

Naivasha Bus Park Biogas Sanitation Facility Sensitisation Programme

Table of Contents

1	Background.....	3
1.1	Sensitisation Programme Preparation Meeting.....	3
1.2	Is there Need for a Sensitisation Programme?	3
1.3	Key Decisions and Dates.....	4
1.4	Key Issues that Require Answers	4
2	Objectives of the Sensitisation Programme	5
3	Target Groups to be Reached with the Programme	5
4	Main Messages of the Sensitisation Programme.....	5
4.1	Two Types of Messages	5
4.2	Messages to be Communicated during the Construction Phase	5
4.3	Messages to be Communicated during the Facility Operation Phase.....	6
5	Media Used and Planned Activities	6
5.1	Construction Phase	6
5.1.1	Poster (introducing and explaining the project)	7
5.1.2	Flyer (introducing and explaining the project).....	7
5.1.3	1 st Baraza: Commissioning.....	8
5.1.4	2 nd Baraza: Inauguration	9
5.2	Facility Operation Phase.....	10
5.2.1	Billboard	10
5.2.2	Poster (business hours and tariffs).....	11
5.2.3	Poster (rules of the facility, public health and customer care)	11
5.2.4	Poster (biogas concept)	12
6	Appendices	13
6.1	The Sensitisation Programme.....	13
6.2	Messages and Media: Facility Construction Phase	13
6.2.1	Poster (introducing and explaining the project)	13

	2
6.2.2 Flyer (introducing and explaining the project).....	13
6.2.3 Programme of 1 st Baraza (commissioning)	13
6.2.4 Programme of 2 nd Baraza (inauguration)	13
6.3 Messages and Media: Facility Operation	13
6.3.1 Text for the Billboard	13
6.3.2 Poster (A4 size): Business Hours and Tariffs.....	13
6.3.3 Poster (A4): Facility Rules, Public Health & Customer Care	13
6.3.4 Poster (A3): A Public Sanitation Facility: How does it Work?	13
6.4 Members of the Task Team	13
6.5 Questionnaire for the Willingness and Ability to Pay Assessment	13
6.6 Notes Regarding the Training of the Operator	13

Naivasha Bus Park Biogas Sanitation Facility

Sensitisation Programme

1 Background

1.1 Sensitisation Programme Preparation Meeting

This Sensitisation Programme Preparation Meeting was held on 12th November 2007 at the Head Office of the Naivasha Water and Sewerage Company.

The meeting, which followed a Task Team site visit, was attended by the members of the Naivasha Bus Park Biogas Sanitation Facility Task Team.

This Task Team is composed of the following stakeholders:

- Staff of the NAIWASSCO.
- Representatives of the business community of the Bus Park.
- The Naivasha Municipal Council.
- WSTF staff and consultants.
- Staff of the GTZ ECOSAN team.
- The Public Health Officer of the Ministry of Health

Appendix 6.4 contains a list with the contact details of all the Task Team members.

1.2 Is there Need for a Sensitisation Programme?

During the meeting, the stakeholders present all agreed that there is need to sensitise the public (visitors, businesspersons and women the in particular) if one considers that:

- Many visitors of the Bus Park have asked questions about the construction (What is being constructed? Will the facility be open to the public? "Will we have to pay for using the toilet?" etc.).
- A public biogas sanitation facility is still a relatively new phenomenon in Kenya.
- The new (fee-paying) facility will replace the Council-operated toilet block which is being used free of charge.
- NAIWASSCO will be in charge of the facility, which will be operated by an Operator who signs a contract with the Company.

1.3 Key Decisions and Dates

The sensitisation programme will be anchored in the following decisions and dates:

- The expected data of commissioning is the 20th of December 2007.
- The toilets will have to be in operation 24 hours day and 7 days a week.
- One flush of a toilet consumes approximately 10 litres.
- Although we tend to speak about the Operator of the facility, the Biogas sanitation facility will have to be operated by 2 persons. One person could concentrate on the sale of water, whereas the second person will manage and clean the toilets and showers.
- NAIWASSCO will be in charge of the facility, which will be operated by an Operator who signs a contract with the Company.
- Tariffs (water and sanitation services) will be fixed by the Company.
- Customers of the kiosk part of the facility will pay **KSh 2.-** for a full 20-litre container (which contains approximately 22 litres).

The main elements of the management and operation system of the Naivasha Bus Park Biogas Sanitation Facility are described and listed in a separate document.

1.4 Key Issues that Require Answers

Before the start of the sensitisation programme and before the facility can be commissioned the following issues have to be addressed:

- How will the gas be used? For cooking, lighting, heating (shower) water?
- Will the Operator also use the gas?
- Which tariffs will be charged by NAIWASSCO for the use of toilets and showers.
- An Operator will have to be identified by NAIWASSCO, on the basis of a set of criteria (the use of the gas being one of them). The project has a provision of extending gas up to a radius of 50-100 meters.

The tariff question raises the question how much customers are able and willing to pay for the use of toilets and showers. One also has to consider, however, which tariff will ensure that the company is able to cover its costs and that the Operator is able to cover his or her costs and earns an acceptable income.

- Technical issues should be tackled by the GTZ ECOSAN Team.
- Members of the Task Team will address the tariff issue. The Task team will carry out an assessment among members of the various target group in order to assess how much people will be willing and able to pay for the use of toilets and showers. The Company will fix the prices for all the services rendered at the ablution block after considering the results of this rapid assessment.

2 Objectives of the Sensitisation Programme

The main objectives of the sensitisation programme can be summed up as follows:

- Create a sense of involvement and ownership among the population of the bus park.
- Explain that customers have to pay for water and for the use of toilets and showers in order to achieve **cost recovery and sustainability of the services**.
- Explain the biogas concept and the advantages of a biogas sanitation facility.

3 Target Groups to be Reached with the Programme

The Sensitisation programme aim to reach the following target groups:

- Customers of the sanitation facility.
- Bus passengers.
- Bus drivers.
- Shop keepers and their staff.
- Residents living around the market.
- Shop customers.
- Visitors of the bus park.

There will be no need to develop separate messages for specific target groups, but the messages, media and activities should be designed in such a way that they can reach all target groups. In other words, that they are all adapted to the mobile environment.

4 Main Messages of the Sensitisation Programme

4.1 *Two Types of Messages*

There is need to prepare two types of messages:

- Messages which will be communicated during the construction phase.
- Messages which have to be always available to bus park visitors and to the customers of the facility.

4.2 *Messages to be Communicated during the Construction Phase*

The following messages will have to be communicated to the various target groups during the construction phase:

- What is being constructed at the bus park and what are the services which will be offered at the facility?

- What is a biogas sanitation facility and how does it work.
- How the gas will be used.
- The need to pay for water and for the use of the toilets and showers: sustainability (covering costs).
- The need to keep the facility clean.
- The facility will be managed by NAIVAWASSCO and will be operated by an independent Operator who signs a contract with the Company.
- The existing toilet block will be demolished (why and when).

4.3 Messages to be Communicated during the Facility Operation Phase

The following messages will have to be communicated to the various target groups during the facility operation phase (i.e. these messages have to be always accessible):

- Business hours of the facility (of the showers and toilets and of the kiosk). The toilet and shower will operate 24 hours and 7 days a week. The water kiosk will be closed between **09:00 PM and 06:00 AM**.
- The tariffs charged by the Operator and the fact that these have been fixed by the Company and have been approved by the Water Services Board and by the Water Services Regulatory Board.
- The Operator will be trained by NAIVAWASSCO and by biogas experts.
- The way biogas works (what are the advantages, are their risks?).
- The need to keep the facility very clean.
- The Customer care concept of NAIVAWASSCO.

5 Media Used and Planned Activities

5.1 Construction Phase

During the construction phase the following activities will be organised and implemented by the Task Team:

- Preparation of a poster.
- Preparation of a flyer.
- Organisation and implementation of a commissioning Baraza.
- Organisation and implementation of an inauguration Baraza.
- Preparation of the Media and Activities that will be implemented during the facility operation phase.
- GTZ will prepare a Sign Board to be displayed at the 2 main gates to the bus station. The Sign Board will show; the project name, the client, the contractor, the technical advisor and the financing agents.

5.1.1 Poster (introducing and explaining the project)

1	Date of distribution:	22 nd November, 2007
2	Messages:	<ul style="list-style-type: none"> - What is being built at the bus park - Introduce the biogas installation/concept - How the gas will be used - Which services will be offered to the public? - NAIVAWASSCO will manage the facility - It will be a fee-paying facility - What will happen to the existing sanitation facility
3	Number of copies:	100
4	Target group(s):	Bus drivers, conductors, shoppers, shop owners and travellers
5	Where to be put up:	Community halls, markets, bars, trees, clinics, shops, bus stops, etc.
6	Who is responsible:	GTZ Ecosan team, consultant, NAIVAWASSCO
7	Remarks:	NAIVAWASSCO has prepared a poster

5.1.2 Flyer (introducing and explaining the project)

1	Date of distribution:	30 th November, 2007
2	Messages:	<ul style="list-style-type: none"> - Location of the facility - Introduce the biogas installation - How the gas will be used - Which services will be offered to the public (water, shower, toilet, hand washing)? - NAIVAWASSCO will manage the facility - It will be a fee-paying facility - What will happen to the existing sanitation facility - Announcing of the 1st Baraza
3	Number of copies:	1 Ream of (A4 size) paper
4	Target group(s):	Bus drivers, conductors, shoppers, shop owners and travellers
5	Where to distribute: put up:	The Task Team, some flyers will be given to shop owners around the bus station who will distribute to customers
7	Remarks:	To be prepared

5.1.3 1st Baraza: Commissioning

1	Preparatory activities:	Task Team will meet to prepare the Baraza
2	Task Team members involved:	All the Task Team members (Including the PHO)
3	Date:	20 th December, 2007
4	Duration:	- Preparation of Baraza: 2 days - Duration of the Baraza: 1.5 hours
5	Location:	Project Site
6	Messages:	<ul style="list-style-type: none"> - Introducing the <u>Naivasha Bus Park Biogas Sanitation Facility</u> - During the Baraza at the project site, a technical or social expert of GTZ explains the biogas technology and the use of gas to the participants - Someone from the Company or the consultant explains the kiosk system - The public health advantages of the new facility and the need to keep the facility clean - Business hours of the facility and tariffs charged - The customer care concept of NAIVAWASSCO
7	Activities:	Presentations by Company staff and experts, sketches, questions and answer sessions
8	Participation/contributions:	Questions from the audience
9	Programme:	To be prepared by Task Team
10	Remarks:	<ul style="list-style-type: none"> - The Baraza could be announced through drumming (done by the drama group) or by diffusing a message using a megaphone - The Baraza is the opportunity for the Company to market its services - Participants should be allowed to ask questions - NAIVAWASSCO should contact a drama team - The sketch or sketches performed by the drama team have to refer to the messages we intend to communicate during the <i>Baraza</i> - The Task Team should prepare short content outline for the drama team - The Task Team should preview the sketches and determine the number of sketches and their duration

5.1.4 2nd Baraza: Inauguration

1	Preparatory activities:	Task Team will meet to prepare the Baraza
2	Task Team members involved:	All the Task Team members
3	Timing and/or date:	When there is enough gas (approximately 4 months after commissioning)
4	Duration:	Preparation of Baraza: 2 days Duration of the Baraza: 1 hour
5	Location:	At the project site
6	Messages:	<ul style="list-style-type: none"> - Official opening of the Baraza by the guest of honour - During the Baraza show at the project site, a GTZ expert should explain the Biogas Technology and the use of gas - The importance of having access to clean public sanitation - Need for sustainability (reason why customers have to pay for the services)
7	Activities:	Presentations by Company staff and experts, sketches, questions and answer sessions
8	Participation/contributions:	Questions and answers from the audience
9	Programme	<ul style="list-style-type: none"> - The Baraza could be announced through drumming (done by the drama group) or by diffusing a message using a megaphone - Participants should be allowed to ask questions - NAIVAWASSCO should contact a drama team - The sketch or sketches performed by the drama team have to refer to the messages we intend to communicate during the <i>Baraza</i> - The Task Team should prepare short content outline for the drama team - The Task Team should preview the sketches and determine the number of sketches and their duration

5.2 Facility Operation Phase

The task Team will prepare the following activities, which will have to be accessible to the public during the facility operation phase:

- A billboard, which presents the following information: name of the facility, managed by NAIVAWASSCO, type of facility (biogas, water kiosk, toilets and showers), open 24/7.
- A poster (A4 size) put up next to the entrances of the facility (ladies and gents) which shows the business hours (with emphasis on the kiosk and the tariffs).
- A poster (A 4 size) put up next to the entrances of the facility (ladies and gents), which explains the rules of the facility (e.g. the need to keep the facility very clean (public health) and the customer care concept of NAIVAWASSCO (customers have the right to complain about poor hygienic conditions, poor service level, etc.). The poster should also mention the company contact details.
- A poster (A 3 size) put up next to the entrances of the facility (ladies and gents) which explains the biogas concept.

All posters have to be put up on a protected notice board. The poster presenting the business hours and tariff can be placed in the same protected notice board as the poster containing information of cleanliness and customer care. The biogas concept should be placed in a separate notice board. Both notice boards should be placed next to each other.

5.2.1 Billboard

1	Location:	Next to the facility
2	To be put up:	Before commissioning data
3	Messages:	- Name of the facility - Facility is managed by NAIVAWASSCO, - Type of facility and services offered (biogas, water kiosk, toilets and showers), - Business hours: 24/7
4	Number:	One large billboard
6	Target group(s):	Bus drivers, conductors, shoppers, shop owners and travellers
7	Who is responsible:	NAIWASSCO, GTZ Ecosan Team, Consultant
8	Made by:	Local company specialised in the production of billboards

5.2.2 Poster (business hours and tariffs)

1	To be put up:	Before commissioning data
2	Messages:	<ul style="list-style-type: none"> -The Water Kiosk will be open at 06:00 am to 09:00 pm. Water will be selling at KSh 2.- per 20/litre container - The toilets and shower rooms will remain open 24 hrs every day. - Using the shower will cost KSh... / 5 minutes - using the toilet will cost KSh ... (short call and long call)
3	Number of copies:	2 or 3
4	Target group(s):	Customers of the facility
5	Where to be put up:	Next to the entrances of the facility
6	Who is responsible:	The Task Team (NAIVAWASSCO should take the initiative)
7	Remark:	Poster protected by the notice board window

5.2.3 Poster (rules of the facility, public health and customer care)

1	To be put up:	Before commissioning data
2	Messages:	<ul style="list-style-type: none"> - Importance of keeping the facility clean (Naivasha Water and Sewerage Company kindly requests users of this facility to keep this place very clean) - Responsibilities and rights of the Operator, of the company and of the customer - Customers have the right to complain about poor hygienic conditions or poor service levels by writing to: Naivasha Water and Sewerage P. O. Box----- Naivasha Or phone-----
3	Number of copies:	2 or 3
4	Target group(s):	Customers or users of the toilets and shower
5	Where to be put up:	In the protected notice board near the pay point (Ladies/Gents)
6	Who is responsible:	The Task Team (NAIVAWASSCO should take the initiative)
7	Remark:	Protected notice boards have to be purchased

5.2.4 Poster (biogas concept)

1	To be put up:	Before commissioning data
2	Messages:	-A clear and illustrated message which explain the biogas concept and the way in which the gas is used at the Naivasha facility
3	Number of copies:	2 or 3
4	Target group(s):	Customers of the facility
5	Where to be put up:	In the protected board and near the pay point (Ladies/Gents)
6	Who is responsible:	GTZ Ecosan Team
7	Remark:	Protected notice boards have to be purchased

6 Appendices

6.1 The Sensitisation Programme

Sheet in MS Excel showing the programme

6.2 Messages and Media: Facility Construction Phase

6.2.1 Poster (introducing and explaining the project)

6.2.2 Flyer (introducing and explaining the project)

6.2.3 Programme of 1st Baraza (commissioning)

6.2.4 Programme of 2nd Baraza (inauguration)

6.3 Messages and Media: Facility Operation

6.3.1 Text for the Billboard

6.3.2 Poster (A4 size): Business Hours and Tariffs

6.3.3 Poster (A4): Facility Rules, Public Health & Customer Care

6.3.4 Poster (A3): A Public Sanitation Facility: How does it Work?

6.4 Members of the Task Team

6.5 Questionnaire for the Willingness and Ability to Pay Assessment

6.6 Notes Regarding the Training of the Operator