

# WATER INNOVATION TECHNOLOGIES PROJECT (WIT)

## TESTING THE CAPACITIES OF COMMUNITY BASED ORGANIZATIONS TO CONDUCT REMOTE AWARENESS SESSIONS

ASSESSMENT REPORT  
31 MARCH 2020



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## INTRODUCTION

Water Innovation Technologies (WIT) Project contributes to the overall objective of conserving water in Jordan through the adoption of proven water-saving technologies and techniques. The activities of the project are designed to target different segments of the community as either partners or beneficiaries to increase water conservation in Jordan by focusing on water efficiency in the agricultural sector, community and household levels. As a major part of implementing this project; targeted local Community Based Organizations (CBOs) were asked to design an outreach plan for number of awareness sessions for their local communities, in order to raise their awareness on the water issues in Jordan, the available WST, the best practices to save water as well as taking into consideration gender mainstream. These activities shall lead to increase the level of adopting water-saving devices and technologies.

The current outbreak of coronavirus disease (COVID-19) has created a global health emergency; and critical steps were taken immediately on the governmental and organizational level to limit the spread of this disease, which included mainly the prevention or avoidance of gatherings. Based on the present situations, the WIT team is planning to figure out, design, and develop response action plans to implement the training interventions in a remote manner.

## RATIONALE

Under the purpose of continuing the delivery of awareness sessions to the household community in this emerging quarantine times; the Institutional Strengthening (IS) team worked on drafting a response plan in participation with the household (HH) and Jordan River Foundation (JRF) teams. This plan aims at indicating new methods of maintaining the delivery of water saving practices and technologies messages to the community that was previously provided by the CBOs through regular awareness sessions.

## OBJECTIVE

Based on what previously stated, it was decided to start with a rapid assessment to test the capacities of the targeted CBOs to conduct online awareness sessions (remotely) through using social media and online applications and programs; to accurately define the optimal approach that can be best applied by the CBOs to keep conducting their assigned sessions. In addition, this assessment will offer an answer to what specific technology or online programs or apps the CBOs use, their level of activeness on the online platforms and the level of skills they have/ need in order to be capable to deliver online sessions to the households.

## METHODOLOGY

For the purpose of this rapid assessment, the IS team has designed a structured questionnaire, including a number of key questions that can lead to the specific info needed for the analysis and achieves the required objectives of assessing the technical level of CBO's qualifications in using technological programs or platforms. The questionnaire was shared with all WIT concerned teams (Monitoring and Evaluation, Household, Access to Finance and Communication and Outreach); in addition to the JRF team to collect their comments, points of views and feedback. Subsequently, the questionnaire was developed as a google form and distributed to the participated CBOs to fill in the required data.

The timeline for the Assessment went as detailed below:

| Timeline  | Activity  | Responsibility               |
|---|---|------------------------------|
| 18 <sup>th</sup> - 19 <sup>th</sup> March, 2020 | Development of the questionnaire  | IS team                      |
|   | Collecting feedback from WIT teams  | JRF team                     |
| 22 <sup>nd</sup> – 24 <sup>th</sup> March, 2020 | Data collection   | JRF team                     |
| 25 <sup>th</sup> - 26 <sup>th</sup> March, 2020 | Analyzing collected data  | IS & M&E teams               |
| 2 <sup>nd</sup> April, 2020                     | Analyzing data and drafting the final report  | IS team                      |
| 3 <sup>rd</sup> – 6 <sup>th</sup> April, 2020   | Meet with the concerned team and present the findings and prepare next step actions | HH, M&E, C&O, A2F & IS teams |

Table (1): The timeline for the assessment process.

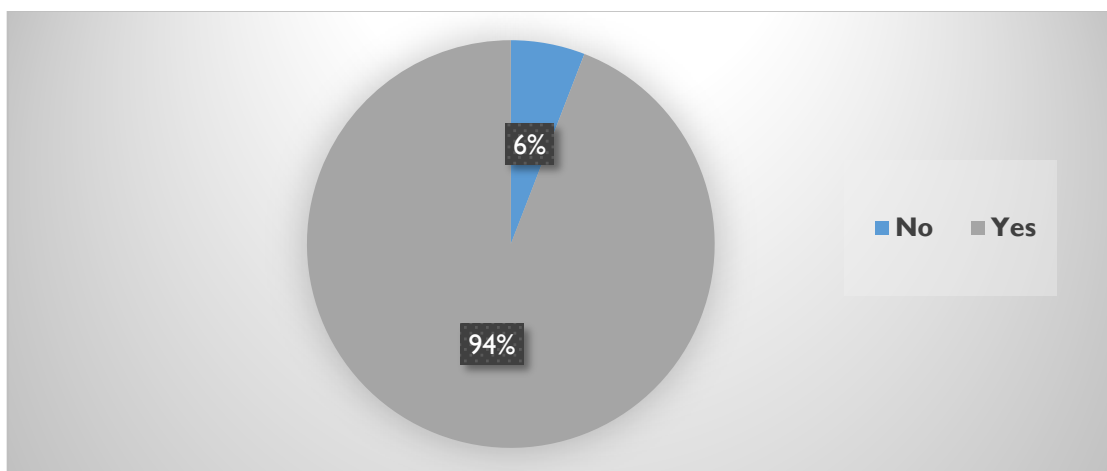
## DATA ANALYSIS AND FINDINGS

The section below demonstrates the data generated from the CBO's responses\* on the corresponding questionnaire. Each question is presented along with descriptive figures and a brief analytical paragraph as follows:

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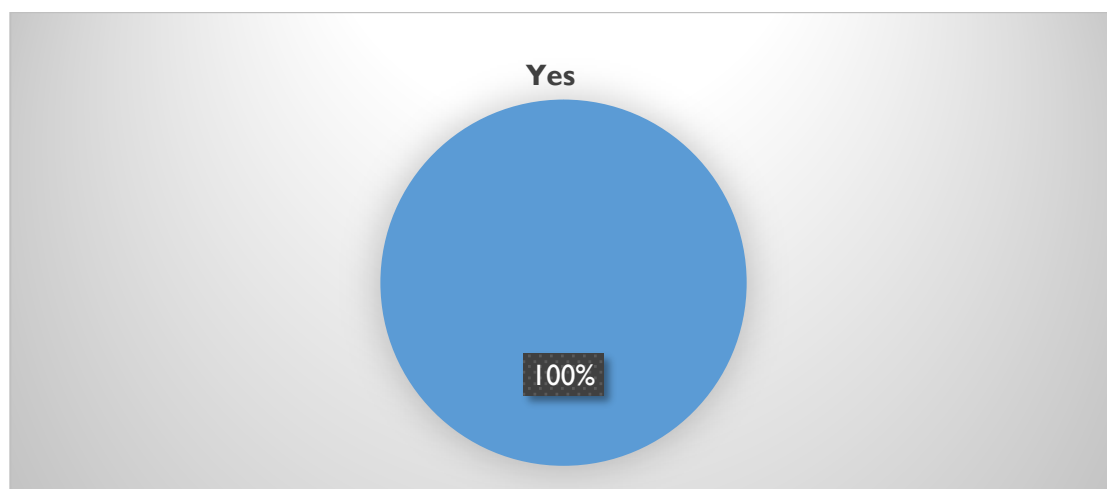
\*See annex: participated CBOs that responded to the questionnaire.

1. Do you have a computer/laptop or any smart equipment that you can use at your home?



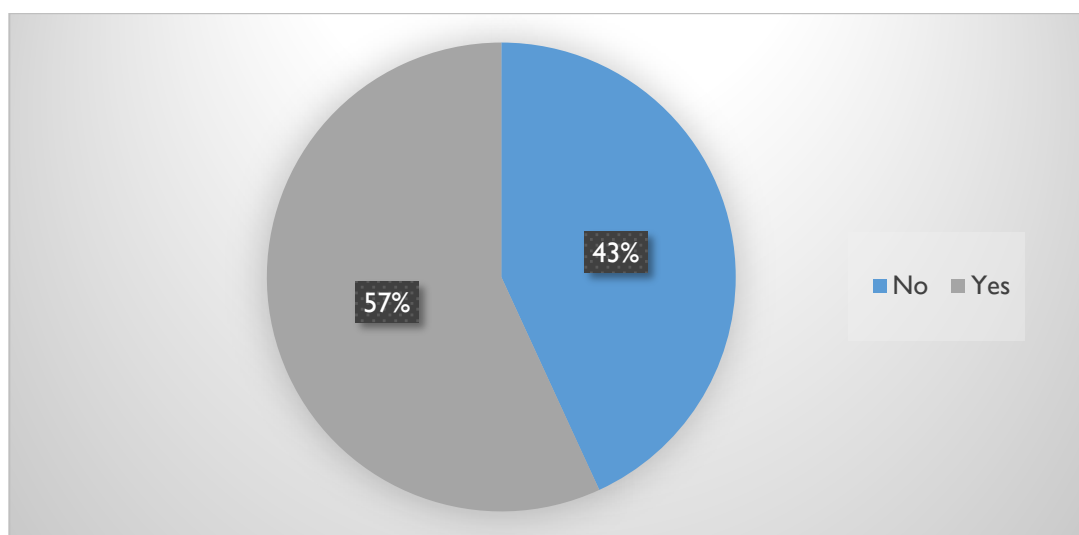
The large majority of the CBOs have smart equipment that they can use at their homes (laptop or smartphone or both), while only three stated that don't own any; which means that most CBOs have the ability and equipment needed to work remotely (at their homes).

2. Does the CBO have any pages or accounts on social media or any other applications?



All CBOs assured that they have accounts or pages on social media programs or applications that they can utilize to reach out to their targeted community. This gives important insight into the fact that CBOs are familiar on using online social media programs and applications. More than 90% have accounts on Facebook and WhatsApp, while the rest use Instagram and only one CBO mentioned that it has an account on twitter. In addition, more than 90% of the targeted CBOs mentioned that visual messages like the videos and e-flyers are the best methods to deliver online messages to the community.

3. Have you ever participated in an online training or workshop?

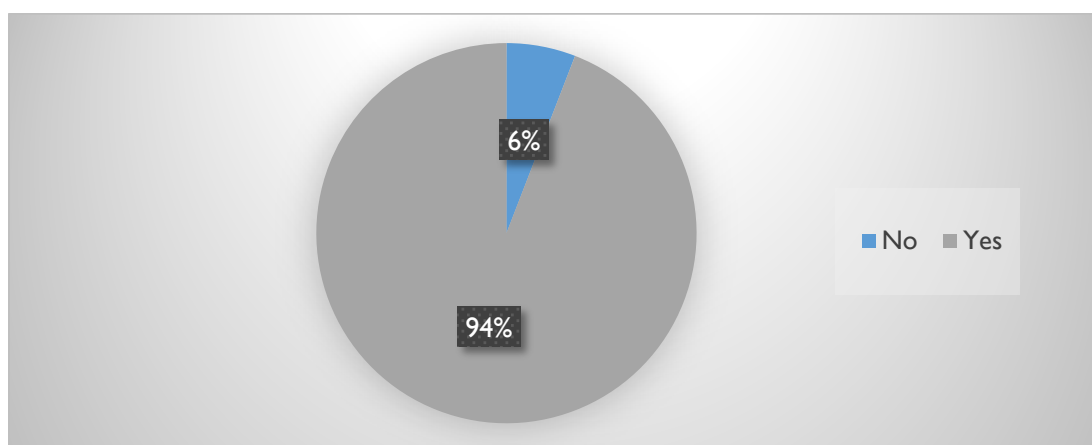


The following question gives a positive perception of the experience of the CBOs to try attending the online sessions at least once; 57% of the CBOs would have a clear idea on how to make the online training or session a better experience to the participants from the community. In the regard, the respondents mentioned the following programs and platforms through which they use to participate in an online session or training:

| Program/ App       | # of Answers |
|--------------------|--------------|
| WhatsApp           | 4            |
| Facebook messenger | 12           |
| Skype              | 2            |
| Zoom               | 2            |
| Idrak Platform     | 1            |
| YouTube            | 1            |
| Google Class Room  | 3            |
| U-demy             | 1            |
| Webinars           | 1            |

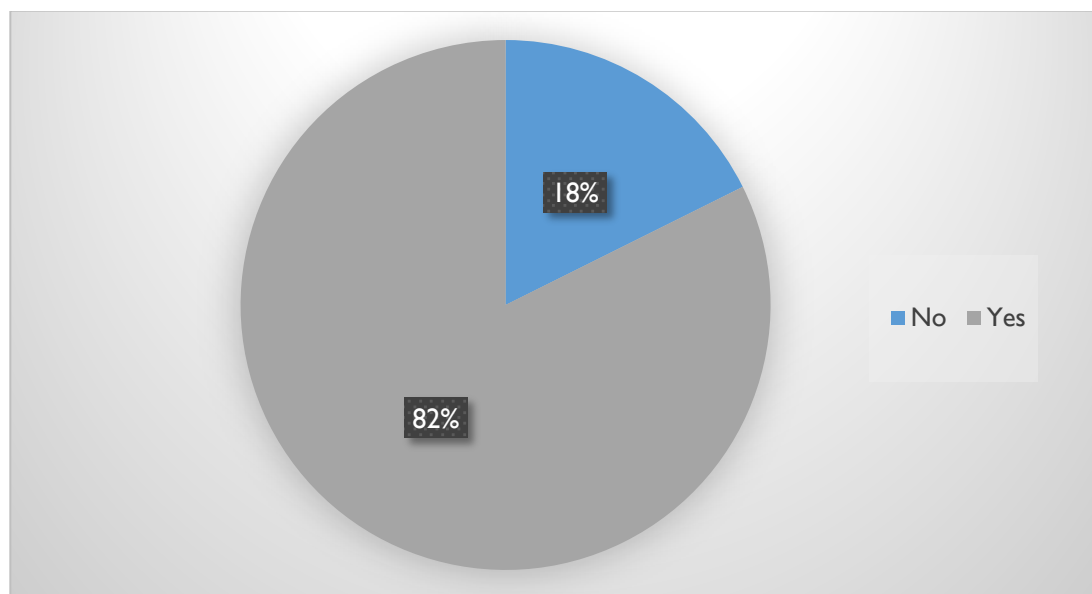
Table (2): Platforms and programs used by CBOs to attend online trainings.

4. Does the CBO have skilled team members who can effectively use social media and online applications and programs?



As shown in the figure above more than 90% of the CBOs have members who are skilled in using the online applications, programs and platforms, which makes it easier for the CBOs and increases the possibility of conducting online awareness sessions.

5. Is the CBO willing to conduct online awareness sessions remotely through the online applications or programs?



This valuable question shows that more than the majority of the CBOs (84%) have the willingness and enthusiasm to try the experience of delivering the awareness session in a remote manner through online applications and platforms. It's important to mention that the

CBOs who revealed their unwillingness to deliver online sessions, mentioned the following reasons:

- Lack of needed equipment (smartphones or laptops).
  - The limited number of skilled team members.
  - Low level of activeness of the CBOs on social media platforms and applications.
  - The limited need for such type of online sessions.
  - Ineffective Internet connectivity.
6. What are the needed resources and requirements that the CBO need to be able to conduct online awareness sessions?

For this question, the CBOs mentioned some major requirements for them, which can be summarized in the following points:

- Good and quick Internet connectivity.
- Some needed equipment, such as a laptop or smart phone.
- Visual material that can be shared online (videos, e-flyers, etc.)
- Capacity building programs for CBOs members.
- Charging phone cards, to be able to contact the beneficiaries.
- Some other equipment, like a professional camera and microphone.

## MAIN FINDINGS

After analyzing the collected data from the CBOs as shown in the previous section, the following results and conclusions can be considered as key action points in the “new plan” of delivering the awareness sessions in a remote manner:

- Most of the CBOs have access to social media platforms and programs through their homes; which means that they can work remotely.
- The majority (more than 80%) of the selected CBOs who participated in the assessment, stated their willingness to conduct and deliver awareness sessions through online applications or platforms.
- The participated CBOs have a high level of outreach to local communities and households through online platforms and applications.
- The CBOs are relatively active on social media applications and programs and most of them have accounts on these online platforms.
- The main applications mostly used by the majority of CBOs are; Facebook, WhatsApp, and Instagram.
- The CBOs have, at least, the minimal level of technical skills/ qualifications needed to run and manage social media accounts; in addition to the fact that most CBOs have skilled team



members who are ready to learn more and use the social media accounts for the purpose of delivering WIT messages to the community.

## WAY FORWARD

The previous data analysis and major outcomes and findings of this assessment have shown the significant ability, potential and willingness for the CBOs to shift the way of delivering the awareness sessions into an online/ remote process. However, there is some challenges and concerns that should be considered before the CBOs become capable of implementing the remote delivery of sessions, including the necessity to train the CBOs members on the new methodology of delivering remote sessions and providing them with the needed equipment and facilities. Therefore, IS team in participation with WIT and JRF teams, has to develop a detailed and comprehensive plan that addresses the major objectives, activities, responsible team, resources, challenges and time needed to qualify the CBOs to successfully run the remote delivery of awareness sessions. IS team will urge the concerned WIT teams and present all the findings and prepare next step actions.



## Annex: Participated CBOs that responded to the questionnaire

| المحافظة | اسم الجمعية                                       | اسم عضو الجمعية               |
|----------|---|-------------------------------|
| المفرق   | جمعية دير الكهف للتنمية الاجتماعية                | سعود مسلم السميزان            |
| المفرق   | جمعية نجم البادية                                 | ميلاد الخزاعلة وساجدة البري   |
| المفرق   | جمعية نجم البادية                                 | عبد الله طراد الفواز          |
| المفرق   | جمعية ايادي البادية التعاونية الزراعية            | عيادة كساب عيادة الشرفات      |
| المفرق   | جمعية الارض الطيبة الخيرية                        | المهندس هایل العموش           |
| جرش      | جمعية الخير معنا                                  | ريماز احمد عتوم               |
| جرش      | مركز شابات جرش                                    | ليما حسن العتوم               |
| جرش      | جمعية شابات المستقبل الخيرية                      | نبيله الزعبي                  |
| جرش      | جمعية سوف الجديدة للتنمية الاجتماعية              | بلال حسن سالم عتوم            |
| جرش      | جمعية سوف الجديدة للتنمية الاجتماعية              | بلال حسن سالم عتوم            |
| جرش      | جمعية إحسان سوف الخيرية                           | كامل يوسف محمود عتوم          |
| جرش      | جمعية سما العليا الخيرية                          | فريدة عقله عتوم               |
| جرش      | شابات المستقبل الخيرية                            | ايمان علي الزعبي              |
| جرش      | جمعية سما العليا الخيرية                          | فريال حسن علي النظامي         |
| جرش      | جمعية مرسال الخيرية                               | عائده خليفه ابو جبل           |
| جرش      | مركز شباب كفر خل                                  | مرام بني عبده                 |
| جرش      | مركز الشباب كفر خل                                | مركز الشباب كفر خل            |
| جرش      | جمعية درب الصفصاف الخيرية                         | محمد علي احمد علي عياصرة      |
| عجلون    | جمعية سيدات ام اللولو التعاونية                   | سمية علي سليم المومني         |
| عجلون    | مركز شابات عجلون                                  | مارينا                        |
| عجلون    | جمعية الزيتون التعاونية                           | احمد الشريدة                  |
| عجلون    | مركز شابات عجلون                                  | مارينا                        |
| عجلون    | جمعية الزيتون التعاونية                           | احمد الخطاطبة                 |
| عجلون    | جمعية سيدات كفرنجة الخيرية                        | أميمة بني سلمان               |
| عجلون    | جمعية البعاج التعاونية                            | عمر عبد الله الصمادي          |
| عجلون    | جمعية البعاج التعاونية                            | عمر عبد الله الصمادي          |
| عجلون    | فاطمة الزهراء التعاونية                           | غادة القضاة                   |
| عجلون    | جمعية صلاح الدين لرعاية المعاقين والايتام الخيرية | معالي عبد الهادي محمد انجادات |

|                          |  |        |
|--------------------------|--|--------|
| ديما محمود الشريدة       | مركز شابات دير ابي سعيد                        | إربد   |
| خالد بني ياسين           | جمعية تبنة الخيرية                             | إربد   |
| سلطان مطالقة             | حوا الخيرية                                    | إربد   |
| محمد احمد خالد عبيدات    | جمعية حرثا الخيرية                             | إربد   |
| د. علي سالم مطالقة       | جمعية الوسطية التطوعية للرعاية الطلابية        | إربد   |
| بسام مصطفى لبانة         | جمعية الوسطية التطوعية للرعاية الطلابية        | إربد   |
| فراس ابو النصر           | جمعية عمراوة للتنمية الاجتماعية                | إربد   |
| هاله بدر ابراهيم عبيدات  | جمعية كنانة للسيدات الخيرية                    | إربد   |
| آيات خصاونة              | ايدون الخيرية                                  | إربد   |
| محمد يوسف ياسين الياسين  | جمعية كتم الخيرية                              | إربد   |
| كايد محمود موسى بني عامر | جمعية ارحابا الخيرية                           | إربد   |
| خالد عبيدات              | جمعية حرثا الخيرية                             | إربد   |
| أمجد حسن الشرمان         | جمعية شباب المزار الشمالي للعمل التطوعي الخيري | إربد   |
| أمجد حسن الشرمان         | جمعية شباب المزار الشمالي للعمل التطوعي الخيري | إربد   |
| روان غسان علي الزعبي     | مركز شابات الرمثا                              | إربد   |
| سائدة نصر الله           | مركز شابات الشونة الشمالية                     | إربد   |
| هاشم الشناق              | مركز شباب إربد النموذجي                        | إربد   |
| احمد شتيات               | جمعية تحفيز للريادة والتطوير                   | إربد   |
| ريما                     | روابط السلام الخيرية                           | إربد   |
| ريما                     | روابط السلام الخيرية                           | إربد   |
| ست الكل الشومري          | جمعية العرفان الخيرية                          | الأزرق |
| هنادي عدنان العقيلي      | نشميات البادية                                 | الأزرق |

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