



PROGRESS REPORT



EVERY DROP MATTERS PROJECT
UKRAINE

January – June 2011

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Project Title:	Every Drop Matters
ATLAS Award ID: ATLAS Project ID:	00045776, 00033935 00063591, 00059762
Country:	Ukraine
Approved Amount:	USD 325,000 (USD 40,000 - UNDP TRACK; USD 285,000 – Coca-Cola)
Relevant MDG/National Environmental Policy priorities:	Ensure environmental sustainability Achieving a state of the environment which is safe for human health; improvement of the environment and increase of the level of ecological safety; improvement of the system of integrated environmental management through the inclusion of an environmental component in economic sector-wide reform programmes ensuring an environmentally sound use of natural resources, increase of public awareness.
Management Arrangements:	Regional project In Ukraine is implemented under the umbrella of UNDP project “Municipal Governance and Sustainable Development Programme”
Project Objective:	The immediate development impact of the project lays on the increased access of the local communities to natural springs, and in some cases to safe drinking water. The long-term development impact will be on changing community members’ perceptions of water management and preservation through conducting trainings on water management as envisaged in the educational component of the project. Part of the development impact will be also on changing community members’ mindset in regard to social solidarity and community mobilization by involving them in implementation of community projects on rehabilitation of springs and surrounding area. In addition, the project also applies partnership approach by bringing together local authorities/community members, school children and students to join efforts in preserving and protecting natural water resources and environment.

1. CONTEXT

1.1. Project background

Water shortages, water quality degradation and ecosystem destruction have intensified dramatically over the past decades, leading to a serious impact on prospects for economic and social development, health environment, political stability, as well as ecosystem integrity.

Access to safe drinking water is becoming increasingly a development challenge in Ukraine. The reason for this is the deteriorated national water purification system that was designed and constructed around 50 years ago. This system has no capacities to purify the water which worsens the quality of drinking water, and basically leads to limited access to safe drinking water.

Ukraine is among those countries that have scarce water resources. It belongs to the six Central and Eastern European countries receiving between 50% and 75% of their water from external sources.

People can secure safe drinking water either by purchasing bottled water (the other option is purchasing of household purification equipment) or by using natural springs water. Majority of Ukrainians can't afford themselves to buy bottled water which basically limits their access to safe water. Therefore, the usage of natural springs, if available, could be one of the solutions to this challenge.

It should be also noted that the size/debit of the natural springs do not allow their inclusion within the national water supply system. However, it is enough to supply drinking water for the needs of local community. Nowadays a big share of the natural springs are abandoned or poorly kept, the fountains are destroyed, and the majority of them are desolated and at risk of disappearing. At the same time historically these springs were often a center of community's social life and could become a strong instrument for community mobilization, as well as for self-dignity and environmental awareness rising among local communities and youth.

Designed as a regional partnership initiative in the countries of Europe and CIS, "Every Drop Matters" Project in Ukraine was jointly initiated by United Nations Development Programme and Coca-Cola Ukraine. The project aims at increasing access to natural water resources, as well as to drinking water, facilitating the use of environmentally sound industrial technologies, and promote responsible water resource management by outreach and awareness raising activities.

Based on the successful results of the project implementation in Ukraine, as well as a high demand among the communities and local authorities for continuation and expansion of the EDM initiative, extension of the EDM phase I till 2011 with additional funding was approved by the Project Board.

1.2. Project methodology

In 2011 "Every Drop Matters" is implemented in the framework of UNDP project "Municipal Governance and Sustainable Development Programme" (UNDP/MGSDP).

Municipal Governance and Sustainable Development Programme (MGSDP) was initiated in April 2004 to develop a participatory and transparent mechanism for localizing the principles of sustainable development. The goal of MGSDP is to promote participatory governance so as to improve living quality of the people in urban Ukraine. Strategically, MGSDP is implemented under partnership arrangement founded on commitment for resource sharing, ownership and sustainability. The Programme activities are executed through local and national partners from public and private sectors. Using social mobilisation approach, the Programme promotes appropriate institutions of the local communities of citizens, academia, small businesses and civil

society organisations in the selected municipalities. These institutions are founded on the principles of self-assistance and good governance. The Programme aims at enhancing their institutional capacity to plan, mobilise resources and undertake their priorities to solve their social, economic and environmental problems that ultimately leads towards accomplishment of Ukrainian Millennium Development Goals.

Main output of the EDM Project will be achieved through the following activities:

1. Organisation of the trainings for responsible attitude to water resources among pupils and teachers of the local schools;
Trainings for teachers will be offered to all 29 partner municipalities. Education departments of municipalities and teachers of local schools should be willing to pass a course and introduce it into curriculum of schools in order to raise people's awareness on rational water management. Trainings for school children will be held in those municipalities, where school communities are selected based on open contest will implement community projects on rehabilitation of natural springs.
2. Organisation of communication and PR activities, information campaigns at the local level;
Within the information component of the Project, the municipalities will have an opportunity to organise information campaign using video, big-boards, etc.
3. Capacity development of local communities on implementation of initiatives for sustainable development through rehabilitation of natural springs and creating recreation zones around them (community projects).

Selection of the Community-based organisations is done on an open and transparent basis. Projects on rehabilitation of natural springs are implemented on a cost-sharing basis, where 45 per cent of the project cost is provided by EDM project, 45 per cent - by municipality, 10 per cent - by community-based organisation. Upon approval of project appraisals, Grant Agreements between UNDP/MGSDP and community-based organisations will be signed. Payments will be made in three tranches (15, 75 and 10 per cent). After project implementation, a community will actively participate in sustaining a rehabilitated spring in proper condition.

At the end of the project, all school communities will be assessed based on indicators of active participation in classes, the highest scores on practical lessons, and most creative approach to rehabilitation of the spring (design of recreation area, official launching programme, participation of the children etc.). Best school community will be awarded a study trip to Kyiv with the visit of the Kyiv Water Information Centre, Business Centre of the United Nations Office in Ukraine and "Coca Cola" company.

1.3. Project area

To ensure transparency and good governance the project was announced in all 29 municipalities from 12 regions of Ukraine. Currently, the project is operational in 11 municipalities, namely: Novohrad-Volynskiy (Zhytomyrska oblast), Rubizhne (Luhanska oblast), Lviv (Lvivska oblast), Ivano-Frankivsk (Ivano-Frankivska oblast), Rivne (Rivnenska oblast), Dolyna (Ivano-Frankivska oblast), Zhytomyr (Zhytomyrska oblast), Tulchyn and Kalynivka (Vinnytska oblast), Kirovske (Donetska oblast), Yevpatoriya (AR Crimea).

2. PROGRESS ACHIEVED TOWARDS ANNUAL OUTPUT TARGETS OVER THE PERIOD OF JANUARY – JUNE 2011

2.1. Executive Summary

During the period of January – June 2011 the following tasks were identified in light of the project targets:

- To contract a company to develop and conduct training sessions on rational water resources management for teachers in partner municipalities (potential 29) and for school children in the selected communities (at least 6 communities)
- To conduct training for school teachers on sound water management in partner municipalities (at least 5)
- To conduct first round of trainings for school children on rational water usage in 6 selected municipalities.
- To develop informational campaign on rational water usage (organizing mass media events, production of informational boards and video on rational usage of water resources), in cooperation with the Coca Cola Ukraine office
- To announce call for proposals among partner municipalities (29) and to select the successful applicants (at least 6 communities)

The progress in these areas is being traced through monitoring the targets identified in the workplan (Table – I).

Table – I: Achievement of EDM annual targets over the period of January-June 2011

#	Key Activities	Supporting donor/partners	Annual Targets	Actual Achievements (January-June 2011)
Output				
Responsible behaviour of school children and teachers towards environment and water preservation				
1	Organize trainings to promote responsible attitude towards rational use of water resources among school children and local teachers.	UNDP, Coca-Cola	1. At least 15 trainings on responsible attitude towards the use of water resources organised (for children and teachers).	In partnership with the NGO "Teachers for Democracy and Partnership", UNDP/MGSDP developed the training module for school teachers on responsible attitude to water resources. 8 such trainings have been already held.
2	Carry out communication, public relation activities, awareness campaigns and policy dialogue to promote rational usage of water resources.	UNDP, Coca-Cola	2. At least 250 teachers trained on teaching the courses related with water resources' management	208 teachers have been trained on teaching the topic "Rational Usage of Water Resources" for pupils of 3d – 9th grades.
3	Build capacity of local communities for undertaking sustainable development initiatives through rehabilitation of natural water springs and establishment of recreational areas around them (community projects)	UNDP, Coca-Cola	3. At least 100 children trained on rational water resources management	In partnership with the NGO "Teachers for Democracy and Partnership", UNDP/MGSDP developed the training module for pupils devoted to proper attitude to water resources. Firsts trainings are scheduled for August after the school vacations
		UNDP, Coca-Cola, Communities, municipalities	4. At least 6 natural springs renonvated	7 project proposals from 6 municipalities were selected for implementation of projects on rehabilitation of natural springs.
		UNDP, Coca-Cola	5. 1 video film on rational water usage shot	<ul style="list-style-type: none"> • Concept of the video determined and discussed with Coca-Cola Ukraine; • Preliminary script prepared; • Company for the video production selected.

	UNDP, Coca-Cola	6. At least 5 bill boards on rational water usage produced	<ul style="list-style-type: none"> The recruitment process of the company is initiated; Key messages are developed.
	UNDP, Coca-Cola	7. At least 8 media events to promote rational usage of water resources supported	<ol style="list-style-type: none"> Presentation of EDM project at annual meeting of Aqua Club at Kyiv Water Information Center (March 2011). Education campaign "Every drop matters for our future" for teachers and pupils of 7 grade of school No 10 in Rubizhne municipality. http://www.rubizhne.lg.ua/index.php?option=com_content&view=article&id=2260:l-&catid=152:2008-11-18-10-14-30&Itemid=126

2.2. Detailed summary on activities

Organize trainings to promote responsible attitude towards rational use of water resources among school children and local teachers

- Trainings for teachers on rational use of water resources.

In partnership with the NGO "Teachers for Democracy and Partnership", MGSDP developed the training module on Rational Usage of Water Resources and supports its replication among the partner cities.

The pilot training was held in Rubizhne (Luganska oblast') on April 18-19th. After that the same trainings were held in 7 MGSDP partner municipalities based on their willingness to pass the training and later introduce the course into schools' curriculum: Ivano-Frankivsk, Dolyna (Ivano-Frankivska oblast), Lviv, Novograd-Volynsky (Zhytomyrska oblast'), Kalynivka (Vinnytska oblast'), Kirovske (Donetska oblast') and Yevpatoriya (AR Crimea). 208 teachers were trained on rational usage of water resources as part of the course "Lessons for Sustainable Development", which is endorsed by the Ministry of Education, Science, Youth and Sport of Ukraine.



Training for teachers in Rubizhne municipality, April 2011

- Trainings for children on importance of keeping natural water clean and proper attitude to water resources.

In partnership with the NGO "Teachers for Democracy and Partnership", training module on proper attitude to water resources was developed.

To ensure comprehensive approach to project implementation, the trainings for school children are conducted in those municipalities that implement community projects on rehabilitation of natural springs. In June 2011 Selection Committee comprised of representatives of Coca-Cola Ukraine, UNDP and MGSDP reviewed and approved 7 project proposals from 6 municipalities: Dolyna, Novograd-Volynsky, Lviv, Ivano-Frankivsk, Tulchyn and Rivne. Trainings for school communities in these municipalities will start at the second half of August after school vacations.

The purpose of educational activities is to train young people to care about the water resources and their preservation. It will include a series of theoretical and practical trainings for the high school pupils. The curriculum includes educational sessions, held by the expert, as well as a distance learning component and contest on the best initiatives (projects).

Carry out communication, public relation activities, awareness campaigns and policy dialogue to promote rational usage of water resources.

In the context of this component the following progress was achieved on the planned activities:

- Production of educational video (about 10 minutes):
 - Proposal for production of video developed and signed.
 - The company selected.
 - Preliminary script prepared.
 - Main messages of the video developed and approved by UNDP/Coca-Cola Ukraine
- Production of at least 5 street boards on rational water usage and their placement near rehabilitated springs in the municipalities, implementing community projects:
 - Brief for social advertisement prepared and placed on Social Advertisement Board (socialadvertising.com.ua)
 - Three companies-potential contractors short-listed.
- EDM project was presented to mass media during the fourth annual meeting of Press-Club "Aqua" dedicated to World Water Day and held by Coca-Cola Company in cooperation with Kyiv Water Information Centre, held on 15 March 2011,.
- With support of "Every Drop Matters" Project Rubizhne municipality (Luganska oblast) initiated and held education campaign "Every drop matters for our future" for teachers and pupils of grade 7 of school No 10. During the event children together with teachers conducted sociological poll and developed guidelines on rational and responsible attitude to water resources. More information is available at:

http://www.rubizhne.lg.ua/index.php?option=com_content&view=article&id=2260:l-&catid=152:2008-11-18-10-14-30&Itemid=126.

http://www.rubizhne.lg.ua/index.php?option=com_content&view=article&id=2251:l-r&catid=152:2008-11-18-10-14-30&Itemid=126



"Every drop matters for our future" education campaign, Rubizhne municipality

Build capacity of local communities for undertaking sustainable development initiatives through rehabilitation of natural water springs and establishment of recreational areas around them (community projects)

By the end of March 2011, 9 partner municipalities submitted 12 local community projects proposals,. 7 project proposals from 6 municipalities were developed and subsequently approved by the Project Selection Committee Meeting (see Annex II).



Natural Spring to be rehabilitated, Dolyna, Ivano-Frankivska oblast.

3. LESSONS LEARNT AND FUTURE OUTLOOK

3.1. Key opportunities

- Training programs serve as a motivation and mobilization factor to encourage youth's interest and commitment to water environment issues.
- Successfully accomplished projects served as a motivating factor for the communities to look for opportunities to implement their next priority. At the same time they have caused demonstration effect among neighbouring communities, which increased the demand among other communities for continuation of the EDM project.

3.2. Problems encountered

- Since the project envisages cost-sharing from the partner municipalities, community projects implementation depends on the available funds. Financial resources of the local budgets are formed by the monthly allocations from the state funds, which sometimes causes delays in the provision of funds to the local level.

3.3. Outlook for future

The following activities are perceived to take place in June – December 2011:

- Continue conducting trainings for teachers on rational use of water resources (at least 7 more).
- Trainings for pupils on sound water management are to be conducted in 6 municipalities selected for implementation of community projects on springs rehabilitation: Dolyna (Ivano-Frankivska oblast), Novograd-Volynsky (Zhytomyrska oblast), Lviv, Ivano-Frankivsk, Tulchyn (Vinnytska oblast) and Rivne.
- Educational video on responsible attitude to water is to be produced.
- Street boards are to be developed and placed in 6 after the Selection Committee (if I am not mistaken, you should have the minutes), 7 applications from 6 municipalities were approved) MGSDP partner municipalities where community projects on rehabilitation of natural springs are implemented.
- Two press tours are to be held with participation of journalists of national mass media.(not necessarily)
- At least 3 more media events devoted to responsible attitude to water resources are to be supported in MGSDP partner municipalities.
- Official launching of the rehabilitated springs.
- The best school community is to be selected and rewarded by the trip to Kyiv. The trip envisages visit to the United Nations Country Office in Ukraine, Coca-Cola factory, and visit to the Kyiv Water Information Centre.
- UNDP CO plans to apply for participation in EDM phase II.

APPENDICES

APPENDIX I: Annual Workplan 2010-2011

ANNUAL PROJECT WORKPLAN and BUDGET For the year 2011

Title of the project: Every Drop Matters – Ukraine
Award ID: 00045776, 00033935
Project Atlas ID: 00063591 and 00059762

Total current year project budget prior to revision: \$325,000 (\$40,000 Regional TRAC, \$285,000 non-core contribution, Coca Cola)
RESPONSIBLE PARTY: (for DEX – BRC: 001981)

EXPECTED OUTPUTS & MONITORING ACTIVITIES	Key Activities/Annual Output targets <small>List all the activities to be taken during the year towards stated output, including details (i.e. number of participants of conferences, etc.)</small>	TIMEFRAME of the year				BU and Dept Id	Project, Activity ID	PLANNED BUDGET			
		Q1	Q2	Q3	Q4			FUND ID	DONOR ID	Account code	Amount in USD
Activity: Advisory support and effective project management services	Salary Costs – Project Manager, Project Assistant		X	X	X	UKR10: B0582	00059762, Activity 5	04000	00012	71400	24,600
	Rent of premises, utilities		X	X	X		00059762, Activity 5	04000	00012	73100	15,400
			X	X	X		00063591, Activity 1	30000	10737	73100	10,000
	Salary Costs – Local Development Specialist, Monitoring and Communications Specialist, Quality Management Officer		X	X	X		00063591, Activity 1	30000	10737	71400	36,300
	Miscellaneous	X	X	X	X		00063591, Activity 1	30000	10737	74500	4,500
Sub-total:											90,800
Activity: Operations	Organise trainings to promote the responsible attitude towards the rational use of water resources among school children and local teachers		X	X	X		00063591, Activity 1	30000	10737	72100	42,840
	Carry out communication, public relation activities, awareness campaigns and policy dialogue to promote rational usage of water resources		X	X	X		00063591, Activity 1	30000	10737	72100	60,500
	Build capacity of local communities for undertaking sustainable development initiatives through revival of natural water springs and establishment of recreational areas around them (community projects)			X	X		00063591, Activity 1	30000	10737	72100	90,000
Sub-total:											203,340
Activity: Travel	Travel		X	X	X		00063591, Activity 1	30000	10737	71600	30,860
Sub-total:											30,860
											40,000
											285,000
TOTAL for the year:											325,000

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Date: 16 March 2011

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UNDP Senior Programme Manager
Date: 16 March 2011

Endorsed by:

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Date: 16 March 2011

APPENDIX II

Table
List of project proposals that have been submitted to and reviewed by UNDP/MGSDP and then approved by selection committee.

No	City	Name of the CBO submitted Project proposal	Initiative/Activity	Estimated Budget 100%	CBO contribution 10%	UNDP contribution 45%	Municipality contribution 45%	Comments
				UAH	UAH	UAH	UAH	
1	Novograd-Volynsky	CSO Novograd-Volynsky Schools' Network	Rehabilitation of natural spring located on Vodoprovodna Street	36994.00	2594.00	17200	17200	Preparing technical and financial documentation
2	Dolyna	CSO "Centre for support and development of reforms" in cooperation with initiative group of Dolyna specialized Boarding school	Rehabilitation of natural spring located near the city lake recreational area	173818.00	17382.00	78218.00	78218.00	Preparing technical and financial documentation
3	Dolyna	CSO "Centre for support and development of reforms" in cooperation with initiative group of Dolyna School No 7	Rehabilitation of natural spring located near the local cotton-spinning factory	52756.00	5276.00	23740.00	23740.00	Preparing technical and financial documentation
4	Lviv	CSO "Samopomich" in cooperation with "NVK Sophija"	Rehabilitation of natural spring located on the territory of park "Zalizni Vody"	100000.00	10000.00	45000.00	45000.00	Preparing technical and financial documentation
5	Ivano-Frankivsk	CSO Ivano-Frankivsk Schools' Network	Rehabilitation of natural spring located on the territory of the city park	205000.00	20500.00	92250.00	92250.00	Preparing technical and financial documentation
6	Rivne	CSO "ECODIM" of School No 19 in cooperation with schools No27 & No6	Rehabilitation of natural spring located	240000.00	24000.00	108000.00	108000.00	Preparing technical and financial documentation
7	Tulchyn	CSO "Stalker" in cooperation with School No 3	Rehabilitation of natural spring located on Sadova Street	61878.00	6188.00	27845.00	27845.00	Preparing technical and financial documentation