

The GoAL WaSH/HRBA/SNV Project Component

1. The GoAL WaSH Programme

The 2006 UNDP Human Development Report, “*Beyond Scarcity: Power, Poverty and the Global Water Crisis*”, served to catalyze global attention to the global water crisis. This crisis means deprivation in access to water: the poor are systematically excluded from access by their poverty, by their limited legal rights or by public policies that limit access to the infrastructures that provide water for life and for livelihoods. While illustrating that chronic water stress does pose a significant threat to human development in many parts of the world, the HDR underscores that, first and foremost, the global water crisis is rooted in power, poverty and inequality, particularly for women. As the HDR title and contents suggest, the water crisis is not so much one of absolute scarcity but one of governance.

Now past the mid-point of the time frame for achieving the Millennium Development Goals, the world still faces serious challenges in achieving the water supply and sanitation (WatSan) MDGs: Over 900 million additional people need to gain access to an improved water source by 2015, and over 1,320 million need access to improved sanitation, if the WatSan MDGs are to be achieved. While the world as a whole is roughly on track to meet the water target, there are vast disparities in several regions (Sub-Saharan Africa, Arab States) and in individual countries in all regions. Similarly, while some regions (East Asia/Pacific, Latin America & Caribbean, Arab States) are on or near to achieving the sanitation target, some regions (South Asia, Sub-Saharan Africa) and individual countries need significant acceleration if the sanitation MDG is to be met. Even if the WatSan MDG is met, it would still leave an additional 800 million people without access to safe water supply and 1.8 billion people without access to improved sanitation. This underscores that the rate of progress has to increase dramatically and much additional work will remain beyond 2015.

The WatSan targets are central to UNDP’s Sustainable Human Development mission. The HDR and analyses carried out by UNDP’s Water Governance Programme provide ample evidence that access to WatSan services are a core driver for development:

- Sanitation, water resources management and supply services are all inextricably linked to the other MDGs, many of which *cannot* be achieved if WASH fail
- Investments in water resources development and management, including sanitation, have an average benefit to cost ratio of about 8:1
- Access to both water supply and sanitation explain far more of the variance (separately or together) in the Human Development Index than any other variable examined, including health, education, gender and access to modern energy services
- Successfully addressing the WatSan crisis could trigger the next major leap forward in human development.

UNDP's Water Governance strategy includes supporting countries address their water supply and sanitation needs through strengthened planning, financing and capacity development mechanisms so that they can achieve or exceed their WatSan MDGs by 2015.

To complement UNDP's water governance strategy, UNDP have initiated a specific global program, the UNDP GoAL-WaSH Program, focussing on water, sanitation and hygiene (WASH). It seeks to enhance MDG achievement by strengthening national governance, advocacy and leadership (GOAL), and support mainstreaming of WatSan into national development strategies (PRSP, etc.) and coordination of implementation action at country level.

The first stage of program development was to select a range of countries for UNDP WASH intervention. The criteria for country selection are:

1. Countries off-track to meet the WSS MDGs or should be performing at a significantly improved level
2. A country selection which form a globally balanced program with countries from every UNDP region
3. Countries where the program would complement existing UNDP projects and support one UN sector leadership
4. Expressed demand for support from lead government sector agencies.

An initial list of 12 countries was drawn up in a program inception report¹. For Bosnia and Herzegovina it was agreed to undertake a joint mission together with the UNDP Programme on the Human Rights Based Approach to Water Governance (HRBA). A Joint Country Sector Assessment was undertaken (completed July 2009) which identified gaps and priority measures for sector support to meet the MDGs, and to promote the HRBA to water governance. This led to the identification of options for UNDP intervention, which draw on UNDP's comparative advantages and are consistent with GoAL-WaSH and HRBA objectives. This included a stakeholder consultation to identify a priority for UNDP intervention, which resulted in the selection of two options, and the inclusion in the programme of the local office of the international NGO SNV. Accordingly a third partner in the development, financing and implementation of the recommended option is SNV.

The two options identified were sufficiently closely aligned to the UNDP/UNICEF project to make it sensible to incorporate the GW/HRBA/SNV project in this wider document as a project component of it. This document outlines the aims of GoAL WaSH, HRBA and SNV, and provides details on their joint project component of the wider UNDP/UNICEF project.

2. The HRBA Programme

The Human Rights Based Approach (HRBA) to development identifies rights-holders and their entitlements, and duty-bearers and their obligations and analyses the

¹ The 12 country list currently stands at: Bosnia and Herzegovina, Djibouti, El Salvador, Madagascar, Mali, Mongolia, Nepal, Paraguay, Sierra Leone, Sudan, Tajikistan and Zambia.

relationship between them. In B&H's water sector, duty-bearers comprise the water utility companies and all government levels in the complex politico-administrative system (see Figure 10). Rights-holders comprise every individual in the country whatever their gender, race and ethnicity; each person has a right to reliable access to clean and affordable potable water. The 'right to water' does not mean free water, or allow for unlimited use of water, nor entitle everyone to a household connection or to water resources in other countries. Rather, a 'right to water' means an affordable water supply providing sufficient water for personal and domestic uses, located within, or in close proximity to the household. In B&H, weak governance and degrading infrastructure are impeding duty-bearers from fulfilling their water service delivery obligations to rights-holders in a satisfactory manner.

The situation is worse for vulnerable and marginalised groups in rural areas. Rural areas are typically not connected to a centralised water supply system, but rely on small village water supply systems not under national control that typically comprise of private wells, unprotected wells and springs. The capacity of these unimproved water sources is being overwhelmed by the large returnee population. Approximately 125,000 internally displaced persons (IDPs) diffuse throughout the country do not have reliable access to sufficient, affordable, potable water. Municipalities with the most IDPs include Sarajevo (23,665); Banja Luka (12,627); Bijeljina (7,401); Tuzla (7,015); Prijedor (6,776); Zvornik (6,776); Doboј (5,222); Modrica (4,656); Zivinice (4,093)². Without an official place of residence with a building licence, access to clean, safe water cannot be granted. For sustainable returnees, the houses and infrastructure they return to generally lacks maintenance, partly due to civil war (1992-1995) destruction, and partly because few measures have been taken to rehabilitate and maintain the buildings ever since. 'Minority returnees are discriminated against in almost all sectors of life, including...water supply, electricity and communications' (IDMC, 2008:255). The Roma population of approximately 60,000 are also marginalised. Many live in informal settlements that lack basic facilities, including insufficient access to potable water³. Furthermore, access to drinking water within/in close proximity to schools in rural areas, and within/in close proximity to the housing unit of disabled persons is limited compared to that for other persons⁴. Efforts to create the necessary conditions for returnees, by combating discrimination against those from minority groups and ensuring equal access to affordable, potable water are needed. Addressing returnees and other vulnerable persons deprived access to utilities was considered a high priority by the Human Rights Task Force in January 2000⁵. However, despite the problems being well-documented in information provided by legal aid centres and the Ombudsman's office, little effective action has since been taken to prevent abuses and arbitrary measures, or to monitor the situation on the ground.

A lack of civil society awareness regarding their water rights and the process through which they can claim their rights and hold duty-bearers to account poses an obstacle to improving the situation. A large percentage of the population are unaware they

² Internal Displacement Monitoring Centre data (<http://www.internal-displacement.org/>)

³ IDMC (2008), 'Bosnia and Herzegovina: Broader and improved support for durable solutions required', p228.

⁴ UNDP (2007) 'National Human Development Report 2007: Social Inclusion in Bosnia and Herzegovina'.

⁵ UNECE (2001), 'Situation of human rights in the former Yugoslavia'.

have a right to affordable, safe potable water. Those that are aware are typically unaware of the redress mechanisms available to them when their access is denied. Some complaints are made to the Ministry for Human Rights and Refugees regarding access to water, but these are overwhelmingly lodged by persons in urban areas. Registered cases and claims submitted to the Ombudsman regarding the water sector highlight the two biggest problems in terms of the right to water to be a lack of knowledge and public awareness. Moreover, justice in access to information is infrequently met, water-relevant information is hard to obtain.

To date, the majority of projects in B&H's water sector have been infrastructural. Very few have adopted a 'soft' approach to development, and only UNDP's Rights-based Municipal Development Programme (RMAP) has explicitly utilised the HRBA. RMAP facilitated local development planning in selected municipalities in B&H through a multi-sector approach guided by international human rights principles and standards. The RMAP highlighted the difficulties in having a programme fully guided by a normative framework, such as international human rights principles. The experience suggests the normative framework should be used as guidance, and a pragmatic, context-specific approach adopted. UNICEF and UNDP's Joint Programme entitled 'Economic Governance: Securing Access to Water through Institutional Development and Infrastructure' (2009-2011), bridges both the infrastructural and HRBA to improving water governance in B&H. It aims to directly contribute to the first two UNDAF outcomes: 1) Strengthened accountability and responsiveness to pro-active citizens (integral to the HRBA), and 2) Improved access to and quality of basic education, health and social protection services⁶.

Environmental NGOs are generally not active in the cross-cutting areas of water governance and human rights. Most NGOs in B&H have been set up to deal with the housing crisis and returnees following the civil war (1992-1995), but very few explicitly deal with human rights issues. Those that do are concerned with first generation human rights that are fundamentally political and civil in nature, not third generation social and economic rights, which include the right to natural resources amongst others. Nevertheless, NGOs and national stakeholders are welcoming the HRBA as a new and innovative method for improving water governance in B&H.

B&H has also signed or ratified the following international human rights conventions and regional instruments relevant for the HRBA to improving Water Governance:

- **International Covenant on Economic, Social and Cultural Rights (1966)** (ratified 6th March 1992);
- **Convention on the Rights of the Child (1989)** (ratified 6th March 1992);
- **Convention on the Elimination of all forms of discrimination against women (1979)** (ratified 1st October 1993);
- **Convention Against Torture and other Cruel, Inhuman or Degrading Treatment or Punishment (1984)** (ratified 06 March 1992);
- **International Convention on the Elimination of all forms of Racial Discrimination (1965)** (ratified 16th July 1993);
- **UNECE Aarhus Convention on Access to Information, Public Participation in Decision-making and Access to Justice in Environmental Matters (1998)** (accession October 2008);

⁶ UNDP/UNICEF (2008) Joint Programme Document

- **Kiev Protocol on Pollutant Release and Transfer Registers (2003)** (signed 21st May 2003);
- **Council of Europe Convention for the Protection of Human Rights and Fundamental Freedoms (1970)** (ratified 12th July 2002);
- **Council of Europe Framework Convention for the Protection of National Minorities (1995).**

The Constitution includes most of the principles of these human rights conventions and guarantees that they supersede national legislation. As it stands, the legal framework for ensuring the right to water appears sufficient on paper, the challenge lies in improving its implementation in reality. Improvement is needed in the implementation of rulings and international human rights conventions⁷; largely because the institutional and administrative bodies needed to ensure the legislation is adequately enforced, are embedded in a complex politico-administrative system lacking harmonization and clearly defined responsibilities.

At present B&H is neither a signatory nor party to:

- **UNECE Convention of the Protection and Use of Transboundary Waters and International Lakes (1992);**
- **Convention on the Transboundary Effects of Industrial Accidents (1992);**
or
- **UNECE Protocol on Water and Health (1992).**

UN Treaty bodies have made recommendations for improving the human rights situation in B&H. It is recommended that the State party ensure the independence and impartiality of the Office of the State Ombudsman, and adopt one common human rights approach⁸. With regards ‘the right to water’ specifically, the Committee on Economic, Social and Cultural Rights (CESC) suggest the State party identify disaggregated indicators and appropriate national benchmarks in relation to the right to water, in line with the committee’s General Comment No.15. The CESC request the state includes information on the process of identifying such indicators and benchmarks in its next report⁹.

3. The SNV Programme

Improvement of the supply of safe potable water is one of the main development priorities in the canton of Central Bosnia and its municipal capital, Travnik. The canton population (about 55,000 of which 65% is rural) and the local government both suffer from four common illusions:

- There is a great deal of water in Travnik – so there is nothing to worry about;
- Water is a natural resource so it should be free;

⁷ See Commission of European Communities Progress Report for Bosnia and Herzegovina 2007, p.16.

⁸ E/C.12/BIH/CO/1, Concluding observations of the Committee on Economic, Social and Cultural Rights, para 30.

⁹ E/C.12/BIH/CO/1, Concluding observations of the Committee on Economic, Social and Cultural Rights, para 49.

- We are already careful about rational water consumption;
- We do not have to protect our resources, since we already drink safe water.

Water resources are indeed ample, but there are major problems of both water quality and reliability of supply. Sustainability also requires operation and maintenance, which are not free goods. Current attitudes accordingly do not bode well for the future sustainability of a clean, reliable and affordable water supply. The SNV mission is to make safe drinking water available for all the inhabitants of Travnik municipality.

There is a further important consideration. According to the norms of international human rights legislation it is the obligation of a duty bearer to inform claim holders of their rights and obligations. It is also the obligation of the duty bearer to establish and sustain mechanisms for the free, active and meaningful participation of citizens in public affairs on a non-discriminatory basis. SNV has already implemented several activities regarding the improvement of the current state of drinking water in Travnik and central Bosnia from this human rights perspective.

Approach

Complementary to other SNV activities in Travnik and Central Bosnia area (notably, interventions targeting the accessibility and availability of safe drinking water for all, especially the marginalised rural population), this project has been designed to raise the awareness of claim holders/water consumers on the one hand and duty bearers/water service agencies on the other of their rights and responsibilities concerning the use and supply of drinking water. According to the Water Losses Detection Plan in the urban area of Travnik municipality (previously facilitated by SNV), less than 50% of the water users registered on the public water system are paying for water supply services. This is jeopardizing the sustainable, efficient and effective provision of this service. Further analysis indicates that the population is not informed or fully aware of the consequences of their attitudes, and that most of them have a completely inappropriate understanding of the issues. They are also generally uninformed on legal obligations deriving from the relevant international, EU and national legislation. Following an analysis of the situation, SNV has decided to design a campaign which targets the rights and obligations of water consumers/claim-holders, and which also confronts the popular illusions regarding water.

Objectives

- raise awareness at local community level about their rights and duties regarding drinking water issue for both duty-bearers and claim-holders
- encourage a dialogue among various water stakeholders
- support the inclusion of marginalized groups.

Expected Results:

- The Awareness Campaign will make an impact on the major actors and enable them to approach their rights and responsibilities properly
- Raised awareness, behaviour and attitude changes of relevant water stakeholders in regard to mentioned water myths
- Increased percentage of payment together with increased percentage of inhabitants provided with safe drinking water in municipality
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Expected duration: 2009-2013
Approximate budget: 200.000 €

4. GoAL WaSH/HRBA/SNV Project Component Background

A Joint Country Sector Assessment of Bosnia (CSA) was completed in July 2009 which reviewed the country's status in relation to the achievement of the MDGs for the water sector, and the situation regarding a human rights based approach to water governance. This led to the identification of two initial project options, namely

- Option 1: Water Rights and Responsibilities Awareness Campaign
- Option 2: Promoting Water Service Delivery for Internally Displaced Persons (IDPs)

Following a stakeholder review, it was agreed that Option 1 should be selected, and that Option 2 should also be bundled into the project component. Accordingly the project component covers both options. An important output of this component will be to define further interventions (project phases of components), which will build on the sector assessment and the outcomes of this component.

5. Project Component (Phase 1) Outline

B&H is a water rich country with grave problems affecting water supply. The infrastructure is old and crumbling, and water utilities are for the most part heavily indebted. Wastewater management is broadly ineffective, and groundwater pollution has given rise to serious concerns over water quality. Access can also be unreliable. The problem is particularly acute outside the major urban areas, where a typical municipality may have two-thirds of its water customers in rural areas. In the face of these serious challenges, local government is struggling to perform. It is generally true that it is neither meeting citizens' legitimate expectations for access to clean and reliable water supplies, and nor is it properly accountable. There are many convergent causes for this state of affairs. The complex politico-administrative arrangements which have emerged following the state of conflict, and are indeed the price of peace, have made it difficult to determine effective responsibilities for service delivery. The civic culture of respect for the natural environment, and the awareness of the rights and responsibilities of citizens (rights holders) in relation to the obligations of public sector (duty bearers), are very poorly developed. Most citizens appear unaware of the cost chain in water supply and believe it is common property that should be a free good, and are similarly unaware of the major problems of water pollution.

From the points of view of approaching water governance both from a human rights based perspective, and from the perspective of promoting effective government leadership, an awareness campaign providing information and mobilizing civic consciousness around the rights and responsibilities of access to clean and reliable water and sanitation could make a useful contribution.

BiH is in a state of consolidation following a lengthy, painful and disruptive civil war. This consolidation is necessarily multi-dimensional. On the one hand a culture of behavioural norms must be built which can give substance to the European Union

Water Framework Directive (2000) to which BiH is committed; and on the other government and its institutions must be accountable to citizens in meeting their basic human rights. As a consequence of the civil war there is a particular group who in many cases have a markedly lower order of access to public goods and services than others. This is the large number of IDPS (estimated to be of the order of 125,000 in number, being approximately 3 percent of the population) who are diffused throughout the country. Their inequitable access to water, one of the most basic of human needs, is a particular case in point. It is of course true that this is part of a wider problem of the creation of an affordable, accessible, reliable and clean water supply in BiH. But as this is an obvious and specifically vulnerable group comprising a very diverse range of people it may be a useful starting point from which further more wide-ranging activities may grow.

From the points of view of approaching water governance both from a human rights based perspective, and from the perspective of promoting effective leadership by government, an intervention targeted on IDPs which aimed to investigate the specific problems they face in WSS and make recommendations to ameliorate these, could make a useful contribution.

6. Project Objectives (Phase 1)

The specific objectives are as follows:

Water Rights and Responsibilities Awareness Campaign

- Identify one or more pilot municipalities (depending on budgetary resources) which are facing major problems in terms of their ability to provide safe and reliable water to the inhabitants for whom they are responsible;
- Review the legislative framework and regulatory procedures (at all relevant levels) within which the targeted local government(s) operate to fulfil their duties regarding service delivery in the WSS sector;
- Review the ownership and management structures of institutions supplying drinking water;
- Assess the nature of the constraints facing the public water utilities in the selected project areas;
- Conduct an attitude survey on the public understanding of the rights and responsibilities of both rights-holders and duty-bearers regarding water both as a component of the natural resource base, and as a consumer good;
- Select primary target groups, and design an awareness campaign based on the findings of the previous activities;
- In consultation with the appropriate authorities, implement the campaign in the selected region(s);
- Assess the outcomes and impacts of the campaign;
- Provide recommendations on how the awareness campaign might be improved and extended in scope and on a sustainable basis.

Subject to the co-financing arrangement with SNV, a major NGO with extensive on-the-ground experience in B&H, additional project components which would be of major assistance to the municipalities are:

- Support for preparation of a plan for the detection of water losses and the repair of the distribution network
- Training for local government officials and staff of the local Utility companies in management, technical and HRBA aspects of water supply.

Promoting Water Service Delivery for Internally Displaced Persons (IDPs)

- In consultation with the appropriate authorities, select one or more designated pilot areas to undertake a survey;
- Identify an appropriate group of IDPs for induction into the project's aims and objectives;
- In conjunction with this group, design and implement a survey covering the full spectrum of opportunities and constraints faced by IDPs in respect of their access to water and sanitation services;
- Analyse and assess the survey results, with particular attention to legal and regulatory issues, and the nature and variety of constraints on access;
- Make recommendations to the appropriate authorities on possible ameliorative action.

Sustainability, Replication and Further Interventions

- Building on the sector assessment (and project idea pipeline) and based on the assessments from the awareness campaign and Water Service promotion for IDPs pillars, develop proposals for follow-up phases (future project components or separate interventions);
- Consult with key stakeholders and decide on further options;
- Mobilize partnerships and additional resources for follow-up phases.

6. Project Outputs

The outputs of the project activities are effectively covered by the Results Framework Table 1 of the main project document (p 27), under Outcome 1, *Strengthened Inclusion of Citizens in the Participative Municipal Governance of Water Access*. Activities under this project component which are additional (or more explicit in the detailed activity outlined) are summarised in Annex G Table 2 at the end of this document.

7. Annual Workplan

The annual workplan will operate in accordance with the main project workplan as set out in Annex A Annual Workplan of the main project document (pp 45-49). An additional indicative outline workplan is provided in Annex G Table 1 at the end of this document.

8. Project Management

The management of the component will be fully integrated into the UNDP Joint Programme '*Economic Governance – Securing Access to Water through Institutional Development and Infrastructure*' (refer to Figure 1, p33), which has a National Programme Manager and Coordinator, 70% of whose time will be spent on the UNDP programme and 30% on coordinating activities between UNICEF and UNDP. A Chief Technical Advisor will be hired for 24 months from the date of implementation. An expert on HRBA in the water sector should be recruited as soon as is feasibly, to support the National Programme Manager and ensure HRBA is fully integrated into the UNDP/UNICEF Joint Programme component.

9. Monitoring and Evaluation

The project component will undergo monitoring and evaluation in accordance with the mechanism and schedules set out in the main project document in Chapter 7, pp 36 *et seq.*

10. Risk Analysis

The risks of the project component are essentially similar to those affecting the wider project, namely

- 1 Political: The resumption of hostilities or degrading of the security situation.
- 2 Cooperative arrangements: There is a wide range of partners involved which cause problems of communication and coordination.
- 3 Financial: The proposed resource allocations from the different contributing partners may be delayed or reduced.

Insofar as possible these risks may be mitigated as follows:

- 1 Structuring the selected target areas for the project component to areas of relative security.
- 2 Regular meetings and dialogue between the participating partners, and a proactive coordinating role by the UNDP CO in Sarajevo.
- 3 The scale and construction of the project as a whole are such that the scope (in terms of numbers of municipal areas covered, spread of activities, and project duration) may be reduced to fit the resource envelope available without unduly compromising the overall project objectives.

11. Agreement with Cooperating Partners

The basis of the cooperative agreement between UNDP and UNICEF are set out on pp 18 -19 of the main project document, which should be held to conclude the incorporation of the GoAL WaSH and HRBA programmes of UNDP.

SNV have indicated their in principle willingness to participate in the project component.

12. Terms of Reference for CTA

The terms of reference for the wider project (Annex B, p 55) set out enabling clauses whereby the Project Manager is responsible for securing effective human resources for the implementation of the project. As the activities of this project component are very similar to those of the main project the management and execution of this component will largely be undertaken by these personnel, but in conjunction with cooperating civil society organizations and SNV. However the component does require input from a Chief technical Advisor (CTA) with explicit competencies and experience in the area of HRBA in the water sector.

The responsibilities of the CTA will mainly include the following:

- Oversee the production and ensure the quality of all studies, report or other forms of outputs of this project component;
- In particular lead the design, conduction and analysis of surveys and assessments, in close consultations with stakeholders and target groups;
- Conduct trainings and lead the organization of workshops;
- Ensure the HRBA is fully mainstreamed throughout the entire programme, from project design and implementation through to monitoring and evaluation.
- Adequately and pro-actively liaise with key stakeholders when needed and as necessary.
- Develop ready-for-submission proposals for future interventions, follow-up phases or new projects, and initiate the mobilization of necessary partnerships and resources for their implementation.

Required minimal competencies:

- higher university degree in environmental science, international development, law or other relevant field.
- Proven experience, of at least highly familiar with HRBA to development approach, preferably in environmental or water sector.
- Work experience in the field of human rights and/or water governance in the international context.
- Self-starter with well-organized working style, proven efficiency and competency in self-managing complex task lists under time pressure, and in collaboration or coordination with colleagues from differing backgrounds and across various locations.

13. Project Budget

The project component budget is set out in Annex G Table 2: Summary of Results Framework and Indicative Budget and Timeframe.

14. Project Funding

The indicative funding for the project component is as follows:

UNDP GoAL WaSH Programme	\$150000
SNV	\$150000

15. Legal Context

The legislative framework is as for the main project, set out in Chapter 8, p 44 *et seq* of the document.

Annex G Table 1 Work Calendar

Specific Activities	Year 1	Year 2	
Conduct attitude survey in 10 municipalities	X X	X X X X	
Select target groups	X X X	X X X	
Design/improve awareness campaign	X	X	
Implement campaign	XXXXX	XXXXXXXXXXXXX	
Assess campaign impact	X	X	
Plan improvement and dissemination	X	X	

Annex G Table 2 Summary of Results Framework and Indicative Budget and Timeframe								
Securing Access to Water Through Institutional Development and Infrastructure								
JP Outputs	SMART Outputs by UN Agency	Agency priority of Country Programme	Implementing Partner	Indicative Activities	Indicative Resource Allocation and Timeframe (US \$)			
					Year 1	Year 2	TOTAL	
Awareness Campaign on Water Rights and Responsibilities including IDP survey	As for Outcome 1, activity 1.1 of Table 1 (p27)	UNDP/ UNICEF	SNV and CSOs	Conduct attitude survey in 10 municipalities	30000	32000		62000
				Select target groups	5000	5000		10000
				Design/improve awareness campaign	5000	5000		10000
				Implement campaign	74000	116000		300000
				Assess campaign impact	5000	5000		10000
				Plan improvement and dissemination	5000	13000		18000
				TOTAL	124000	176000		300000