



RAND WATER

PRESENTATION

3 December 2009

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**1st International Conference of the Global
Water Operators' Partnerships Alliance**
Raising Awareness and Communicating the Urgency to Act
Zaragoza, Spain. 3-4 December 2009



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Water Operators' Partnerships Alliance Raising Awareness and Communicating the Urgency to Act

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INTRODUCTION

- Background
- Defining Rand Water
- Area of Supply
- Rand Water brands
- Water Wise
- Rand Water Corporate Social Investment
- Rand Water Foundation
- Conclusion

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BACKGROUND

- South Africa like the rest of the world, is faced with number of challenges that impact on both individuals as well as organizations. To mention but few: poverty, education, global warming and HIV/AIDS.
- In addition, South Africa is largely a semi-arid, water stressed country. Nationwide, average rainfall is about 500mm. To overcome this challenge and eradicate backlog many large storage dams have been build by the SA Government: Department of Water and Environmental Affairs (DWA)

DEFINING RAND WATER

- Rand Water is wholly owned by DWA
- Its strategic objectives are aligned to those of DWA's national water services objectives and to create the energy of the private sector with the responsibility and national development mandate of the public sector.
- Greater demands on State Owned Enterprises (SOEs) to contribute to national socio-economic development goals

Defining Rand Water continues...

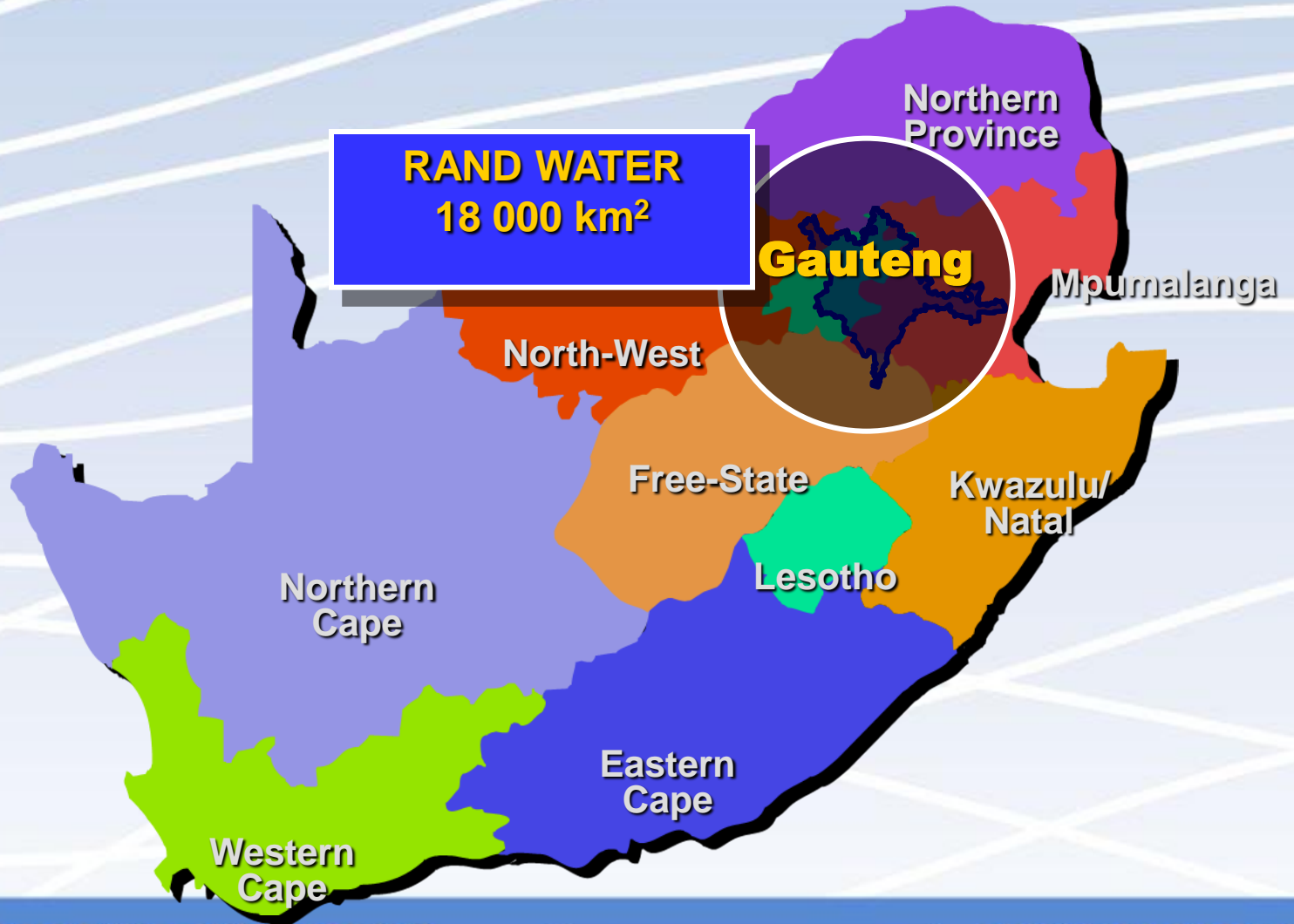
Vision

To be a provider of sustainable, universally competitive water and Sanitation solutions for Africa

Area of operation

Area of supply and service cuts across four provinces namely: Gauteng, Mpumalanga, North West and Free State.

AREA OF SUPPLY



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RAND WATER BRANDS



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WATER WISE

- Water Wise® is Rand Water's environmental brand, aimed at increasing awareness of the need to value water and to use it wisely.
- Water resources are under tremendous pressure from a growing population, ongoing development, pollution, wetland destruction, alien invasive plants and the effects of global warming.

WATER WISE

- The amount of water available for use remains the same, and despite plans to increase storage capacity through new dams or transfer schemes, predictions are that the demand for water will outstrip supply by 2025.
- The only answer to this dilemma lies in changing people's behaviour to use water more wisely, and in this regard Rand Water's Water Wise campaign is visionary. It has partnerships and developing relationships for over a decade, bringing the Water Wise message to Gauteng and South Africa.

Water Wise Principles



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WATER WISE MESSAGES

The messages are informed by the principles, simply:

– **Respect Water, Respect Life**

- All life on earth needs water in order to survive, without water, everything would be dead.

– **Don't waste water**

- If you waste something, you use too much, or use it for no purpose

WATER WISE MESSAGES

- **Don't pollute water**
 - If you pollute something, you spoil it by making it unclean or dangerous.
- **Environmental Action**
 - Action means to do something. If we see an environmental problem we must do something about it.

WATER WISE MESSAGES

– Pay for water services

- Yes, water is free but in order for each one of us to receive enough clean, healthy water from our taps we have to pay for it. We have to pay for the infrastructure and people that brings this clean, healthy water to us.

– Conserve water, Conserve the environment

- Water is important for all life on earth and that is why we need to conserve it. To conserve something means that we care and protect things against neglect and damage.

WATER WISE TARGET MARKET

- Communities- lower (LSM'S)
- Green Industry- Home and Garden- Higher (LSM'S)
- Youth Market (Schools)
- Municipalities and 4 Main Metros
- Sector Partners and like minded organisations

Rand Water Website and Intranet

- www.randwater.co.za
- Home & Garden section

Home
Environmental Management Services

Better, Smarter and Greener



Rand Water has a strong environmental and social ethic, and strives to protect the environment and its scarce water resources to ensure a sustainable water supply into the future. As a result of this drive, Rand Water's Environmental Management Services has developed expertise in a number of fields:

- Horticulture activities, landscaping and related maintenance and contract management
- Flowers and floral displays
- Environmental management, environmental compliance, reinstatement & rehabilitation
- Water conservation research and education (Water Wise).

Rand Water Environmental Management Services is made up of both line and functional sites. Line sites (direct management) include Rietvlei, Zwartkoppes, Nursery, Emhlangeni pipes, Panfontein, Water Wise, Research, Reinstatement, ESA's, Analytical Services, Process Technology and other projects. Functional sites (indirect management) include Bulk Water Distribution, Zakerbos and Viewswang.



- **Research: Water Wise**
 - [Freedom Park - SA's Water Wise garden](#)
- **Reinstatement**
 - [Southern region completed erosion projects 2009](#)
- **Nursery**
 - [Nursery improvements November 2009](#)
- **General**
 - [Zaagatana awards](#)

Previous Next

Rand Water - South Africa > Corporate Responsibility > Home and Garden > Water Wise Gardening
Water Wise Gardening



1. Design

Evaluate the site in terms of the amount of water that falls as rain on the area or arrives as surface runoff.

2. Soil

Soil preparation, although normally focused on as the initial phase when planting or landscaping a garden, is actually a constantly ongoing process all year round.

3. Mulch

Mulching - nature's own protective blanket against water loss. Only deserts in nature don't have mulching to protect them.

4. Irrigation

Many gardeners overwater their gardens, and it is possible to have a lush garden while using much less water.

5. Plant Selection

Careful consideration must be given to the species (type), size and condition of the plant, before buying it.

6. Lawns

In most South African gardens, lawned areas make up a large portion of the garden.

7. Water Features

Aim for minimum size, with maximum effect and limited open pans of water.

8. Vegetable

The shape of the vegetable bed must not allow water run off. Although vegetables are high water users, many methods exist that will assist to produce healthy crops using less water.

9. Trees

Trees help with energy conservation, air pollution reduction and property value enhancement.

1. Use Full Links
2. Posters Available here



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Sponsorship of Water Wise trophies



- Lifestyle - >160,000 visitors
- Garden World - >100,000 visitors
- SA Landscapers' Institute (national competition) for the best Water Wise Landscape.



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RAND WATER SPONSORED WATER WISE EDUCATION GARDEN AT DELTA ENVIRONMENTAL CENTRE.



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DECORATIONS AND DISPLAYS



Water Wise media articles & publications



Away with invasive trees

Rand Water's Linda Hey and Megan Taylor explore how to get rid of invasive trees in your garden or plot, and suggest some attractive indigenous alternatives.

Know the law

There are several existing laws that regulate the removal of trees in South Africa. These include:

- Section 26 of the National Environmental Management Act (NEMA) of 1989:** This section deals with the protection of the environment and the prevention of pollution and degradation of the environment.
- Section 28 of the NEMA:** This section deals with the protection of the environment and the prevention of pollution and degradation of the environment.
- Section 30 of the NEMA:** This section deals with the protection of the environment and the prevention of pollution and degradation of the environment.

Be Responsible, Be Water Wise

For further information on Water Wise, please contact us on 020 555 10 10 or visit www.waterwise.co.za

Water Wise
Conserving Water, Caring for the Environment

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Departamento de Aprovechamiento y Recursos Hídricos
DWA-SAGE

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Water Wise Education Centres

- Delta Environment Centre
- Rand Water Nature Centre
- Vereeniging Nature Centre
- Walter Sisulu Environmental Centre

At these centres the learners and teachers interact with the facilitators, in the form of an interactive workshop, and the centre itself in order to be exposed to the “Water Wise” message.

WATER WISE EDUCATION

- The Water Wise Education Team offers a wonderful learning experience for learners & teachers of nursery schools, schools, & tertiary institutions.
- This service offers edutaining (educational & entertaining) workshops, tours & education material in which a number of hands-on methods are used to impart the “Water Wise” message, & which supports outcomes based education.
- The ultimate goal of this service is for teachers & learners to become ambassadors of the “Water Wise” message and live a “Water Wise” lifestyle.

WATER WISE EDUCATION

- Rand Water's Water Wise Education Programme offers a variety of water education programmes (from grade R-tertiary), which focuses on the importance of water for all life on earth.
- These programmes empower learners to become Water Wise, which means to become responsible for this vital resource.
- The programmes cover all the aspects of water from water in nature, water supply, pollution, purification, water use in the home, industry, and agriculture to wastewater treatment and the return of water into the natural environment where it once again forms part of the natural water cycle.

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WATER WISE EDUCATION

- **The Age Group this Service aimed at?**
 - The Water Wise Education Team offers this service to:
 - * Nursery schools: Age 4 – 6
 - * Schools: Foundation, Intermediate & Senior Phase (Grades 1-9),
- **Further Education & Training Band (Grades 10-12) Learners & Teachers, and**
- **Tertiary Institutions, especially trainee teachers.**

WATER WISE EXPERIENTIAL CAMPAIGNS

- **Educator Resource Material** - School Kit (including workbook, posters and Sunday Times Read Rite Supplements). The educator resource material consists of fun-filled skills development aids designed to provide educators with the tools to help learners develop life skills necessary to lead fulfilled lives.
- **Educator Training** - The Star-in-You team organises a trainer visit to all participating schools. This entails a presentation of the programme to the staff, helping the school to get the most out of the programme.

WATER WISE EXPERIENTIAL CAMPAIGNS

- **In School Awards Programme** - each school receives 30 STAR wall charts, merit badges and merit certificates. The School Awards programme is a simple, yet effective way for educators to recognise and reward the star qualities in their learners. These awards help build confidence and assertiveness and enables learners to appreciate their STAR qualities as well as those of their peers.
- **Star-in-you Club** - The aim of this exciting initiative is to show that the schools and learners care about their community. The idea is that schools select a worthwhile project for their club to tackle during the year.

WATER WISE EXPERIENTIAL CAMPAIGNS

- **Educational Roadshow** - This edutaining road show features characters from Kellogg's, and Rand Water's Tap Duck: MANZI. It is professionally scripted, choreographed and presented to all participating schools, bringing the key messages of the Star-In-You programme home to the learners.
- **Kids Choice Awards** - The Kids Choice Awards empowers children to recognise the STARS in others and gives them a voice to let those nominated know that they're a STAR. Kids were able to vote for their favourite television presenters, actors, movies, and so on. This event is communicated via Sunday Times Read-Rite, Kellogg's On-pack promotion, KTV, Website and a Vote line.

Water Wise Gardening for Health

- The Water Wise gardening for health project is a Rand Water Water Wise initiative targeted at 100 schools around Rand Water area of supply (Pretoria and Soweto schools are participating)
- The objective is to educate pupils on how to prepare and implement a healthy Water Wise garden.
- The workshops are conducted at schools, covering aspects such as the importance of growing trees, vegetables, soil preparation, trenching, seeding, watering, recycling water and harvesting



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Water wise gardening for health



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RAND WATER FOUNDATION

- Rand Water Foundation serve to advance the quality of life of communities to be self-sufficient and enhancing their surrounds in Rand Water footprint.
- All projects are undertaken through partnerships, including elements of social transformation, capacity building and seeking out service providers from previously disadvantaged communities – through procurement processes.

Rand water foundation projects

- Wetland Rehabilitation
- Water and Sanitation Projects
- Water Conservation Management
- Water Related Projects (i.e Potable Water Supply)
- Maximizing households' access to water
- Staff volunteer programme: Partnership with Habitat for Humanity building houses for needy communities
- Provision of proper sanitation to poor community households and domestic leaks

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Thank you

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