

BETA

# Communicating on WOPs: a starter guide

The logo for GWOPA, featuring the letters 'GWOPA' in a bold, blue, sans-serif font. Above the letter 'O' are two small, light blue circles stacked vertically.



# This guide will help you...



Understand how to communicate on WOPs



Start spreading the word



Be effective



Become a communication champion

Starting point



What are WOPs?



Why get people talking about WOPs?



What should I say about my WOP?



Who needs to know? and what?



How can I tell my WOP story?



How to talk about GWOPA?



Take action!

# What are WOPs?



## Water Operators' Partnerships

WOPs are when two or more water operators come together to share expertise and learn from each other.

WOPs are peer support partnerships in which the recipient, or 'mentee', learns directly from their counterpart(s), the mentor.

WOPs connect staff from operators on all levels (technical and managerial) so they can learn in a practical, adapted and effective way!

## How they work

WOPs help water operators do their job better by partnering well-performing utilities with those that need support.

Through structured partnerships, new skills, knowledge and practices are transferred directly from one operator to another.

WOPs focus on building the resident capacity of water operator staff to face challenges, rather fixing the problem for them. This approach means that staff are better prepared for future challenges.



WOPs are already taking place across the globe

[FIND OUT MORE](#)

# Why get people talking about WOPs?

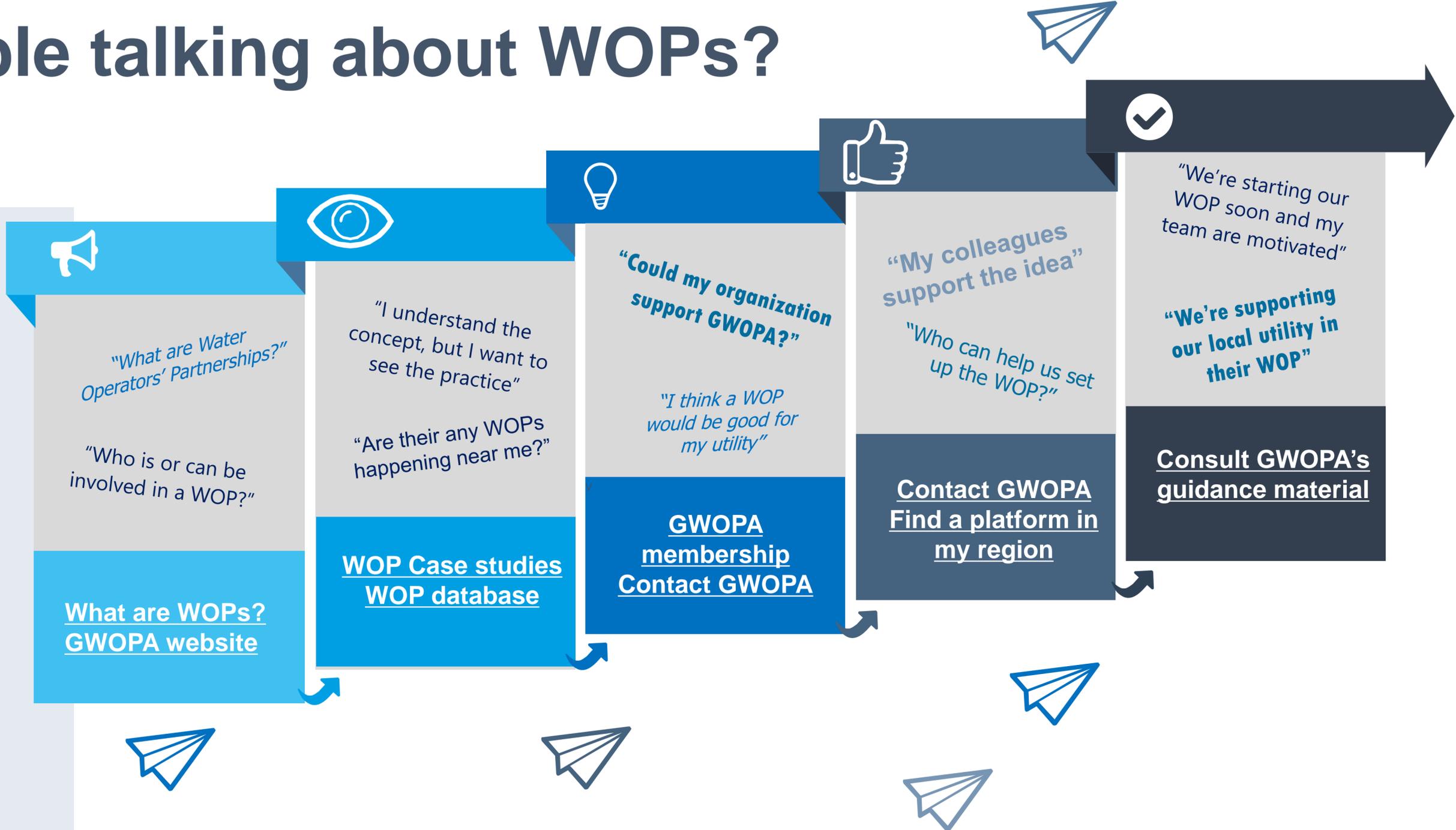


The more people know and talk about WOPs, the more likely they are to support them and get involved!

More WOPs means more operators performing better, and providing more sustainable services to all of us.

Support is also needed from a other people and organizations who create the right political, financial or social context for effective WOPs so we need to get them talking too.

Your communication will help push more people up the ladder to take or support action.



### Champion actions:

- Download the What are WOPs? brochure and share it with your colleagues
- Share one of GWOPA's videos on social media



# Who needs to know? and what?



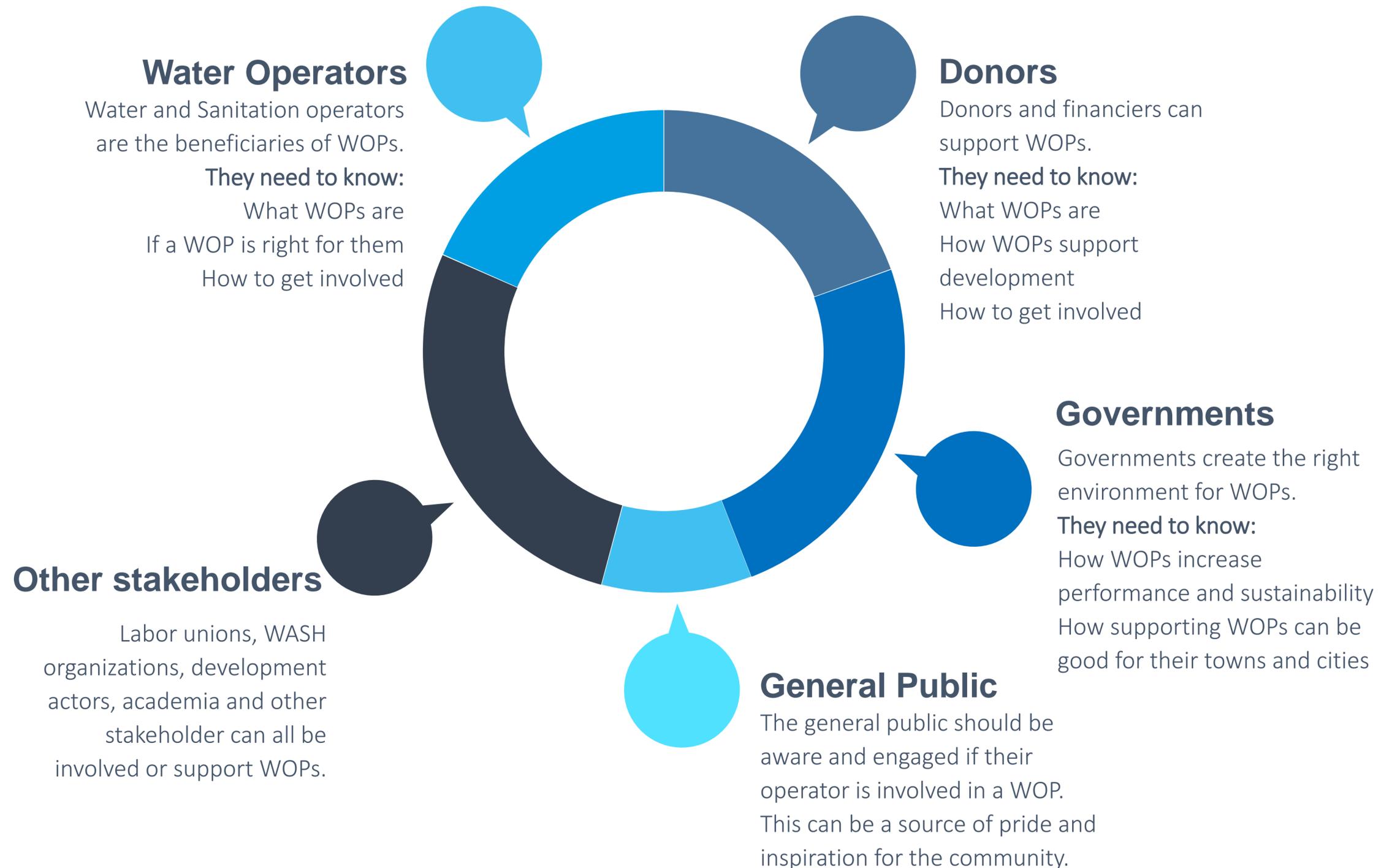
## WOPs audiences

Water operators are the main target audience of WOPs so it's vital that they understand how WOPs work, how they can get involved and where to find out more.

Raising awareness among other stakeholder groups is also important as they create the best environment for WOPs to take place.

Most of us rely on the services of water operators for clean water so if WOPs can help them improve those services, we should all be interested!

**Champion action:**  
**Find out who provides your water and send them a link to [GWOPA's website](#).**



# What should I say about WOPs?



When you present WOPs to new audiences, they often ask questions about the costs, results and limitations. Here are some answers you can use and adapt. More information is available on GWOPA's website and you can contact us for support.

## Skills matter

In the water sector, staff skills matter! Efforts to increase access or improve utility performance can fail when staff don't have the right skills to adapt new practices or technology. WOPs can develop these skills to accompany change.

Find out how WOPs improved job satisfaction in our [video interviews](#)

## Results

WOPs have proven to increase managerial, operational and technical efficiency. Increased efficiency results in financial savings, improved services (especially to the poor), innovation, and increased staff satisfaction.

GWOPA's [case studies](#) and [factsheets](#) show the benefits of past and ongoing WOPs

## Catalyst

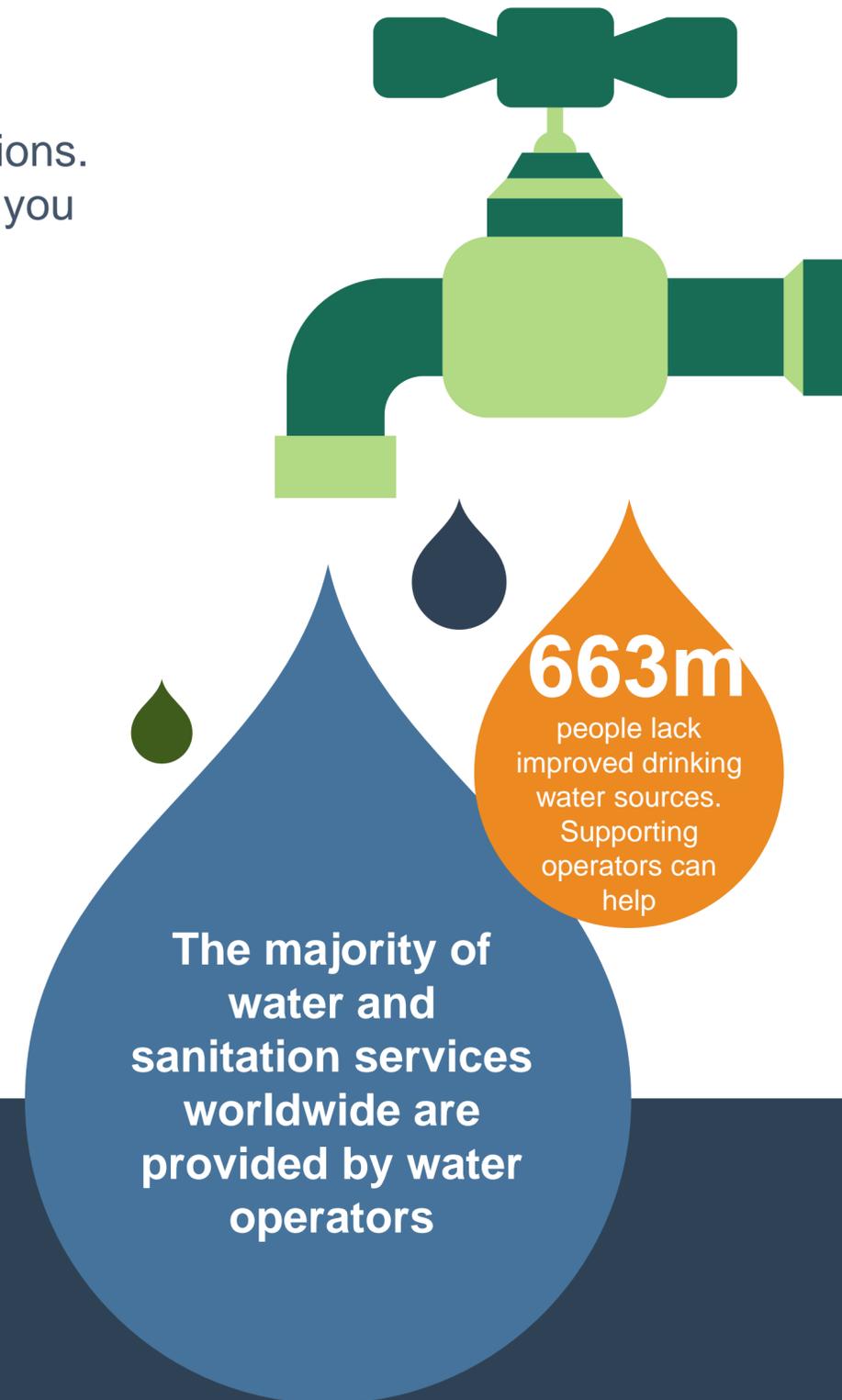
Operators face numerous challenges, from water scarcity, climate change, rapid urbanizations, deteriorating infrastructure to a lack of finance, WOPs have been shown to be a catalyst for wider change to face these challenges.

Watch our [video](#) on WOPs in Africa that resulted in performance improvement plans

## Cost effective

WOPs are not-for-profit meaning the knowledge shared between operator staff is free. Expenses are generally limited to logistics (travel for exchanges). As a result of WOPs, many operators save money in the long-term by becoming more efficient.

Listen to our podcast on a WOP in Fiji that resulted in big savings for the operator. (coming soon)



**Champion action:**  
Choose which of these messages is most relevant, and use it as a starting point for discussions about the potential of a WOP for your organization

# How can I tell my WOP story?



## Show the change

If you've been involved in a WOP, let people know what you are doing. Inform about what you and your utility do everyday to ensure clean and safe services, and show how the WOP has changed your daily work.

### TIPs

- Show the change that has happened by highlighting results
- Don't skip the challenges you faced, it's important to share them too
- Mention those that supported the WOP
- Be creative!



## Picture it

1. Take a picture that shows collaboration
2. Share it on social media ("Picture from my #WOP @gwopa")
3. Send us a copy: info@gwopa.org



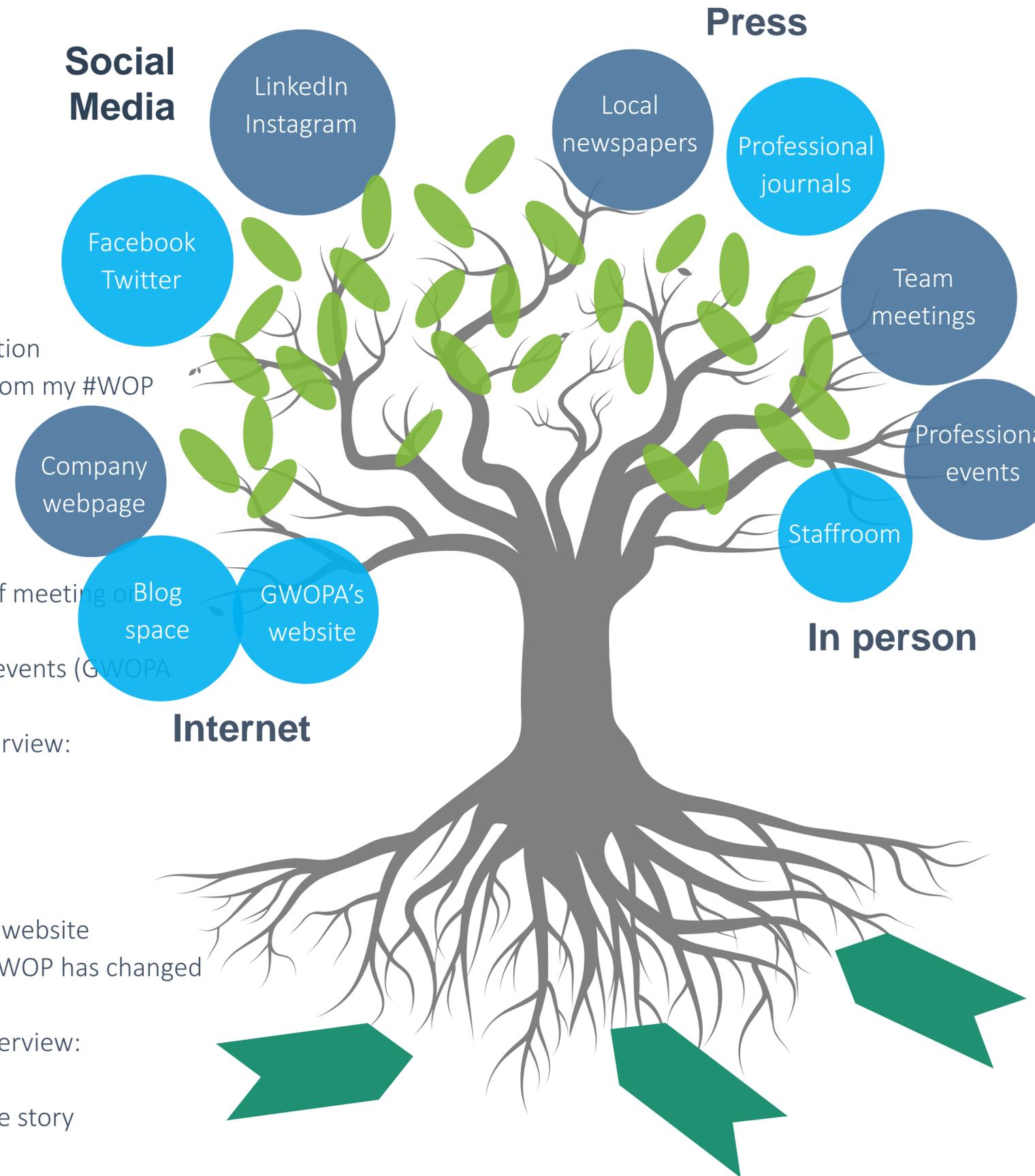
## Talk about it

1. Tell your colleagues at the next staff meeting or annual general meeting
2. Present your WOP at water sector events (GWOPA can provide you with templates)
3. Contact us about organizing an interview: info@gwopa.org



## Write about it

1. Create a WOP profile on GWOPA's website
2. Write a short text about what the WOP has changed and share it on social media
3. Contact us about organizing an interview: info@gwopa.org
4. Contact the local press to cover the story

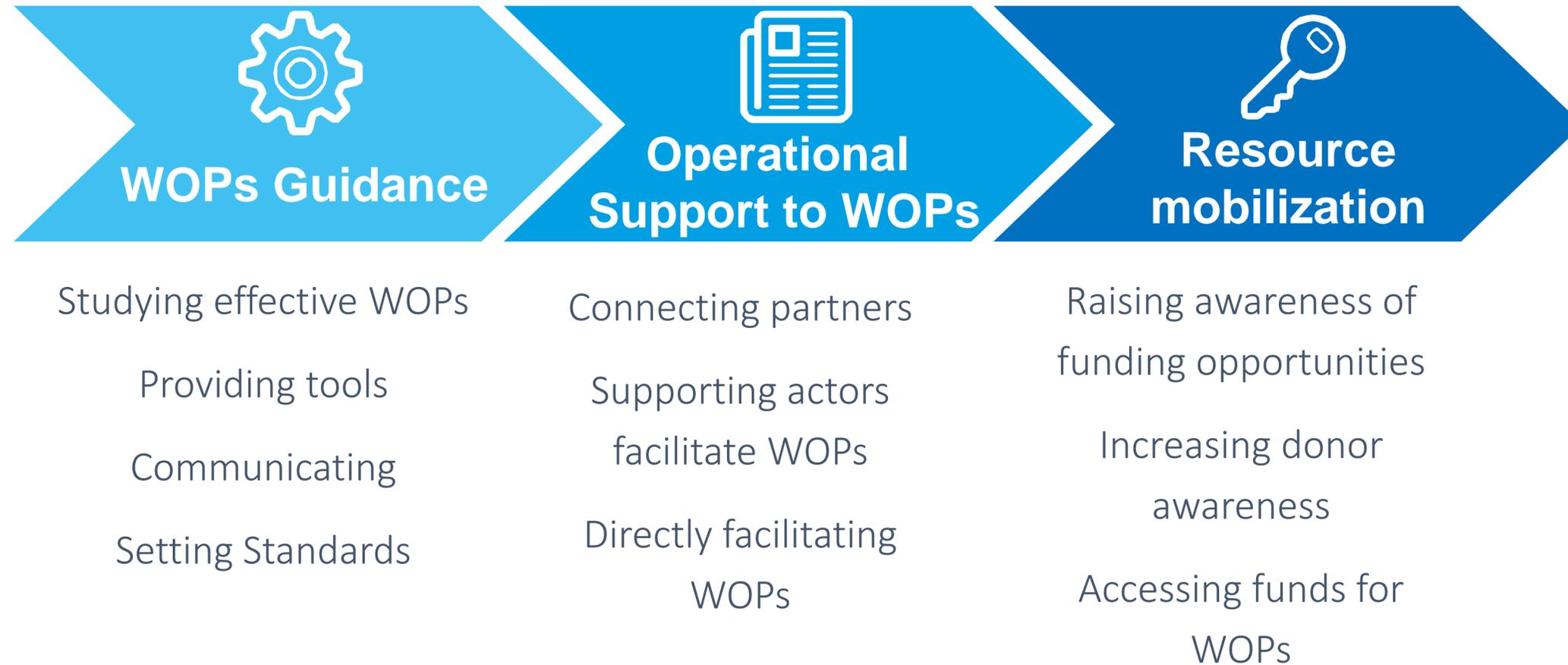


**Share a picture from your WOP on your social media channels. Tag GWOPA, we'll like it back!**

# What should I say about GWOPA?



GWOPA is here to help, we can provide...



**Champion Action:**

Join the [Global WOPs Alliance](#) to find out more about ongoing WOPs and how to get involved.

# Start!



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