

Publications on target setting in Armenia

Emma Anakhasyan, AWHHE

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Case summary

- * The UNECE-FinWaterWei project “Target setting process under the Protocol on Water and Health in Armenia” was completed by June 2014.
- * Promotion materials include information about the target setting process and targets themselves.

Case summary

- * It is important to promote targets for better understanding and implementation of them.
- * Promotion materials are open for a wide range of stakeholders.

Why is it a good practice?

- * The publication and promotion materials were developed to promote targets and their implementation.
- * Target groups were state authorities, WSS operators and the general public.
- * Purpose was to raise awareness about the project and target setting process in Armenia.

Overcoming challenges

- * The publication is available only on the Protocol's and AWHHE websites.
- * Authorities did not use the publication broadly.
- * Development of publication required a lot of resources.

Success factors and lessons learned

- * The publication and leaflets were of great interest to the local, national and international communities.
- * The posting of information on the web page gives an opportunity to broadly dispense and make it open to all.
- * The combined expertise of different stakeholders helped improve the quality of the publication and leaflets.
- * Close cooperation was maintained with the Armenian Aarhus Centers to disseminate the publication and leaflets.

How to replicate this practice

- * It is important that both NGOs and authorities are involved in development of publication.
- * The promotion materials explain the whole process of target setting and development of publication.
- * We hope that Armenian publication will serve as an example for other countries.