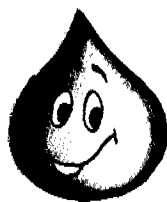
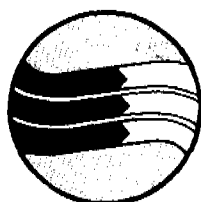


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SAVING WATER AWARENESS CAMPAIGN



A PROGRAM MEANT
FOR YOUNG PEOPLE

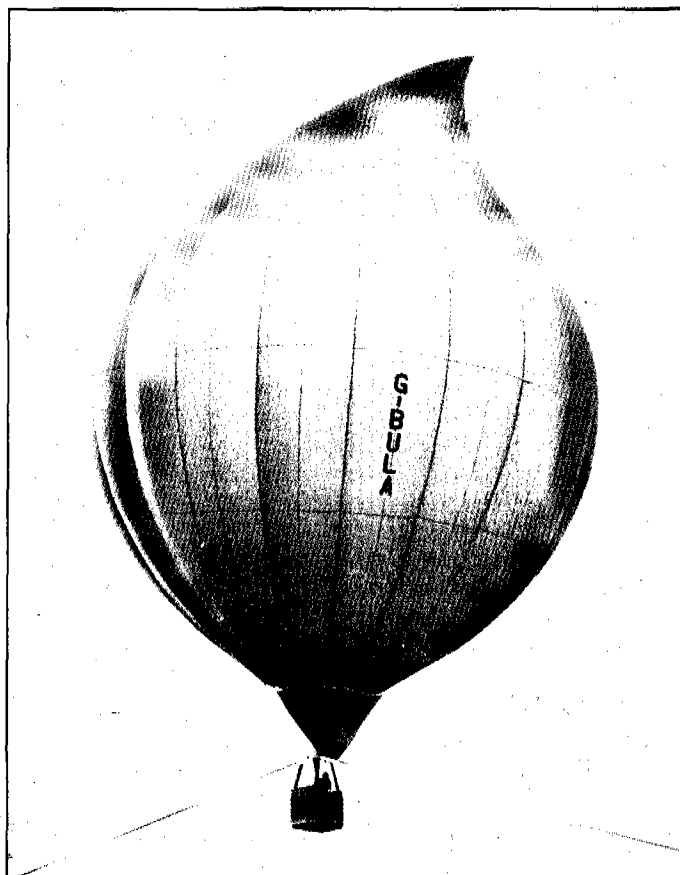


المملكة المغربية
المكتب الوطني للماء الصالح للشرب

KINGDOM OF MOROCCO
NATIONAL OFFICE OF POTABLE WATER (ONEP)

276-94SA-12693

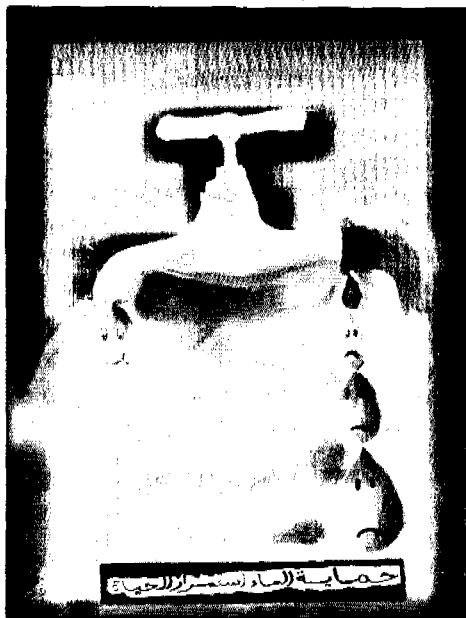
LIBRARY
INTERNATIONAL REFERENCE CENTRE
FOR COMMUNITY WATER SUPPLY AND
SANITATION (IRC)



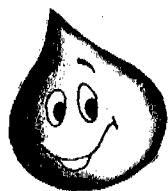
**SINCE 1984, NATIONAL OFFICE OF POTABLE WATER HAS CAMPAIGNED
TO RAISE PEOPLE'S AWARENESS OF THE IMPORTANCE OF SAVING WATER**

In this process, National Office of Potable Water (ONEP) and the UNDP have launched a new water saving campaign meant for young people. It consisted in the organization of a series of events around a balloon shaped like a drop of water in the cities of Rabat, Marrakesh and Fez.

WATER, A SOURCE OF INSPIRATION



Above and right : Drawings by children



Our limited hydrous patrimony faced with an ever increasing demand requiring very costly investments, as well as the drought Morocco went through in the nineteen eighties, have enticed the authorities to define a strategy for a rational use of water, and to design a global action programme aiming at saving water wherever possible (management of dams and water tables, agricultural use, drinking water, industry and so on...).

As to drinking water, ONEP has launched several projects so as to limit the wasting of water as far as possible, on an institutional and technical level, as well as on the levels of tariffs and education.

Aware of the importance of getting people informed as part of the process of controlling water wasting, ONEP officials have, since 1984, launched a campaign targeting the public at large, and using all written and audiovisual media and a mailing programme benefiting the drinking water consumers. As regards television, the first step included 10 commercials conveying at the same time fundamental information on technology and tariffs, and advice for a better use of a scarce and hard to get resource. The second step involved two commercials meant to raise people's awareness, and dealing with pollution and its consequences on waters likely to be used for human consumption. Designed essentially as cartoons, these commercials are meant to convey these messages, in an entertaining and relaxed fashion.



جميعنا من الماء كلنا شركاء

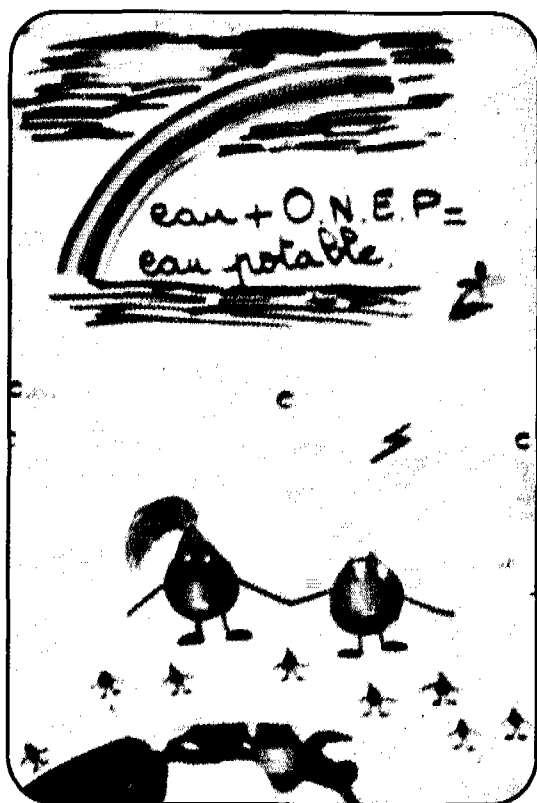
A PROGRAM MEANT FOR YOUNG PEOPLE

The campaign waged by ONEP through messages conveyed by television, the radio and the written press since 1984, is aimed at the general public with a view to enticing people to save water.

After studies on the impact of this campaign, it proved necessary to reinforce and complete the programmes elaborated to control wasting water and the conservation of this vital resource. Therefore, ONEP has devised an action to raise young people's awareness of the importance of saving water. It consists in projects meant for students in primary and secondary schools during 1993 and 1994. It is supposed to raise young people's awareness of the problems related to water, as directly as possible, and then to get their commitment to the protection and saving of water.

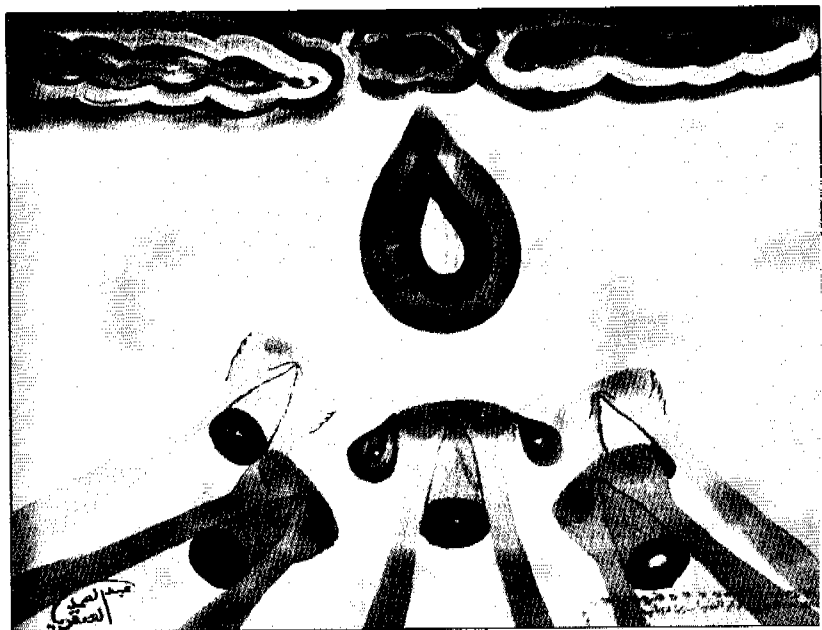
Fully aware of the unparalleled part that a child can play in a general effort to save water and prevent its wasting, ONEP has devised this programme lasting several years and including many different projects, so as to get young people's full commitment in the control of our hydrous patrimony ; this is an essential condition of our survival, and economic and social welfare.

Through other projects intended for both adults and children, ONEP aims at raising tight-proof barriers against wasting water ; indeed any water that is not wasted today will be used to meet tomorrow's needs. Thus ONEP's purpose is a general raising of awareness that should lead to this clear and logical equation : let's use water for our vital needs, let's respect it in everyday life, and avoid any form of wasting. Moroccan culture is fraught with models inviting to an almost sacred respect of water. Teaching our children these principles means protecting them from any lack of water. Indeed, we should remember that if **we can borrow the present from our children, yet the future is entirely theirs.**





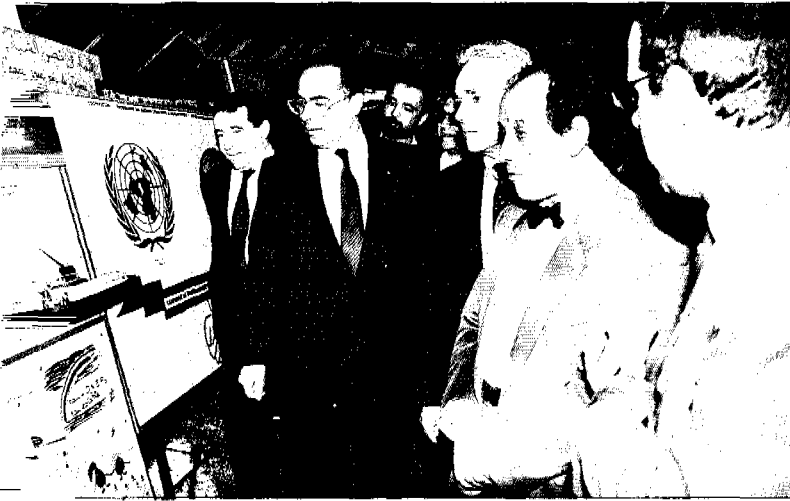
Above and on the left : audiences attending conferences.
 Preceding page and below : drawings by children



WHY YOUNG PEOPLE ?



To speak in terms of figures, young people under twenty represent roughly half the total Moroccan population. If we teach them at a very early age how to save water, we'll kill two birds with the same stone : we'll reduce the current wasting of water and preserve the future whose adults they will be. We must keep in mind that a child is a whole being and is spontaneous. Once s/he is convinced of the merits of an action, s/he won't be content with applying it strictly ; s/he will also see to it that his elders and his relatives apply it too. There is no better censor than a child when s/he is intimately convinced of the validity of a behavior. Her/his obstinacy and tenacity are limitless. That's why one should develop the numerous qualities of children so that they will become activists, the cornerstone of water-saving and respect for the environment.



of Agriculture and Agrarian Reform, the Assistant Secretary of State for the Environment, the Wali of Rabat, the Representatives of UNDP and WHO. There were also several personalities from the diplomatic corps accredited in Rabat, and from the media as well as ONEP directors.

This event included :

- contributions by children who read poems, essays and slogans ;

- a speech by the UNDP Representative ;

- and a speech by the Minister of Public Works, Professional and Vocational Training.

After these contributions, the guests were invited to see an exhibition of hoardings produced by ONEP and dealing with various topics related to water, and of **drawings by children**, each one showing an awareness of the value of water and an instinctive desire to preserve it.

Stressing the importance of this vital resource, the content of these essays and poems brought about a harmonious slogan, "**Economisons l'Aliment Universel**" **E.A.U.**, that means water in French (something like Save our Universal Food).

The ceremony concluded with a show of anchored flights of a 24-meter-high balloon that had the shape of a drop of water, remindful of the logo chosen for the campaign. All participants, notably the children, seemed to greatly enjoy this show.

The balloon, called "**Drop of Hope**" was an idea of the International Secretariat for Water, that was launched in Rio, Brazil, when the U.N. Conference for the Environment and for Development was held there in 1992, namely "**The Earth Summit**".

It was chosen as a good mnemotechnic means of visualising and educating people. This event gave children an opportunity to display their imagination, creativity and awareness of fundamental issues, such as water.



Ministers and Officials invited for the launching of the campaign.
Left : (above) speech by the Residing UNDP Representative, Rabat.
(below) boy reading report.

The campaign to raise young people's awareness was launched in Rabat on 28, 29 October, 1993, and in Marrakesh and Fez on November 1st and 3rd, 1993, respectively.

This big event was inaugurated at Bou Regreg Water-processing Plant of ONEP, which supplies Casablanca and Rabat with water, by the Minister of Public Works, Professional and Vocational Training ; it was attended by the Ministers of Public Health, of Finance,

FUTURE PROJECTS

ONEP now intends to reinforce, diversify and extends its campaign on a national scale, in order to reach as many primary — and secondary — school students as possible, whose ages range from 10 to 16. Thus, in the first term of 1994, more than 8,000 students will be involved in this awareness campaign that is supposed to have a multiplying effect, on the one hand that of students where they live, on the other hand that of teachers with their other classes.

The end of the first part of this project will coincide with the celebration, on March 22nd, 1994, of World Day of Water, a day that was chosen at the U.N. after it was proposed by the Kingdom of Morocco.

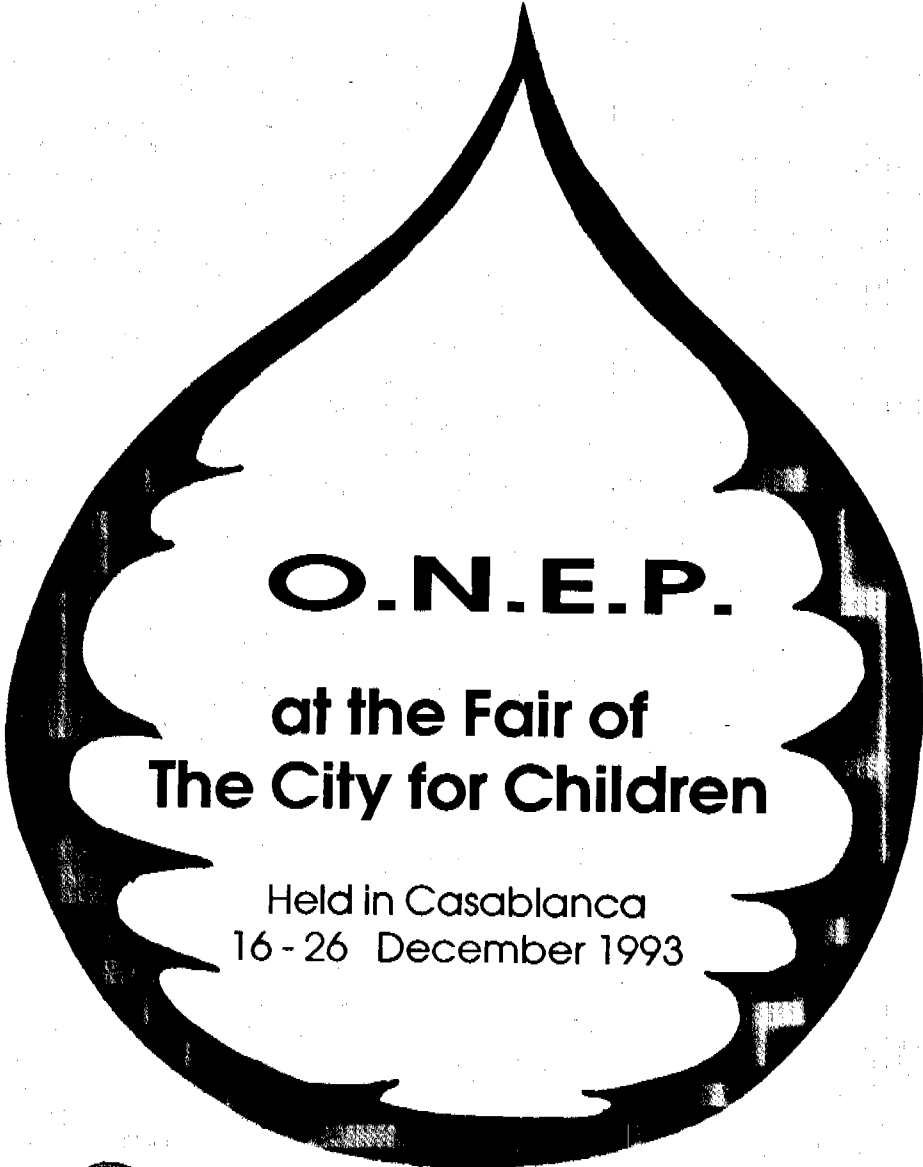


To this end, ONEP has devised a judicious and specific programme, meant for both short and long terms which will follow three main lines.

- **INFORMATION** - first on the essential role of water in life in general, particularly as regards food, hygiene, health and development. Then, on the means used to gather natural water so as to make it available for consumers as well as to drain, and return it to their natural environment.
- **TRAINING** - in the scientific fields related to water, pollution, and the environment in general.
- **EDUCATION** - with a view to teaching young people how to use water rationally and to conserve it.

Visiting the Laboratory and Water Quality Sitings.





O.N.E.P.

at the Fair of
The City for Children

Held in Casablanca
16 - 26 December 1993



The City for Children,
it's great!



*Above : RH Princess Lalla Meryem with Lalla Soukaina
visiting ONEP stand.
Right : One of the best ideas at the Fair.*

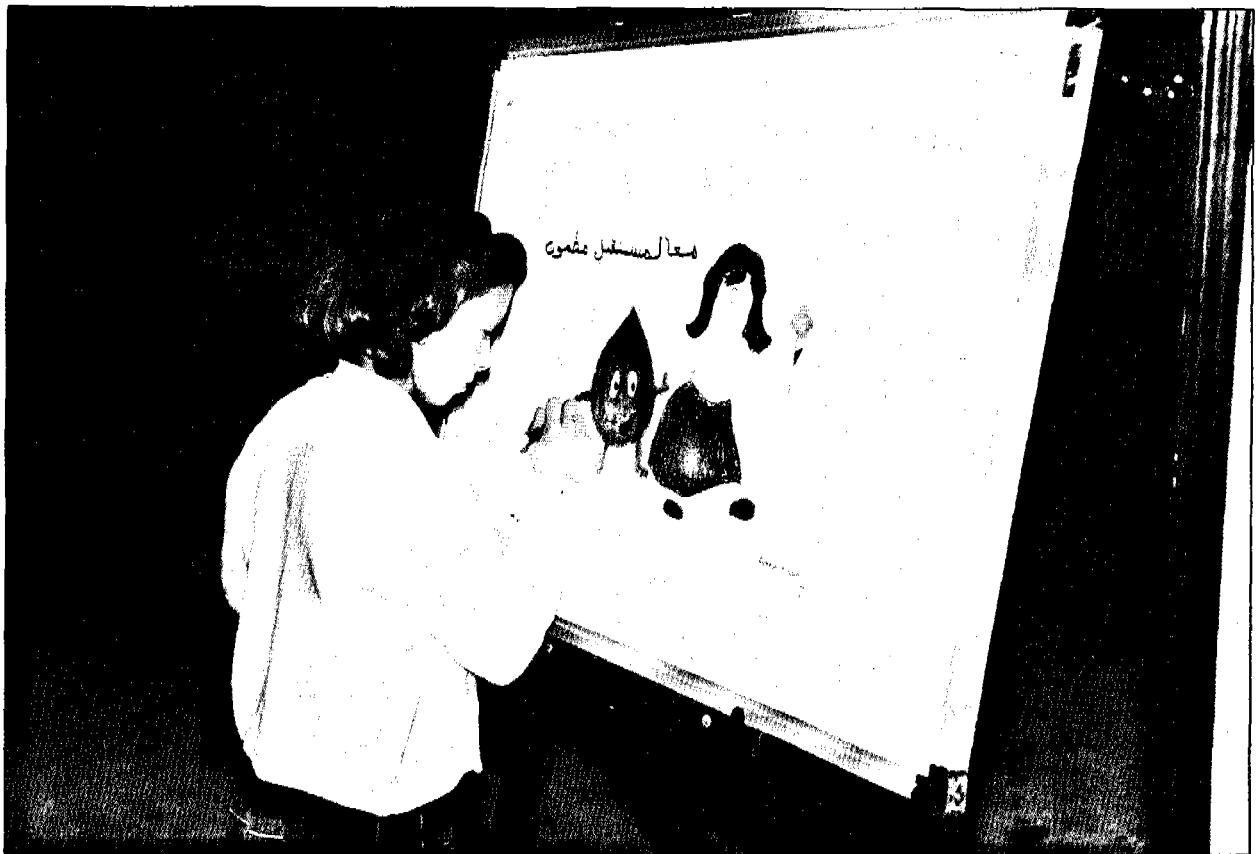


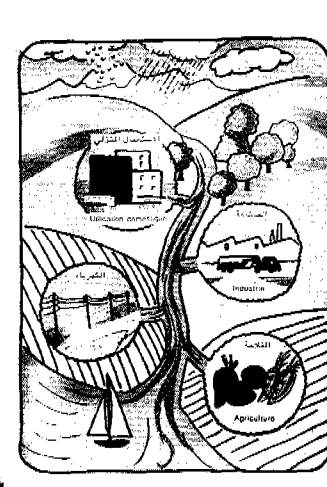
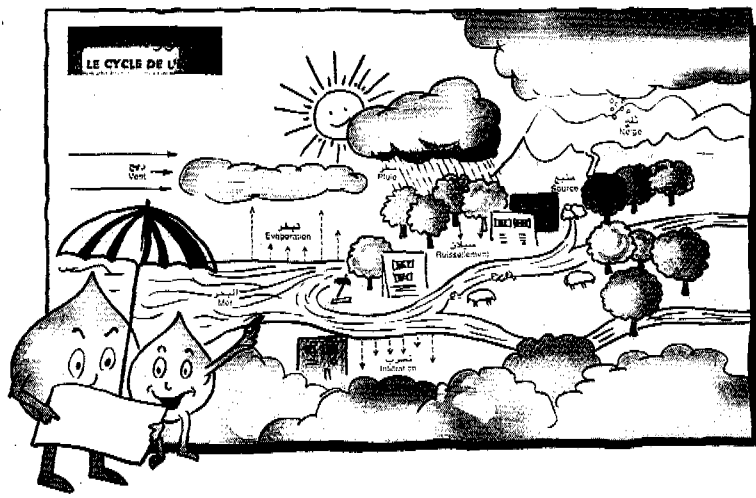
Organized in six pavilions, a theater and various green spaces and leisure grounds, the first Fair of the City for Children that was held at Casablanca International Fair Space, from December 16th to December 26th, 1993, was at the same time a fabulous ground for discovery, creation and adventure for children. ONEP was represented in two pavilions, those of the Environment and of Health, with a stand in each. The latter were undeniably a must in this Fair, because of the numerous activities offered to and organized by children in them : an exhibition of drawings related to water, various competitions in literature, music, drawing, painting also related to water, with prizes awarded, several presentations and games led by professionals, and focusing on the different aspects of water and the environment.



**In O N E P stands,
water and environment are at the heart
of games, plays and inspiration**

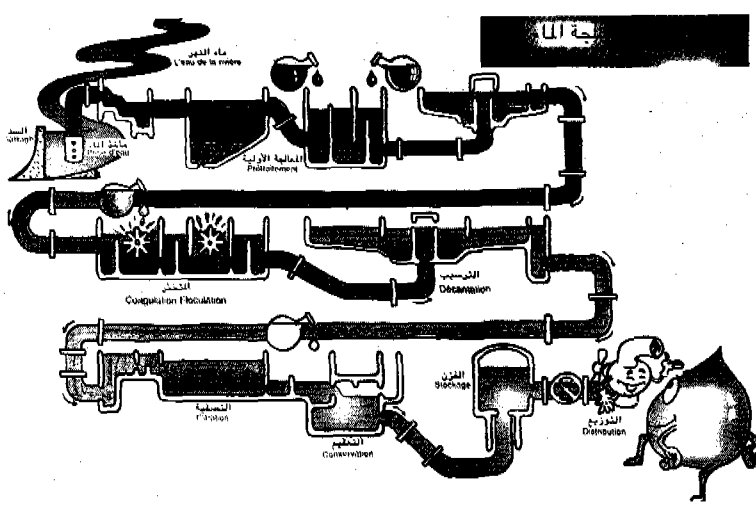






كيفية الماء الضرورية لإنتاج
كوب واحد من
Quantité d'eau nécessaire
pour produire 1 kg de

- الخبز = 300 litres d'eau
- Aluminium = 1550 litres d'eau
- إستهلكت المياه = 40 litres de l'eau
- 4 000 000 litres d'eau
- 4 000 000 litres d'eau
- 150 litres d'eau



الاستهلاك المنزلي

الاستهلاك المنزلي
Consommations domestiques

- حمام: 200 litres
- دش: 20 litres
- غسل: 3-10 litres
- تجفيف: 40 litres
- حديقة: 1000 litres
- أواني: 50 litres

مياه الشرب

هذا يعني مياه الشرب المستعملة مباشرة في البحر،
إن لم يكن هناك حماية للمياه،
أي، كل ما هو ملوث يذهب مباشرة في النهر،
لذلك نحتاج إلى حماية المياه.

تجمع المياه الصالحة في شبكة التوزيع
Les eaux usées sont collectées par un réseau d'assainissement

هذا تخضع المياه المستعملة لتطهير من الأوساخ في محطة التطهير،
وعندما فإن هاتى المياه المخلقة لا تفرط في البحر، وهذا هو العمل للمحافظة على المياه
أو، لن المياه الصالحة سوف يجمعها من قبل محطة التطهير،
لذلك نحتاج إلى حماية المياه. كل ما هو ملوث يذهب في النهر.

جودة مياه الشرب

إن جودة مياه الشرب
الأبار،
العيون،
والأنهار
ليست مضمونة

منذ استعمال مياه الأنهار، العيون والأبار، يجب أخذ الاحتياطات اللازمة
تجفيف الماء أو إضافة بعض قطرات من ماء جافيل
Si vous devez consommer l'eau de puits, de la source ou de la rivière, il faudra prendre des précautions:
Faire bouillir l'eau ou Ajouter quelques gouttes de l'eau de javel!

التلوث الكيميائي

التلوث الكيميائي
Voici le résultat - dissout - de nos actes quotidiens...

ما يجب أن نعلمه هو أن تلوث المياه هو تلوث التربة،
أي تلوث في سبيل المياه وهي تلوث التربة التي
تؤثر على المياه الجوفية والمياه السطحية
وهي تلوث المياه الجوفية والمياه السطحية
وهي تلوث المياه الجوفية والمياه السطحية
وهي تلوث المياه الجوفية والمياه السطحية

التلوث البيئي

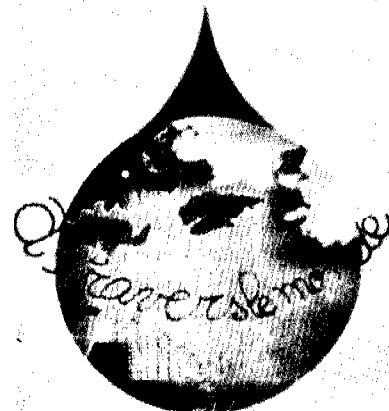
التلوث البيئي
Les trois principales pollutions de l'eau

- البيئية المنزلية
Domestiques
- الصناعية
Industrielles
- الزراعية
Agricoles



SAUVEGARDEZ L'EAU!

QUELLE EAU BOIRONS-NOUS ?



L'eau est un besoin dont
On ne peut pas se passer





February 1994

ONEP - Communication Department

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Fax : 212-7-75-31-28