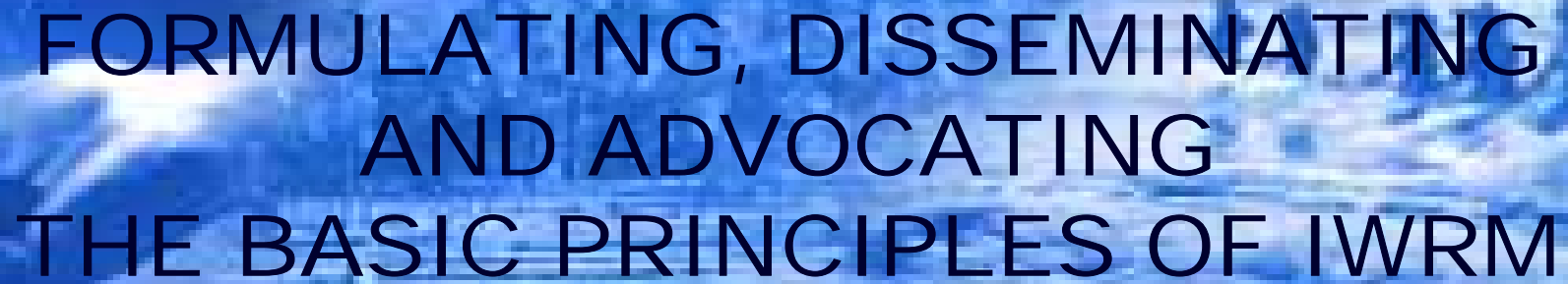


# HOW THE BASIC IWRM PRINCIPLES BEST BE FORMULATED, DISSEMINATED AND ADVOCATED

## Group 1

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# FORMULATING, DISSEMINATING AND ADVOCATING THE BASIC PRINCIPLES OF IWRM

- For any group of people, the knowledge on IWRM concept is necessary. IWRM is a process which has been recognized as one of the best approaches towards sustainable and effective water resources management. It is a process which may be globally accepted but its concepts and basic principles must need to be addressed to everyone for adoption
- Attempts had been made to establish a coordinated development and management of water resources but earlier efforts made were not enough to solve all the water issues until IWRM emerged as an alternative to remedy these problems.

# FORMULATION OF BASIC PRINCIPLES OF IWRM

- Formulation of basic principles of IWRM comes first before disseminating and advocating it for adoption. Basic principles answer such question like, "Why do we need integrated water resources management?" Formulation then can be best done by:
- Identification of all issues and concerns on water and related resources can be conducted through consultations with different stakeholders. (Is there an equitable resources distribution in the basin? Are there conflicts among the various users?)
- Assessment of resources to suit development and objectives of IWRM. (How much resources are available for allocation?)
- Analysis of water and related resources uses and functions as well as the economic, social, environmental and health values of these resources. (How can the resources be distributed to the various users to avoid conflicts?)

# DISSEMINATION AND ADVOCACY OF IWRM

- Disseminating and advocating IWRM is not an easy job because this is the initial step in the attainment of our goal of an economically and environmentally sound water management system. We have to introduce its concepts and principles to different groups of people.
- **Target Groups:**  
Three groups of people to which we need to disseminate and advocate the basic principles of IWRM are as follows:



# Target Group

- *Target Group No. 1.* Heads of different agencies, administrators, community leaders, local, provincial and national officials, planners, policy makers and stakeholders who are directly involved with water resources management.
- *Target Group No. 2.* Managers, officers, academicians, politicians, civil society organizations who are partly involved in water resources management
- *Target Group No. 3.* Public or the people, students, consumers, various users and other groups who know nothing or have low awareness on water resources management.

# Steps in Disseminating and Advocating IWRM

1. Conceptualize on to whom and how you will advocate the process. (Who are your target groups? What are your mechanisms and strategies for an effective dissemination and advocacy to every target group?)
2. Establish/organize a group or task forces responsible in transforming the concept into action.
3. Make a detailed analysis of your action plans. (What are the activities to be done?)
4. Allocate a budget to support the implementation of the action plans.
5. Conduct monitoring and evaluation. Follow ups should be done by soliciting the feedbacks of our target groups on the process/system we are advocating.

# Dissemination of IWRM

The main objective of dissemination is to raise the awareness of the target groups on the concept of IWRM. This objective can be attained by:

- Participation of mass media. Different scenarios of a country's water resources of having and without IWRM may be plugged in between movie and television shows and even in radio programs. Including an article about IWRM in newspapers, magazines and other reading materials and film showing on what is really IWRM is an effective medium also.
- Conduct of workshops/seminars on IWRM by the different agencies by inviting speakers and lecturers who are already well versed in all aspects of the IWRM is an effective way to educate and to make people understand the situation within a river basin. Water managers, stakeholders, academicians, environmentalists, economists, NGO's and various users could be invited as participant.
- Distribution of leaflets, handouts and fliers defining IWRM, enumerating its objectives and importance, who are the beneficiaries and how it will be implemented is a kind of massive information drive.
- Putting up of billboards along the highways and roads with a simple reminder on how we can contribute to a healthy environment is also an effective medium in disseminating IWRM

# Advocating IWRM

Advocacy of IWRM can be accomplished in different strategies depending on the kind of target group. Their positions in society, cultures and their way of thinking should be taken into consideration before introducing the topic or the process we want to advocate.

## *For Target Group No. 1*

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- Advocacy can be accomplished by encouraging them to participate in international study tour to learn from other countries how IWRM is successfully implemented.
- Inviting them to participate on local and foreign training courses where they can gain more knowledge in different aspects of IWRM is an effective advocacy program for this group.
- Requesting for their attendance in conferences, consultative meetings and seminars/workshops conducted to resolve issues and concerns on water and related resources management.
- Different strategies on how we approach this group should be well studied and prepared before we start to advocate IWRM principles because some may tend to be critical on the topic because this maybe a hindrance to their plans and some may tend to be open and accommodating because of their experience in water management.





# Advocating IWRM

## *For Target Group No. 2*

- Case studies which include IWRM principles are to be conducted wherein this group can participate is a good start of advocacy training program.
- They can be assisted by a person who's an expert in IWRM (consultant) in their research works and data gathering and this will be the best opportunity for them to learn more on a holistic approach of water resources management.
- Training courses and workshops on IWRM are the best avenue towards learning the whole process of IWRM. This group may find the process as a useful guide in their jobs/works.



# Advocating IWRM

## *For Target Group No. 3*

- We may introduce the concept of IWRM to this group by making them understand their role to a conducive environment and their participation in the implementation of this process. Maybe this is the starting point to address our concerns until we will arrive to a certain point wherein they will fully realize the role of IWRM on the country's development.
- Inclusion of IWRM in the curriculum of water related courses offered in different universities is vital in the creation of water professionals educated in IWRM.
- Encouraging and motivating the students to participate in activities on the preservation and conservation of our natural resources. Conduct of painting contest with a theme on IWRM is also a good starting point of advocacy for this group of people.
- Even the students in grade school should be given the opportunity to understand what is being implied by the process of IWRM. Poster making contests with motto related to water conservation are some of the activities which are a good start to introduce IWRM even to the youngest generations.



# CONCLUSION

- IWRM is a process that is applicable to all sectors, promotes participation to all levels, harmonizes development to meet future demands which includes restoration and sustainability of water and other related resources.
- Advocacy of IWRM concepts and principles to all levels of people is the basic step of contribution to the development of the nation.



THANK YOU

