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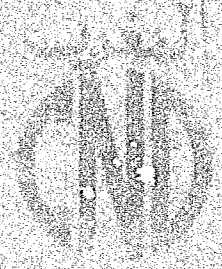
ROYAUME DU MAROC

المملكة المغربية

CENTRE NATIONAL DE DOCUMENTATION



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ROYAUME DU MAROC

O.N.E.P.

المملكة المغربية

المكتب الوطني للماء الصالح للشرب

COMMUNICATION STRATEGY FOR WATER CONSERVATION WHITHIN MOROCCAN NATIONAL DRINKING WATER OFFICE *

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LA SECHERSSE QUE CONNAIT LE MAROC DEPUIS 1981 A NECESSITE LA MISE EN OEUVRE D'UN ENSEMBLE DE MESURES DESTINEES A ASSURER LA CONTINUITE DE L'ALIMENTATION EN EAU POTABLE DONT UNE CAMPAGNE DE SENSIBILISATION DU PUBLIC AL'ECONOMIE DE L'EAU POTABLE. UNE PREETUDE A PERMIS DE VERIFIER L'ACCEPTABILITE, L'ADAPTATION A LA REALITE ET L'EFFICACITE PRESUMEE D'UNE TELLE CAMPAGE AINSI QUE LES MEDIA LES PLUS APPROPRIES A UTILISER. BIEN QU'IL SOIT DIFFICILE D'EVALUER QUANTITATIVEMENT LES RESULTATS DE CETTE CAMPAGNE QUANT A LA QUANTITE D'EAU ECONOMISEE IL EST INTERESSANT DE CONSTATER QUE CETTE CAMPAGNE A ETE TRES BIEN ACCEPTEES SPECIALEMENT PAR LES ENFANTS, PROBABLEMENT DU FAIT DE L'UTILISATION DES TECHNIQUES PUBLICITAIRES POUR SA REALISATION.

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* Part of the Morocco contribution to the Campaign on Technology Transfert case studies organized by the European Federation of Engineers.
Dublin 25-27 september 1985

The part of water supply in the total water consumption in Morocco is only about 6% , but water conservation program became necessary because water resources limitation at local level was about to generate serious water shortages in quite a large number of localities during the most severe drought period of the modern history of the country which began in 1981 and is still continuing by 1985 .

The water supply conservation program included :

-the limitation of losses at water production and distribution levels ; economy in water necessary for filter washing in the treatment plants ; leaks detection and repair in the distribution network ; pressure reduction in certain locations...

-the direct concertation with the most important consumers like schools , administrative offices and certain industries in order to modulate and limit their water demand ,with the aid and the participation of local authorities ;this type of action prove itself particularly usefull to avoid water cuts and their hygienic and practical disadvantages in centers suffering from water deficits in the order of magnitude of 15 to 20% .

-a public information program directed toward the increase of public awareness of the value of drinking water and the necessity for it's conservation.

Before starting any public information campaign to promte domestic water conservation , few questions have to be answered:

1-Is it feasable to undertake such a campaign while only about 50% of urban and 5% of rural households have running water at [illegible] ?

2-Could not health benefits resulting from water supply be adversely affected by the campaign?

3-What practical effects could have the increase in public awareness of the scarecity and the importance of drinking water while it's sale price is so low and when about the third of the distributed volume of water goes to administrative offices?

4-Which medium or which set of media could be used for the education and explanation program?

To answer those questions , an investigation have been conducted in Casablanca , the biggest city of the country , among households having running water at home and households relying on standpipes for their water supply or still using

well water . The acceptability of a water conservation program to the industry was also investigated .

The investigation led to very encouraging results in favour of the implementation of the information program as :

-people that have no running water at home believe more in the efficiency of the information program probably because they are more aware of the difficulty of getting water and more conscious of it's cost as they pay from 50 to 150 more than people connected to water supply network to purchase the same volume of water ,

-the relation between water and hygiene is well understood probably because the very important role of cleanliness in the islamic faith ; people understand well that to save water one should use it for every necessary purpose but without wasting it .

The image of drinking water is yet not quite clear in mind of consumers who hardly differenciate between underground or even flowing water and potable water .

The following table illustrates quite well the attitude of different categories of consumers toward water conservation :

Category of consumers	with running water	not linked to the network	Industries
In favour of water conservation	50%	79%	100%
Think the conservation program is acceptable	63%	58%	99%
Assume the program will succeed	80%	84%	70%

The survey of the available media and its conclusion that

television is the best support for the information program due to it's special impact and because it covers particularly urban areas which are more concerned with the program . Mailing and other communication techniques were also identified to strengthen conservation messages provide specific recommendations on how to conserve water and explain , or help to remind , why water conservation is needed .

The implementation of the information campaign began in 1984 by the presentation of the logo and the slogan of the campaign : "potable water is essential for health , use it without wasting it!". The preparration and the specifities of potable water were then presented in a spot before the programmation of the specific water conservation messages .

It is always difficult to evaluate the impact of any program on the amount of water conserved especially in drought period when supply can not always meet even a lowerd demand . What is clear anyway is that this information campaign for water conservation was well accepted even by the citizen having no running water at home .

One should also notice that the conservation being short simple and quite attractive because of use of the advertising techniques , campaign was quite successful whith children who hopefully will teach their parents water conservation habits .

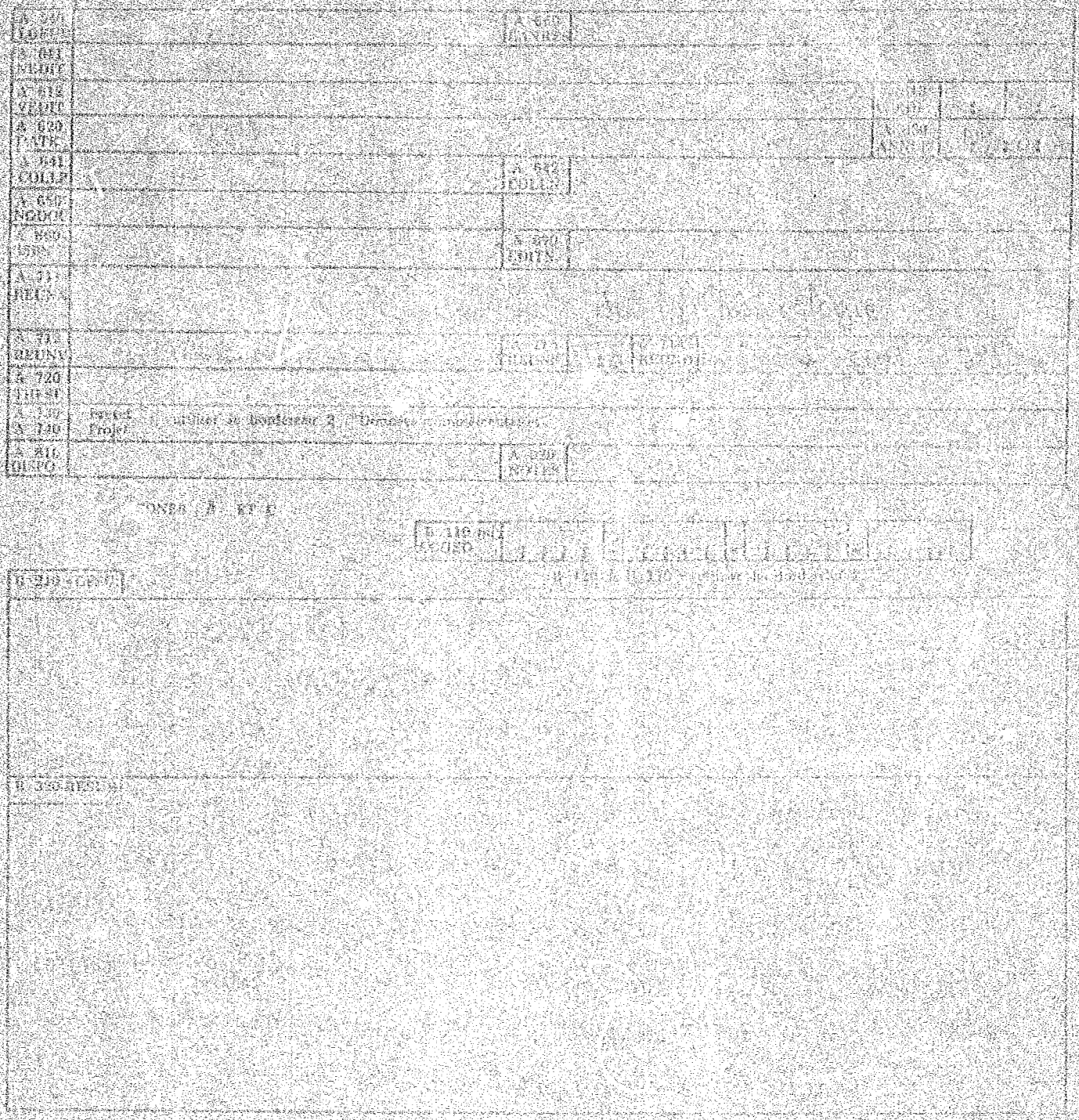
C.N.D

MAROC

A. 200 AUTEUR	
A. 220 COLLECTIVITE AUTEUR	
A. 230 TITRE	
	TITRE TRADUIT
A. 320 AUTEUR	
A. 330 COLLECTIVITE AUTEUR	
A. 360 TITRE	
	TITRE GENERAL
LIEU	
A. 450	

NOTES DESCRIPTION

DATE



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A 200 TITRE TRAD ANGL	
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SOURCE DOCUMENT GÉNÉRIQUE (MC/S)

A 300 TITRE GENER TRAD ANGL	
A 300 TITRE GENER TRAD FRANC	
A 300 TITRE GENER TRAD ARABE	

BREVET A 400

A 732 BREVO	

A 731 BRAVO

PROJET A 740

A 741 PROJO	

A 742 PROJAN

CODES RESEAUX

AUTRE	B120 SUJET															
PAYS	B140 SUJ		B SECT						B LOCAL							
AUTRE	B170 LOCAL															

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