



# Awareness Raising Campaign for Water and Sanitation Services

In the frame of Regional Capacity Development Network  
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# Background

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- The need for communication and outreach to the public on water supply and sanitation services has emerged from the roundtable discussion of National Water Utility Associations in the Region
- In the frame of RCDN grant period, IAWD has hired a consultant to develop a communication strategy to reach out to consumers and remind them how essential water is in everyday life



# Target group for JAW communication campaign

- Preferred target audience: young people and children
- Consumers of the water services
- Region: Western Balkans, RCDN six non-EU countries



# What did we implement up until now

A website <https://www.just-add-water.org/>  
with information on how to:



# How can the JAW website be used and promoted?

- The website is an additional service to our members for communication purposes
- Spread the videos on social media
- Join with your logo and link to your website



# How can we develop the campaign further?

- Promote the campaign on events and specific days (e.g., Danube day)
- Produce more videos
- Translate into other languages and spread locally



# Thank you for your attention!

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<https://www.just-add-water.org/>

