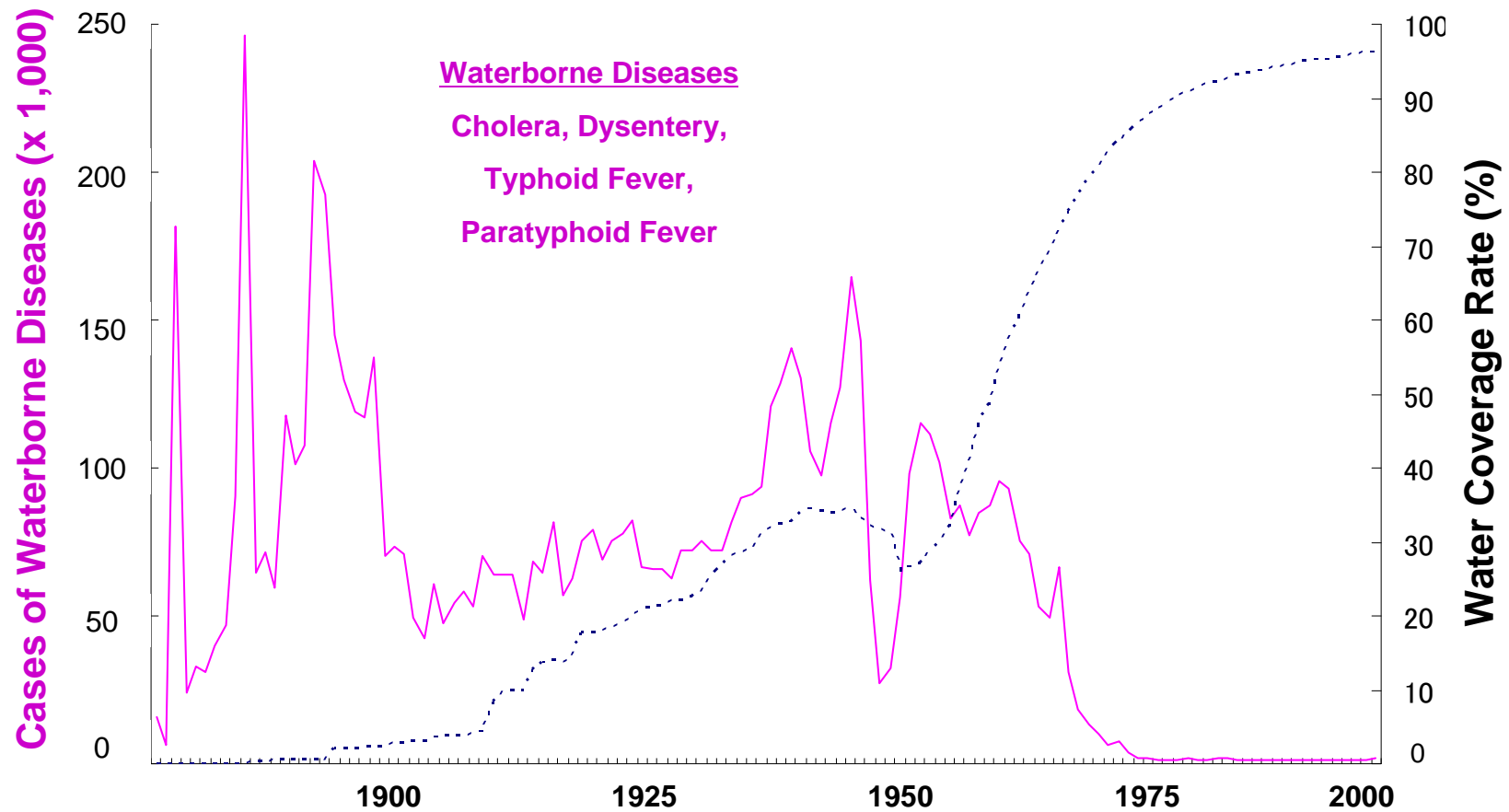


Japan's Activities for Tap Water Promotion

21 January 2011

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Transition of Water Coverage Rate and Number of Waterborne Disease Cases



Posters Promoting Tap Water Drinking

- Fairly easy to produce
- Designed individually by national government, water utilities, JWWA, etc.

[Samples]

- Poster for The 52nd Waterworks Week
- Poster publicizing tap water's safety and fine taste
- Poster for national campaign promoting safe and fine-tasting tap water
- Tokyo Metropolitan Waterworks Bureau Poster - 100th Edition
- Tokyo Metropolitan Waterworks Bureau Poster - 103rd Edition



Promotion Targeting Elementary School Students

1. School Visits

Waterworks bureau staff visit elementary schools to meet fourth graders (10 year olds) - future consumers.

Through lectures on water treatment process and experiments to purify raw water, students learn tap water is sanitary, safe and tasty.

Short plays and quizzes are also included in the program and well received.



Courtesy: Tokyo Metropolitan Waterworks Bureau

水道キャラバン



2. Direct Water Service System at Schools

Direct water service system is being installed at elementary schools.

With the system, students can enjoy colder and better-tasting tap water, compared with when using a tank.



Courtesy: Tokyo Metropolitan Waterworks

3. Field Trips to Water Purification Plants

Water purification plants - the core of all waterworks facilities - are open to fourth graders' field trips.

Students can witness how tap water is being produced.

Some utilities organize facility tours for parents and children to further encourage tap water drinking.



PR Using Video Monitors on Trains

Promotional video clips are being played on trains equipped with video monitors to advertise fine taste of tap water to the passengers.

Moving images can catch people's attention and are an effective tool to convey the message.



Courtesy: Tokyo Metropolitan Waterworks Bureau

トレインチャンネル映像



Volunteer Monitoring Programs

Citizen volunteers are recruited to participate in various events and surveys.

Their opinions and survey results will be used for further improvement of tap water quality.



“Parent-and-Child Water Supporters”

Courtesy: Tokyo Metropolitan Waterworks Bureau

Water Tastings

Individual water utilities often hold water tastings at public events such as Waterworks Week.

Participants are asked to taste unmarked tap water, mineral water and distilled water under the same condition and tell which one tastes the best.

Many people are surprised when finding out that tap water actually tastes good.



Courtesy: Tokyo Metropolitan Waterworks Bureau

Cooperation with Restaurants

Nagoya City Waterworks & Sewerage Bureau distributes specially made water pitchers to cooperating restaurants in the city.

Water pitchers are made from recycled fluorescent tubes and used to serve tap water to restaurant customers.



Courtesy: Nagoya City Waterworks & Sewerage Bureau

National Campaign Promoting Safe and Fine-tasting Tap Water

Organized by:

JWWA and water utilities across Japan

Objectives:

- To improve public perception of tap water through PR activities communicating its safeness and fine taste;
- To improve public understanding of tap water by providing accurate information and sharing knowledge.

Period:

October 2006 - March 2009 (2 years 6 months)



Dedicated Website for National Campaign

Created in May 2007

Contents:

- Campaign overview
- Introduction of activities conducted by various local utilities in Japan
- List of waterworks museums
- List of bottled water produced by various local utilities
- List of local waterworks mascots

After the campaign period is over, the website changed its title to “Promotion of Safe and Fine-tasting Tap Water Supply” and continues to feature relevant information.

<http://www.jwwa.or.jp/anzen/about.html>

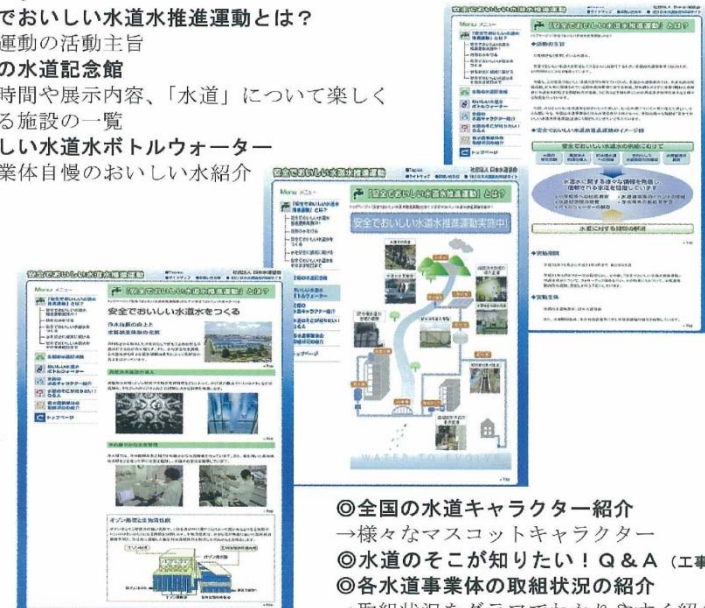
安全でおいしい水道水推進運動ホームページのご案内

URL <http://www.jwwa.or.jp/anzen/>



主なページ

- ◎安全でおいしい水道水推進運動とは？
→推進運動の活動主旨
- ◎全国の水道記念館
→閉館時間や展示内容、「水道」について楽しく学べる施設の一覧
- ◎おいしい水道水ボトルウォーター
→各事業体自慢のおいしい水紹介



- ◎全国の水道キャラクター紹介
→様々なマスコットキャラクター
- ◎水道のそこの知りたい！Q&A（工事中）
- ◎各水道事業者の取組状況の紹介
→取組状況をグラフでわかりやすく紹介

Introduction of Bottled Waters

Bottled waters produced by various local utilities are introduced on the website.

A wide variety includes water boasting its good taste and bottles produced as emergency supplies.

The list was re-formatted in April 2010 with hardness of each water newly added.

Bottled waters are attracting media attention and JWVA and utilities have received many inquiries.

製品名称	水道事業者名
ほんまや	大阪市
	企画・製造開始年月日
	平成19年3月
	原材料の種別
	水道水（高度浄水処理）
	容器の種類
	ペットボトル
	賞味期限
2年	
内容量	
500ml	
販売の有無	
有	
製品名称の由来、企画の目的	
<p>「大阪の水っておいしいの？」と思っていた人が、一口飲んで「あ、ほんまや。おいしい。」と実感いただくそのイメージをそのまま名称にしました。 多くの方に実際に手にとって飲んでいただき、大阪市の水道水のおいしさをPRしたいと考えています。</p>	

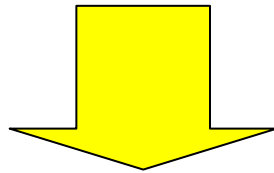
Water Artwork on Lottery Tickets

- Sales Period: a week in June 2007
- Sales Area: All of Japan
- Number of Tickets Sold: Approx. 9.32 million
- Artwork Design: Representing fine taste of tap water
- Printed Slogan: *"Campaign Promoting Safe and Fine-tasting Tap Water Under Way!"*



Use of National Government's Public Announcement

JWWA made a request to Ministry of Health, Labour and Welfare for tap water promotion to be featured in government's public announcement.



**“Waterworks Week” was featured in
government-sponsored radio program**

9:30-9:55 on Saturday, 26 May 2007

**broadcast on commercial radio network
including key stations *TOKYO FM* and *fm osaka***

<http://www.tfm.co.jp/japan/oareport/index.html>

“Drink Water for Your Health” Campaign

■ Objective

To protect precious human lives from incidents such as heat stroke and cerebral infarction by encouraging people to drink water properly.

A steering committee was formed to spread the awareness nationwide; its activities include distribution of educational posters and leaflets and requesting various relevant organizations for cooperation.

■ Background

In Japan, there are still people who do not drink water during exercise, based on the false perception that doing so would lead to fatigue or excessive perspiration.

Each year, there are reported cases of school students losing consciousness or even life from dehydration and a heat stroke, as a result of engaging in vigorous exercise without taking water.

Older people also need extra precautions as they sense thirst more slowly and therefore are more prone to dehydration.

The campaign focuses on spreading knowledge of proper water intake for health, and to promote tap water as the most convenient source.



Educational Posters Distributed in 2010



水いっぱい
元気いっぱい！
健康のため水を飲もう



体の中の水分が不足すると、熱中症、脳梗塞、心筋梗塞など、さまざまな健康障害のリスク要因となります。健康のために意識して水を飲みましょう。



主催:健康のため水を飲もう推進委員会 後援:厚生労働省 協賛:社団法人 日本水道協会
健康のため水を飲もう推進運動は、全国の水道事業者および各種団体・企業のサポートにより運営されています。

“My Bottle, My Cup” Campaign

Organized by:

Ministry of Environment

Objectives:

- To reduce waste
- To reuse containers
- To recycle containers

Water Utilities' Participation

Supporting this campaign by encouraging the use of personal bottles and cups to carry tap water in.



Courtesy: Tokyo Metropolitan Waterworks Bureau

PR Cooperation among Local Utilities

Overview:

7 cities within the Metropolitan area have cooperated in PR activities

Participating Water Utilities:

Saitama Prefecture Bureau of Public Enterprise, Chiba Prefectural Waterworks Bureau, Tokyo Metropolitan Waterworks Bureau, Kanagawa Prefectural Public Enterprises Agency, Yokohama Waterworks Bureau, Kawasaki City Waterworks Bureau, Saitama City Waterworks Bureau

Media Used:

Posters for general display, Posters inside train carriages, each bureau's PR newsletters & websites

Advantages:

- Appeal to cross-border commuters/students
- Larger scale PR with combined budget
- Coverage over wider geographical area





Thank you for your kind attention.