



Extrait du Aqua Publica Europea

<http://aquapublica.eu/?WG3-Communication-and-promotion-of>

WG3 : Communication and promotion of tap water

- Activities - Working Groups - Communication -

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Aqua Publica Europea

Leader:Thierry Truchet, Services Industriels de Genève

Co Leader: Marie-Eve Deltenre, VIVAQUA<dl class='spip_document_235 spip_documents spip_documents_left' style='float:left;*>



General objectives

1. Sharing experiences/best practices.

Gather all ideas and materials that may be useful to members of this Group and other Working Groups.

2. Contribute to the institutional communication of APE

- Members of the Group to make their support of APE known;
- Highlight members' activities through APE's website
- Create a common action under the name of APE, in order to improve the profile of the association and to defend public services.

Past activities

- **Carafe:** Mulhouse and Strasbourg shared responsibility for commissioning the carafe design, presented by La Bisontine.
- **Flask:** Vivaqua, Eau de Paris, Strasbourg and SIG shared responsibility for commissioning the flask design, based on the model created by SIG and design agency S+V.
- **Promotional items:** sharing contacts and quotations for the manufacture of marketing materials.
- Creation of a **common argument** on tap water and public services
- Validation of common questions for **satisfaction surveys** and benchmarking of results.
- Creation of **common press release** for 22 March 2014