WP6.4 Consumer Relationships Workshops Report
TECHNEAU

WP6.4 Consumer Relationships Workshops

Report
Colofon

Title
WP6.4 Consumer Relationships Workshops Report

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1. Overview of Workshops

As part of the dissemination activities of the WA6 component of the TECHNEAU project, a series of workshops were held in Cyprus, the Netherlands and Sweden.

The purpose of the workshops was to disseminate our research findings and engage with end-users in order to provide a forum for discussion. End-users were invited to attend workshop presentations and engage in interactive exercises. Broadly speaking, the following issues were addressed across the sites.

- What raises consumer awareness and concern?
- What is the best way to deal with consumers during a crisis?
- What fosters consumer trust and confidence in the sector?
- What are consumers’ preferences?
- What are consumers willing to pay for improved supply services?

The formats of the workshops differed and were tailored to address the local consumer context and specific water sector concerns of stakeholders in each country. Workshop content was informed by the progression of the WA6 studies, most notably our findings from the quantitative surveys (TECHNEAU deliverables D6.1.8 and D6.2.8), which were themselves designed to address the local consumer context (e.g. Cyprus: water shortages; Netherlands: Stable, reliable system; Sweden: crisis management).

For Cyprus the local concerns were both about contamination events and water conservation. For the Netherlands, which included participants from Belgium, the focus was on complaints handling and the impact of company contact. In Sweden the emphasis was on the handling of contamination events and we were joined by Annika Ekvall who had led the crisis handling in Lilla Edet and was able to share her experiences with us. Coincidentally at the time of the two Swedish workshops there was a fresh contamination event in Östersund in northern Sweden and we were able to look at their public website pronouncements ‘live’ during the workshops.

The workshop agendas, presentations and materials are available on the TECHNEAU website at [www.teachneau.eu](http://www.teachneau.eu).

For the interactive exercises, the main focus of this report, the scenarios were developed and designed to address the local context. These included a ‘short term, crisis management’ scenario, and a ‘long term, strategic planning’ scenario. End-users (including water company professionals, regulators and consumer representatives) were invited to participate and discuss consumer-oriented water sector issues from their various vantage points. In addition, our multidisciplinary research team provided feedback and recommendations drawing on their expertise e.g. psychology, politics and engineering backgrounds.

This report provides details of the workshops together with a description of the materials used.
The tables below provides an overview of locations, venues and dates for the workshops and lists the affiliations of the attendees.

<table>
<thead>
<tr>
<th>site</th>
<th>date</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limassol, Cyprus</td>
<td>12(^{th}) April, 2010</td>
<td>Cyprus University of Technology</td>
</tr>
<tr>
<td>Nicosia, Cyprus</td>
<td>13(^{th}) April, 2010</td>
<td>Cyprus Institute</td>
</tr>
<tr>
<td>Nieuwegein, Netherlands</td>
<td>7(^{th}) October 2010</td>
<td>KWR, Nieuwegein</td>
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<tr>
<td>Göteborg, Sweden</td>
<td>2(^{nd}) December 2010</td>
<td>Chalmers University</td>
</tr>
<tr>
<td>Stockholm, Sweden</td>
<td>3(^{rd}) December 2010</td>
<td>Rosteriet, Liljeholmsvagen 30</td>
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</table>

<table>
<thead>
<tr>
<th>Cyprus</th>
<th>Netherlands</th>
<th>Sweden</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyprus Consumers Association</td>
<td>WML</td>
<td>Kungsbacka kommun</td>
</tr>
<tr>
<td>Geological Survey Department</td>
<td>WMD</td>
<td>Bengt Zagerholm</td>
</tr>
<tr>
<td>Meteorology Department</td>
<td>PWN</td>
<td>DHI</td>
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<td>NV Consultants</td>
<td>Waternet</td>
<td>Kretslappskontoret</td>
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<td>Harvard Institute</td>
<td>Vitens</td>
<td>Orust kommun</td>
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<tr>
<td>NGO Support Centre</td>
<td>VMW</td>
<td>University of Kent</td>
</tr>
<tr>
<td>Water Development Department</td>
<td>Evides</td>
<td>Tyréns AB</td>
</tr>
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<td>Water Board of Lemesos</td>
<td>Dunea</td>
<td>Katrineholm kommun</td>
</tr>
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<td>Brabant Water</td>
<td>Norrvatten</td>
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<td>Nicosia Turkish Municipality</td>
<td>KWR</td>
<td>Urban Water</td>
</tr>
<tr>
<td>Water Board of Nicosia</td>
<td></td>
<td>Lilla Edets kommun</td>
</tr>
<tr>
<td>Cyprus Institute</td>
<td></td>
<td>Chalmers</td>
</tr>
<tr>
<td>Cyprus University of Technology</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The remainder of this document focuses on two exercises which can easily be adapted to be relevant to local contexts. The materials for these exercises are available at [www.teachneau.eu](http://www.teachneau.eu) and are in a form that can be readily edited so that they can be adapted to local conditions. If using these materials users are asked to acknowledge TECHNEAU and the European Commission as the source of these.

Delegates in Nicosia attempt to deal with consumer communications during a simulated contamination event.
2. Scenario 1: Crisis Management

This first exercise attempts to mimic the decision making required as a potential contamination event emerges. The goal is to get people to think about how such events are managed and reflect on how they will communicate with consumers in future events. The exercise is based on an amalgamation of the Lilla Edet calicivirus outbreak in 2008 and a number of features of other events taken from the TECHNEAU survey of such cases (TECHNEAU deliverable D6.3.1/2). We have reproduced the materials here in this report but editable versions can be downloaded from the TEHCNEAU site so that potential users can tailor them to their own local context.

In essence the workshop groups of participants are asked to role play being water company representatives (or municipal politicians if that is their role) and are presented with bits of information about a contamination event on cards at strictly timed intervals (example slides from the PPT presentation are shown in Appendix 1). The content of these cards contains both information about what has happened in terms of observable ‘facts’ and what is being presented in the media.

In this scenario the key feature is that the event is NOT a waterborne contamination event in the water company’s system – the cases arise from a private well used by a guest house and a food poisoning at a wedding - but the participants do not know this at the start. Rather, it is one that looks like it might be a waterborne contamination in the main supply system and so has to be responded to as if it was one. The public and the media have to be kept informed and actions need to be taken.

At any point the group(s) can do something – ask for information, make an announcement, issue a boil water notice etc. – and these actions are recorded on a response sheet. The response sheet asks them to log the time of their action and to be clear about its purpose and implications.

If a request for information is made for, for example, the results of water sampling tests, these are provided by the exercise leader after a suitable lapse of time (see timing sheet below). As the ‘event’ is NOT a water borne contamination event in the water company’s system the information given to a request like this would be that no abnormal test results are found. ‘Events’ continue to occur while these actions are taking place and may need to be responded to hence the workshop organising team will have to consist of at least two people.

The sheet below is given to groups of participants to give them some basic background information.
Consumers and the Drinking Water Industry

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Scenario One
Instruction Sheet

- This exercise is based upon real documented contamination events that have occurred in recent years.
- You will be provided with information about a series of events. Your task will be to think about the events as they unfold and to respond as you think best.
- You will be under some time pressure to act as new events unfold.
- It is up to you to decide whether the events are relevant and when to respond to them.
- You should be clear about what activities you are doing:
  - are they required by law/regulation?
  - what you are doing in addition to this?
- New events will be notified to you by a buzzer.

Background Information

- You are working for the water company that serves the region of Lydraki.
- It serves 20,000 households and a medium size conurbation.
- Water is sourced from a reservoir

After people have had time to read this and agree roles among themselves the ‘clock’ starts and information is fed to the groups on the basis of a fixed schedule. To fit the workshop into a reasonable time we scaled the events so that one minute of ‘real’ time corresponded to 2 hours of scenario time. Using the schedule below the cards/slides (we used laminated A4 versions of the slides in Appendix 1) are given to each group in a fixed order.
### Scenario One

#### Timings

<table>
<thead>
<tr>
<th>'Date'</th>
<th>Time</th>
<th>elapsed time</th>
<th>1min=2hrs</th>
</tr>
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<tbody>
<tr>
<td>Slide 1</td>
<td>April 13th</td>
<td>16.00hrs</td>
<td></td>
</tr>
<tr>
<td>Slide 2</td>
<td>April 14th</td>
<td>12.00hrs</td>
<td>20 hours</td>
</tr>
<tr>
<td>Slide 3</td>
<td>April 16th</td>
<td>12.00hrs</td>
<td>48 hours</td>
</tr>
<tr>
<td>Slide 4</td>
<td>April 16th</td>
<td>17.00hrs</td>
<td>5 hours</td>
</tr>
<tr>
<td>Slide 5</td>
<td>April 17th</td>
<td>12.00hrs</td>
<td>19 hours</td>
</tr>
<tr>
<td>Slide 6</td>
<td>April 17th</td>
<td>16.00hrs</td>
<td>4 hours</td>
</tr>
<tr>
<td>Slide 7</td>
<td>April 17th</td>
<td>17.00hrs</td>
<td>1 hour</td>
</tr>
<tr>
<td>Slide 8</td>
<td>April 18th</td>
<td>09.00hrs</td>
<td>16 hours</td>
</tr>
<tr>
<td>Slide 9</td>
<td>April 18th</td>
<td>12.00hrs</td>
<td>3 hours</td>
</tr>
<tr>
<td>Slide 10</td>
<td>April 18th</td>
<td>18.00hrs</td>
<td>6 hours</td>
</tr>
<tr>
<td>Slide 11</td>
<td>April 19th</td>
<td>12.00hrs</td>
<td>18 hours</td>
</tr>
<tr>
<td>Slide 12</td>
<td>April 19th</td>
<td>13.00hrs</td>
<td>1 hour</td>
</tr>
<tr>
<td>Slide 13</td>
<td>April 19th</td>
<td>16.30hrs</td>
<td>3.5 hours</td>
</tr>
<tr>
<td>Slide 14</td>
<td>April 19th</td>
<td>17.00hrs</td>
<td>.5 hours</td>
</tr>
<tr>
<td>Slide 15</td>
<td>April 20th</td>
<td>11.00hrs</td>
<td>18 hours</td>
</tr>
<tr>
<td>Slide 16</td>
<td>April 20th</td>
<td>12.00hrs</td>
<td>1 hour</td>
</tr>
<tr>
<td>Slide 17</td>
<td>April 20th</td>
<td>19.00hrs</td>
<td>7 hours</td>
</tr>
<tr>
<td>Slide 18</td>
<td>April 21st</td>
<td>09.00hrs</td>
<td>14 hours</td>
</tr>
</tbody>
</table>

The cards/slides themselves contain the following information:

**Slide 1. Event:**
- On **April 13th at 16.00hrs** the water company is informed by the health authority that there has been an unduly high number of reported cases of gastrointestinal illness.
- Hospital admissions have reached 10 cases in the previous 24hrs.
- All cases appear to have come from Lydraki.

**Slide 2. Event:**
- On **April 14th at 12.00hrs** early lab test results suggest cryptosporidium poisoning but not in all 10 cases.
- More cases are reported as being admitted to hospital including some foreign holiday makers.

**Slide 3: Media Event A**
- Newspaper Report: "**Newly Married Couple Spend Wedding Night in Hospital**". The article reports that an entire wedding party were admitted to hospital with severe stomach related symptoms.

**Slide 4: Event:**
- On **April 16th at 17.00hrs** the number of reported illnesses has risen to 32.
- The first death linked with the illness is confirmed. This is an elderly woman who had an additional complicating medical condition.
- You receive a request to join a Regional Emergency Team made up of regulators, health authority representatives, representatives of the Mayor’s office and water company representatives.)
Slide 5: Event:
- On April 17th at 12.00hrs the results of early stool and blood tests are inconsistent: most indicate E Coli poisoning, whilst a small number indicate cryptosporidiosis.
- Hospital admissions continue to rise though the number of unreported cases is naturally unknown.

Slide 6: Event:
- On April 17th at 16.00hrs the geographical extent of the illness is mapped and is still centred on Lydraki.
- The Regional Emergency Team considers that the cause is probably a contamination event: either food-borne or drinking water related.

Slide 7: Media Event B:
- On April 17th at 17.00 hrs a local newspaper headline reports: “Wedding Celebration”: More Fall Ill With Mystery Stomach Bug”. The article attributes the rise in stomach illnesses to contaminated food at the wedding.

Slide 8: Event:
- On April 18th at 09.00hrs reports from the hospital say that the cases remain geographically clustered around Lydraki.
- No increase in the number of positive tests for cryptosporidiosis.

Slide 9: Event:
- On April 18th at 12.00hrs hospital spokesman issues public health advice about the signs and symptoms of the illness.
- They identify vulnerable members of the population as the elderly, young children and the immuno-compromised and advise on what to do if someone falls ill.
- No indication of the cause is provided given the ambiguous nature of the test results.

Slide 10: Media Event C:
- On April 18th at 18.00hrs a local TV reports states “The hospital serving Lydraki has reported that 62 people have been struck ill by a mystery stomach illness, and that they are finding it hard to cope with the influx of patients. One person has already died, but the authorities still do not know what the source of the illness is. Some sources have suggested that it is related to food poisoning at a wedding in Lydraki but others think the cause is something else like the water supply.”
- The report says that the problem is concerning as nobody in authority seems able to confirm what the cause of the illness is.
- As part of the report TV journalists conduct street interviews in Lydraki in which members of the public variously accuse the Mayor’s office and the water company of poisoning the public. There are calls for ‘something to be done’.
- The tone of the reporting is sensationalist.

Slide 11: Event:
- On April 19th at 12.00hrs two additional positive cases of cryptosporidiosis are confirmed by the hospital.
- Local GPs report continued increase in number of calls regarding gastro-intestinal illness.

Slide 12: Event:
- On April 19th at 13.00hrs your team get a call from Fileleftheros demanding a statement from the water company
- Action: Workshop discussants are asked to prepare a press statement immediately.
Slide 13: Event:
- On April 19\textsuperscript{th} at 16.30hrs an anonymous member of the Regional Emergency Team is quoted in media reporting that the authorities are not controlling the outbreak.

Slide 14: Media Event D:
- On April 19\textsuperscript{th} at 17.00hrs the local newspaper reports: “MAYOR SAYS PROBLEM IS NOT THE WATER: Water Is ‘Safe to Drink’ Says Mayor of Lydraki”.

Slide 15: Event:
- On April 20\textsuperscript{th} at 11.00hrs a second death is confirmed this time a young child though again there are complicating pre-existing medical factors involved.
- This is reported in all the media.

Slide 16: Media Event E:
- On April 20\textsuperscript{th} at 12.00hrs a British tabloid newspaper is published: “Holiday Hell: British Tourists Isolated in Cyprus Hospital after Mystery Bug Death”

Slide 17: Event
- On April 20\textsuperscript{th} by 19.00hrs there is a further rise in calls to the water company. Some of these are complaints, and some are requests for more information.
- The help-line staff are becoming overwhelmed.
- Calls are coming in from people living outside the Lydraki area.

Slide 18: Event
- On April 21\textsuperscript{st} at 09.00hrs the health authorities report that the number of cases of illness is not rising at the same rate as in previous days.
- A hospital spokesman offers the opinion that the worst of the problem is now past.
- There are sporadic media reports of gastro-intestinal illness elsewhere in Cyprus though these are not backed up by confirmed lab tests.

Actions that the groups take are recorded on the sheet on the next page along with prompt questions to get participants to think through their actions systematically. An expanded copy of this sheet is available on the TECHNEAU website.

Feedback.

Once the exercise is finished the groups are invited to share their actions and views on the exercise. The workshop coordinator’s job is to focus the discussions on what they think the public will have made of their actions and to steer the discussion away from purely technical matters to do with the monitoring of the water supply system. Coordinators should read the TECHNEAU deliverable D6.3.1/2 (available form www.techneau.eu) beforehand and especially the section on what is known about unsuccessful handling of contamination events. The focus needs to be on how actions promote (or otherwise) trust and confidence among the public.
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Scenario One
Response Sheet

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is the date and time of the most recent report you have received?</td>
<td></td>
</tr>
<tr>
<td>What are you going to do?</td>
<td></td>
</tr>
<tr>
<td>To whom or what is this directed?</td>
<td></td>
</tr>
<tr>
<td>What is the purpose of this action?</td>
<td></td>
</tr>
<tr>
<td>How will you know whether this has been achieved?</td>
<td></td>
</tr>
<tr>
<td>What are the likely problems that you may encounter?</td>
<td></td>
</tr>
</tbody>
</table>
3. Scenario 2: Encouraging Water Conservation

This second scenario is more straight forward than Scenario 1 as participants are invited to join small groups to come up with ideas to promote water conservation. In the Cyprus context the TECHNEAU survey evidence pointed to low levels of conservation behaviours among the public and very low levels of take up of the subsidies that are available to consumers to help them save water hence the importance of this topic in that location. Water conservation is however a topic that is of relevance across the world and even in apparently ‘wet’ countries such as the UK. The important part of the exercise was to think of things to include in a conservation strategy that go beyond those already in place.

It is thus a slightly formalised brainstorming session and we asked groups to do their work in two sessions. The first involved listing the key features of each group’s strategy which was then shared across the groups in a short feedback session. The second part asked the groups to consider exactly what they would do, to identify likely obstacles and barriers to this and finally to propose solutions to these.

The form on the next page was used and an expanded version of the response sheet with more space for responses is available from the website.

The exercise ends with another feedback session and the ideas are collated and then made available to all. In our sessions we simply photographed the white board results and transcribed them for e-mailing to participants later.
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Scenario Two
Instructions & Response Sheet

Task: Design a strategy for encouraging water conservation in Cyprus.

Try to think beyond the current strategy

Stage 1 (20 minutes)
Make a bullet point list of the key activities and policies that you would implement

Feedback session (10 mins)

Stage 2 (40 mins)
Describe in more detail:

a) what you would do

b) the likely obstacles that you will encounter

c) what you will do to overcome these?

Feedback session (20 mins)
Appendix 1: Example PowerPoint Slides used in Scenario 1
(The full set is available from the TECHNEAU website at www.techneau.eu)

Scenario One
Slides

April 13th 16.00hrs

- The water company is informed by the health authority that there has been an unduly high number of reported cases of gastro-intestinal illness

- Hospital admissions have reached 10 cases in the previous 24hrs.

- All cases appear to have come from Lydraki.

April 16th 12.00hrs Local Newspaper Report

CYPRUS DAILY NEWS

NEWLY MARRIED COUPLE SPEND WEDDING NIGHT IN HOSPITAL

"Unlucky newly wed couple Eleni and Stamatis Antoniades have spent their wedding night in hospital suffering from severe gastrointestinal illness. They had spent the day of the 15th April at the wedding reception in Lydraki but fell ill in the mid-afternoon after a long celebration lunch. Family members say that the couple had been enjoying themselves eating outside but suddenly became very ill making it necessary to get them to the hospital quickly. Over 150 guests were present at the celebrations but it is not yet clear whether anyone else in the party has also fallen ill."
- The number of reported illnesses has risen to 32.

- The first death linked with the illness is confirmed. This is an elderly woman who had an additional complicating medical condition.

- You receive a request to join the Regional Emergency Team, made up of regulators, health authority representatives, representatives of the Mayor’s office and water company representatives.

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**April 18th 18.00hrs  Local TV Report**

“The hospital serving Lydriki has reported that 62 people have been struck ill by a mystery stomach illness, and that they are finding it hard to cope with the influx of patients. One woman has already died, but the authorities still do not know what the source of the illness is. Some sources have suggested that it is related to food poisoning at a wedding in Lydriki but others think the cause is something else like the water supply.”

- The report says that the problem is concerning as nobody in authority seems able to confirm what the cause of the illness is.

- As part of the report, TV journalists conduct street interviews in Lydriki in which members of the public variously accuse the Mayor’s office and the water company of poisoning the public. There are calls for ‘something to be done’.

- The tone of the reporting is sensationalist.