

## SUMMARY STAKEHOLDER COMMUNICATION STRATEGY

The Stakeholder Communication Strategy (SCS) outlines key messages which are needed to achieve project outcomes and to maximise the impact of project outputs, through improved sanitation and hygiene awareness behaviour, eligibility for subsidized water supply connections and universal free wastewater connections, tap water use behaviour, lifeline tariffs, eligibility for microfinance loans for toilets/bathhouses, all targeting the poor households. The strategies also provide for scholarships for water supply and sanitation engineering and English language tuition to improve the skills of MIH and MPWT staff engaged in water supply and wastewater services, and to improve the opportunity for women staff members to assume more responsible management and supervisory roles with complementary targets for the level of women in these roles.

Objectives	Key Risks and Challenges	Main Stakeholders	Messages	Means of Communication	Timeline	Responsibility	Resources
Ensure a regular flow of reliable information to enhance stakeholder support	<p>Trust of information</p> <p>Language/cultural barriers</p> <p>Literacy level</p> <p>Level of coverage and outreach</p> <p>Managing expectations</p> <p>Lack of community familiarity with water supply, wastewater and sanitation systems</p> <p>Information supplied on timely basis.</p> <p>Community meetings held at times and locations convenient to women.</p>	<p>Households within new services areas for water supply and wastewater.</p> <p>Poor and vulnerable households</p> <p>Business owners and the local private sector</p> <p>National and sub-national government agencies in the sector and local authorities</p> <p>Civil society organizations (NGOs, CSOs, CBOs)</p> <p>Local media, radio and television.</p>	<p>Project scope and design the ability for stakeholders to contribute during the detailed design and implementation phases</p> <p>Improved hygiene and WASH understanding and practices</p> <p>Availability of micro finance loans to assist the provision of toilets and bathrooms, eligibility and process</p> <p>Awareness of professional/ technical scholarships , section criteria and selection process</p> <p>Awareness of the English language training courses for the staff of MIH and MPWT</p>	<p>Workshops, seminars and public meetings with stakeholders.</p> <p>IEC campaigns through information leaflets and publications, local TV media and public notices in collaboration with civil society (NGOs, CSOs and CBOs).</p> <p>Micro finance organization information and local agents</p> <p>Institutions of Higher Education booklet on courses offered and scholarship availability</p> <p>FGD meetings stakeholders including the private sector.</p> <p>MIH/MPWT staff manuals, training policy and</p>	<p>From outset of project</p> <p>Regularly scheduled events to update on developments.</p> <p>Regularly scheduled information in local media (monthly)</p>	<p>GDPWS/PMU</p> <p>PWW/PIU</p> <p>GDPW/PMU</p> <p>DPWT/PIU</p> <p>PIAC</p> <p>Micro finance organizations</p> <p>Institutes of Higher Education (professional scholarships)</p> <p>Civil contractors</p>	<p>PMU/PIU costs funded in project budget (govt. contribution)</p> <p>PIAC costs under consultant services budget.</p> <p>Leaflets, publication materials and local radio and TV estimated cost \$25,000</p>

			<p>and their provincial agencies to improve capabilities and opportunities for the advancement of female staff to more responsible positions.</p> <p>Awareness of training and capacity building opportunities.</p> <p>Awareness of EA/IA recruitment targets</p>	<p>information on scholarships and education</p> <p>Agency management and staff meetings, intra office memos.</p> <p>Project web site, local media.</p>			
<p>Ensure a two way communication flows, information sharing and feedback mechanism to ensure social inclusion, effective risk mitigation and flow of project benefits to target groups especially poor HHs and women headed households.</p>	<p>Identifying valid community representatives</p> <p>Timing</p> <p>Language and culture</p> <p>Language used readily understood at local level and devoid of excessively technical terms</p> <p>Mechanisms ready to respond to concerns.</p>	<p>Project affected persons</p> <p>Community members</p> <p>Civil society organizations (NGOs, CSOs and CBOs)</p> <p>Local private sector</p> <p>Local government</p> <p>Local media</p>	<p>Importance of dialogue</p> <p>Incorporation of stakeholder views into project</p> <p>Explanation of feedback process and how feedback is used</p> <p>Identification of key issues to discuss</p> <p>Awareness and operation of WB web-based monitoring system for community service satisfaction and reporting of service problems -</p>	<p>Local government mechanisms</p> <p>Community meetings</p> <p>Consultations with Sangkets and Communes and village heads and committees</p> <p>Local stakeholder workshops</p> <p>Awareness and behavioral change program and activities</p> <p>Local media</p> <p>Monitoring operation and efficiency of utility services by initiating and rolling out WB web based system for customer notifications and</p>	<p>From outset of project</p> <p>Regularly scheduled events to update on developments.</p> <p>Regularly scheduled information in local media (monthly</p> <p>To be in place within the first quarter on 2018</p>	<p>GDPWS/PMU</p> <p>PWW/PIU</p> <p>GDPW/PMU</p> <p>DPWT/PIU</p> <p>PIAC</p> <p>Community level organizations</p>	<p>Content development and publication dissemination costs \$25,000 (as above)</p> <p>Awareness and behavior change program including outreach activities and events \$291,950</p> <p>Costs for web based system estimated at \$10,000 additional to PIAC costs which are in project budget</p>

			leaks and network deficiencies	beneficiary quality control feedback			
Communicate tariff and connection charge fees to facilitate willingness to connect and to pay	<p>Trust of information</p> <p>Literacy level</p> <p>Language/cultural barriers</p> <p>Level of coverage and outreach</p> <p>Poor and vulnerable HHs clearly identified and provided with the information</p> <p>Language used readily understood at local level and devoid of excessively technical terms</p>	<p>Project Affected Persons and target beneficiaries</p> <p>Poor, vulnerable and female headed households</p> <p>Local authorities</p> <p>Project Towns</p> <p>Radio and Television</p> <p>NGOs</p>	<p>Advice to poor and vulnerable HHs including FHHs on availability of subsidized water supply and free wastewater connections, Awareness of targeting system and eligibility criteria</p> <p>NGO assistance to HHs in preparation of applications for subsidized water connections and free waste water connections</p> <p>Awareness of lifeline tariffs for water supply</p> <p>Awareness raising of water conservation and the need for dry season water use economy.</p> <p>Awareness of need and purpose of tariffs and need for periodic adjustments.</p>	<p>Information disseminated through local IAs/PIUs and local authorities</p> <p>Media outreach vial local television and radio in local language</p> <p>Print materials including posters prepared for the project by ministries, PMUs and PIUs.</p> <p>Collaborate with Min of Health for BCC materials.</p> <p>IEC campaigns (English and Cambodian) through information leaflets and publications, local media and public notices in collaboration with civil society (NGOs)</p> <p>Schools and temples announcing criteria for subsidized household connections</p> <p>Information sharing and dissemination</p>	<p>From outset of Project</p> <p>Regularly scheduled events in local monthly)</p> <p>In schools and temples at beginning and end of each semester and in temples during major religious festivals such as the beginning and end of Buddhist Lent and Pchumben</p>	<p>GDPWS/PMU</p> <p>PWW/PIU</p> <p>GDPW/PMU</p> <p>DPWT/PIU</p> <p>PIAC</p> <p>Community level organizations</p>	<p>Content development and publication dissemination costs \$25,000 (as above)</p> <p>NGO implementation of IEC training at estimated cost of \$60,000</p>

				at cultural and religious events			
Women employment construction works and post construction O&M.	Identifying and promoting the opportunities Ensuring civil contractor willingness to engage and train women employees Ensuring employment for women on same pay and terms as the male counterparts Provision of amenities and change rooms for women at the works sites	Women in the communities where the subprojects are to occur	Women are made aware of local employment opportunities and how to apply. Contractors to be encouraged to train and upgrade the construction skills of all women in appropriate areas to enhance their formal employment opportunities Safe working conditions and equal pay for equal work for women . Outreach to inform/promote women's employment in construction and post construction O&M.	Contract bid documents Contractor advertisements for employees Media outreach vial local television and radio in local language Print materials including posters prepared for the project by ministries, PMUs and PIUs. Contract and bid documents to require contractors to employ 15% women in their construction teams and to provide skills training to all recruited women employees	From outset of project At start of all subproject construction activities	GDPWS/PMU PWW/PIU GDPW/PMU DPWT/PIU PIAC Civil contractors	Costs fall under civil works contracts

Acronyms: ADB = Asian Development Bank; CBO = community based organization; CSO = community service organization; DIH = department of industry and handicrafts; DPWT = department of public works and transport; FGD = focus group discussion; FHH = female headed households; GDPWS = general department of potable water supply; GDPW = general department of public works; GOC = government of Cambodia; HH = households; IAs = implementation agencies; IEC = information, education and communication; MIH = Ministry of Industry and Handicrafts; MPWT = Ministry of Public Works and Transport; NGO = non- government organization; PIAC = project implementation and assistance consultants; PIU = project implementation unit; PMU = project management unit; PWSSP = provincial water supply and sanitation project; TV = television; WB = World Bank.