

WATER WEEK CAMPAIGN 15-21 MARCH 2010

TIME FRAMES	EVENT/ OPPORTUNITY	ACTIVITY	ACTION	CHANNEL S	VENUE	LINE FUNCTION	POLITICAL LEAD
15 March 2010	National Water Week Launch: Clean Up River Campaign	Minister to demonstrate cleaning up of a river Drought Cheque handover Road show with Blue Bus	Direct community event: regional campaign: <ul style="list-style-type: none"> ▪ Invite media, Address and speeches: Minister, Premier & District Mayor ▪ Demo: Cleaning up of a river ▪ Handover of Drought relief Cheques to affected municipalities ▪ Distribution of promotional material - buckets, cups with water tips, pens, rulers and water bottles 	Television Radio	Eastern Cape: Umtata	Ministers Office Working for Water Communications OR Tambo District Municipality	Minister
16 March 2010	Maphumulo Bulk Water Supply project hand over and sod turning	Sod turning and handover event in Maphumulo and Ngcebo areas	Direct community event: regional campaign: <ul style="list-style-type: none"> ▪ Invite media, Address and speeches: Deputy Minister, Premier & District Mayor ▪ Sod turning and handover event 	Television Radio	KwaZulu Natal: Maphumulo	Ministers Office Communications Ilembe DM Umgeni Water	Minister

			<ul style="list-style-type: none"> ▪ Distribution of promotional material –buckets, cups with water tips, pens, rulers and water bottles 				
17 March 2010	Host Cities Blue Drop 2010 Report	Official Release of the Blue Drop Host Cities Report and Launch of “My Water” web-link	<p>Media Breakfast:</p> <ul style="list-style-type: none"> ▪ Invite media, Host cities & LOC ▪ Presentation by Drinking Water Quality and DWA 2010 FIFA Project. ▪ Launch of “My Water” web-link 	TV Radio	Western Cape: Parliament	<p>Ministers Office</p> <p>Drinking Water Quality</p> <p>DWA 2010 FIFA Project</p> <p>Communications</p>	Minister
17 March 2010	Highlight the need for better appreciation of our scarce natural resource	<p>Adopt a River Programme: Walking for Water-March/Walk</p> <p>Drought Cheque handover</p> <p>Road show with Blue Bus</p>	<p>Launch of Adopt a river programme:</p> <ul style="list-style-type: none"> ▪ Invite stakeholders & local community to participate ▪ Address and speeches: Minister, WC Premier & District Mayor ▪ Water Campaign: Walking for Water-Walk to the Eeste Revier Catchment. ▪ This will culminate 	Direct outreach Television Radio	Western Cape: Eeste Revier Catchment	<p>Deputy Ministers Office</p> <p>Water Resource Management Support</p> <p>Communications</p>	Deputy Minister

			<p>in the cleaning of a water resource.</p> <ul style="list-style-type: none"> ▪ Handover of Drought relief Cheques to affected municipalities ▪ Distribution of promotional material- buckets, cups with water tips, pens, rulers and water bottles 				
18 March 2010	Partnership between the department and the mining sector to address the problem of decanting mines	Unveiling interventions to deal with Acid Mine Drainage	<p>Acid Mine Drainage:</p> <ul style="list-style-type: none"> ▪ Invite media and stakeholders ▪ Address and speeches: Minister, Mine Managers & Water boards 	TV Radio	Gauteng	Ministers Office Resource Protection and Waste Communications	Minister
19 March 2010	Highlight interventions for water security in line with WFGD	Launch of a Desalination Plant	<p>Launch of the plant:</p> <ul style="list-style-type: none"> ▪ Invite stakeholders & local community to participate ▪ Address and speeches: Minister, WC Premier & District Mayor ▪ Water Campaign: Walking for Water- 	Stakeholder event Television coverage Radio coverage	Western Cape	Ministers Office Water Sector Support Communications	Minister

19 March 2010	War on Leaks	<p>Deputy Minister to demonstrate how to fix a leaking tap in various municipalities</p> <p>Leaking tap kits will be provided</p> <p>Road show with Blue Bus</p>	<p>Walk to the Desalination Plant</p> <ul style="list-style-type: none"> ▪ Distribution of promotional material- buckets, cups with water tips, pens, rulers and water bottles <p>Direct community event: regional campaign:</p> <ul style="list-style-type: none"> ▪ Invite media, Address and speeches: Deputy Minister, Premier & District Mayor ▪ Demo on how to fix a leaking tap. ▪ Distribution of promotional material – Fix leaking tap kits, buckets, cups with water tips, pens, rulers and water bottles 	TV Radio	Gauteng	<p>Deputy Ministers Office</p> <p>Communications</p> <p>Mogale City</p>	Deputy Minister
19 March 2010	Water Conservation in Hospitality Industry	Visit to hotels/B&B and drop-off awareness	<p>Direct community event: regional campaign:</p> <ul style="list-style-type: none"> ▪ Invite media, Address and 	TV Radio	Gauteng	<p>Deputy Ministers Office</p> <p>Water Use</p>	Deputy Minister

		materials in partnership with hotel management Road show with Blue Bus	speeches: Deputy Minister, Premier & District Mayor <ul style="list-style-type: none">▪ Identify hotels/B&B and drop-off awareness materials			Efficiency Comms Mogale City	
--	--	---	---	--	--	--	--