

# Communication toolkits to get a Challenge: **An intelligent and responsible use of water**

By Canal de Isabel II  
Madrid (Spain)

**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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# A Brief Portrait of Canal de Isabel II

## In the past:

- Canal de Isabel II was founded in 1851 with the support of Queen Isabel II
- Mid-19th century Madrid water supply situation was extremely worrying: 220,000 inhabitants/ under 7 litres of water per day

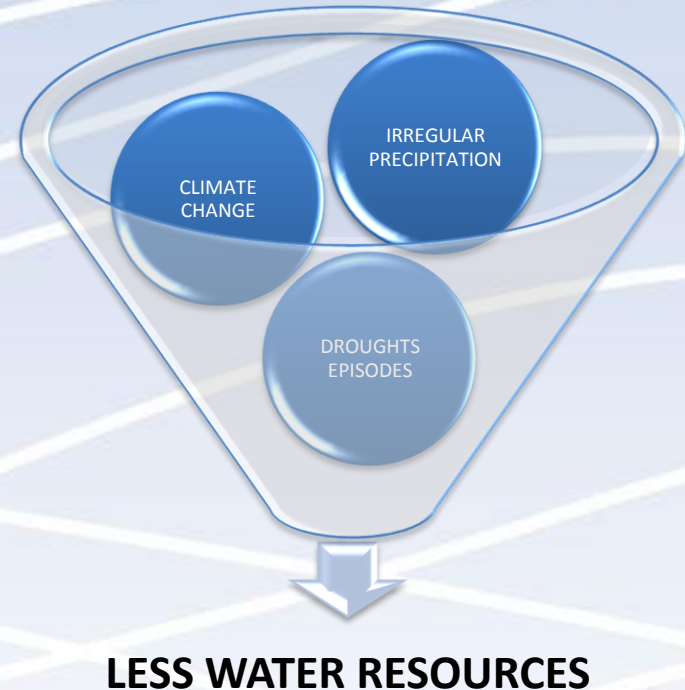
## Today:

- It manages the complete water cycle in the region of Madrid:
  - Supply (14 reservoirs)
  - Treatment (12 DWTP)
  - Distribution (14,500 km network)
  - Sanitation (150 WWTP )
  - Reuse system (60 Hm<sup>3</sup> for irrigation and street cleaning)
- Canal de Isabel II supplies water to six million people



# Water Situation on Madrid's Region

- ✓ Madrid 's region is characterized by its irregular precipitation's pattern
- ✓ The Climate Change predicts an scenario for 2030 with 5%-14% decrease of natural resources for the Iberian Peninsula
- ✓ Increase of severe drought periods



# The Communication Toolkit Strategies

The Canal de Isabel II communication strategy focuses on two main lines of work: preventive and corrective.



# CanalEduca. The project

The first educational program of Canal de Isabel II was designed in 1992

Objectives and philosophy of the project:

***Achieving awareness of children in the responsible consumption of water and environmental care***

New research and advances in science education:

How children receive, interpret, encode and store all the information  
How to recover and use this information later

Education is seen as a compendium of:

Knowledge  
Behaviors  
Habits of conduct

# CanalEduca. The project

- **Some basic conclusions**

Not only the replication of good practices tend to create good habits:

***They must understand the purpose***

Good habits of consumption and environmental care helps improve children's social behavior

Therefore, it is essential to collaborate with educators by providing the tools to be acquired and set these good habits

***CanalEduca has tried to create these tools for educators and students and a contact place to share and expand knowledge: [www.CanalEduca.com](http://www.CanalEduca.com)***



# CanalEduca. Today

- Our educational offerings for 2009-2010 is as follows:
  - *Water, the canal that connects us*
  - *Face to face with science, art and culture*
  - *Water Olympics*



# www.CanalEduca.com



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# CanalEduca. The results

## Some results:

- 100,000 students
- 500 schools
- 30,000 teachers, parents and other partners

***Are involved in the initiatives of CanalEduca every year***

***We also have the recognition of our partners in the International Water Association***



# Join the Water Challenge



The Water Challenge, more than an awareness campaign

***New approach to the communication task***

We must ensure that each person feels a fundamental piece of the solution

We have to awaken in people a personal and collective challenge

***It is not a common communication campaign, we want create a social movement***



***Individual effort is important  
because it adds to the other efforts***

# Join the Water Challenge



The Water Challenge, more than an awareness campaign

## ***Advertising campaign***

With all the tools that advertising has traditionally placed at our service

## ***Social commitment campaign***

The new technologies of communication and direct marketing have enabled us to all sorts of audiences

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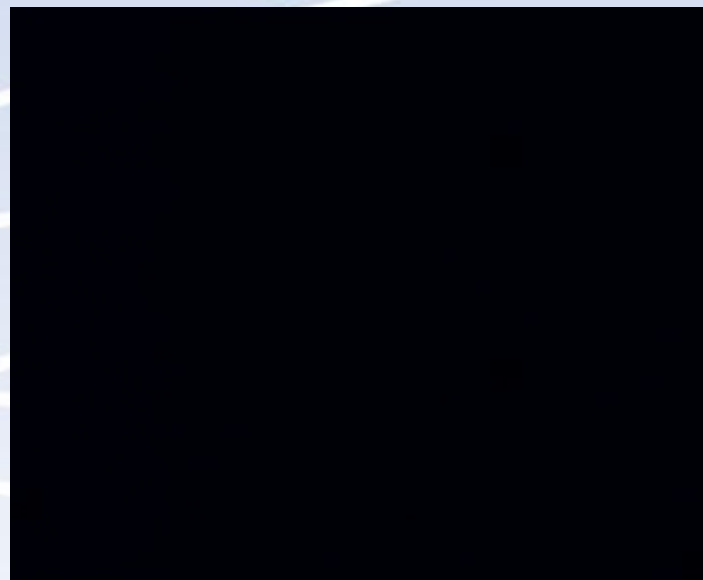


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# Join the Water Challenge



Television



Generic communication line, involving the whole society in the Water Challenge

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# Join the Water Challenge



Press and others communication pieces



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# Join the Water Challenge



Internet

**El Reto del Agua**  
**Madrid necesita más agua**  
Si cada uno ponemos un poco de nuestra parte, entre todos conseguimos mucho

Súmate al reto | Consejos de ahorro | Corre la voz | **Empresas e Instituciones**

**Empresas e Instituciones**

empresas e instituciones colaboradoras | **sume su empresa** | consejos para su empresa

**Empresas e Instituciones colaboradoras**

**El ámbito de la empresa es clave para el ahorro de agua.**

Estas son algunas de las empresas e instituciones colaboradoras que ya se han sumado al Reto del Agua.

# - A - B - C - D - E - F - G - H - I - J - K - L - M  
N - Ñ - O - P - Q - R - S - T - U - V - W - X - Y - Z

**Accenture**  
www.accenture.com

Accenture es una compañía global de consultoría de gestión, servicios tecnológicos y outsourcing. Comprometida con el desarrollo de la innovación, Accenture colabora con sus clientes para ayudarles a convertir sus organizaciones en negocios de alto rendimiento. Con un profundo conocimiento de los diferentes sectores y procesos, unos amplios recursos globales y un constante seguimiento de resultados, Accenture dispone de los mejores profesionales, capacidades y tecnologías para ayudar a sus clientes a mejorar su rendimiento. Con más de 115.000 personas trabajando en 48 países, la compañía obtuvo una facturación de 13.670 millones de dólares durante el año fiscal finalizado el pasado 31 de agosto de 2004.

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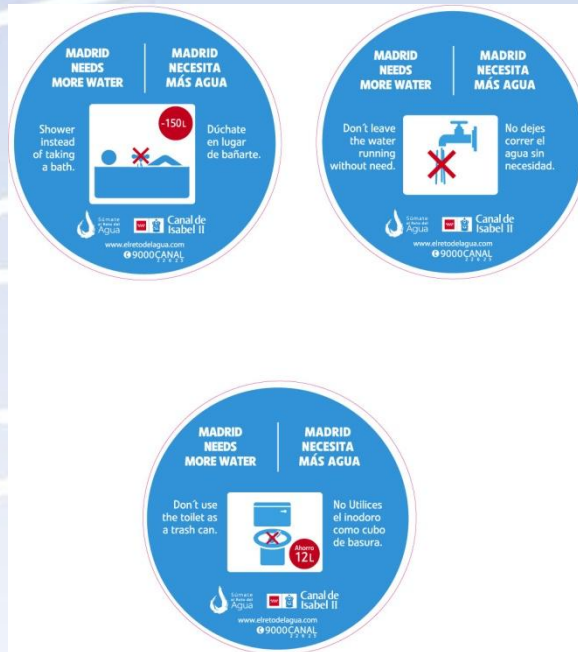


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# Join the Water Challenge



Hotels, train stations and airports: TURISTS



It is also important that our campaigns will reach them

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