

## IWA-Marketing and Communications Award 2010

### The Ruhr Water Quality Report

Entry in the category "Best promoted water protection activity or programme"

#### Objectives

- Voluntary self-reflection and self-control
- Determining the water's condition
- Initiating water management measures on the basis of validated water quality data
- Success monitoring of actions taken
- Transparent documentation for the general public

#### Continuity

- Central voice of water quality management of the Ruhr since 1973
- Comprehensive chemical and physical monitoring of the Ruhr's water quality regarding regional and chronological developments.
- Controlling the development different water quality parameters over almost four decades

#### Programmatic character

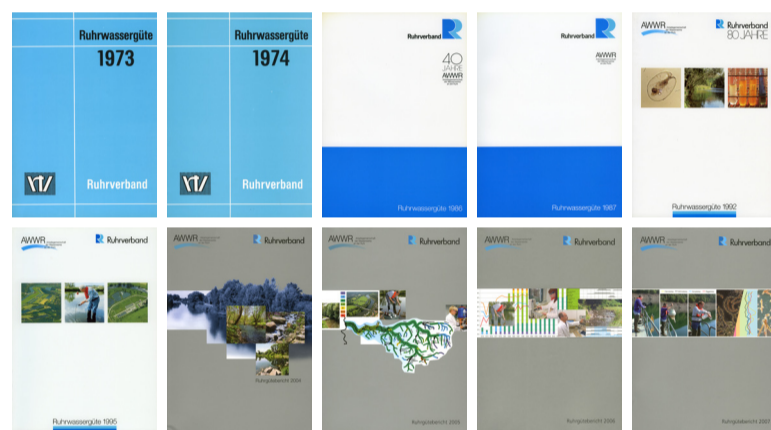
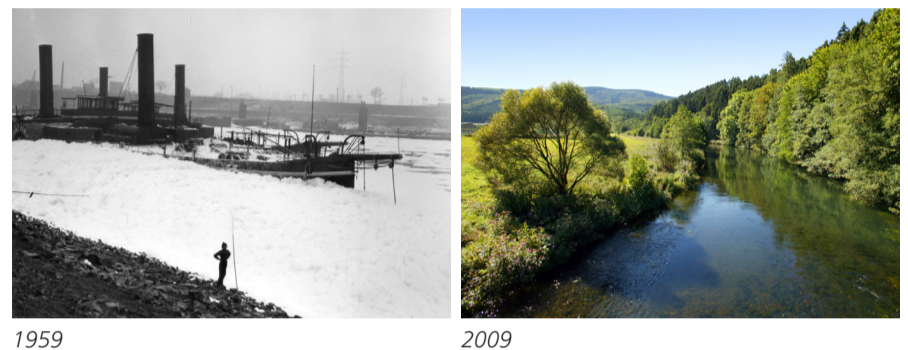
- The data documented in the report supplies information about the origin, behaviour and persistence of substances in the aquatic environment
- Results form a basis for drawing up, planning and carrying out future measures in water protection
- Reporting actual topics with leading-edge character on water quality and condition in the category "special issues"

#### Timeliness

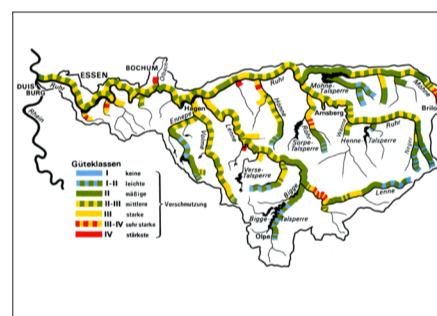
- Publishing every year up-to-date measured chemical and biological data
- Evaluation of the findings against the background of currently valid immission requirements as well as possible future regulations currently subject to discussion
- Discussing deficits and potential future improvements

#### A tool in corporate communications

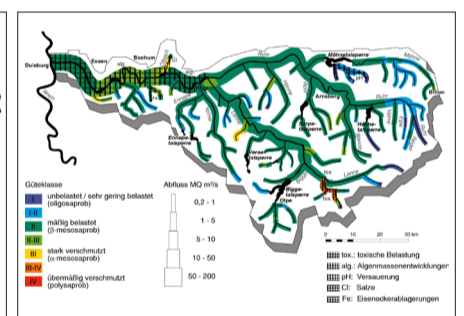
- Target audience: Scientific community, stakeholders of water management along the Ruhr, politicians, public authorities, media, general public
- Voluntary and transparent publication demonstrating the readiness of its editors for public discussion
- 2,000 copies of the Ruhr Water Quality Report are being printed and circulated each year via an established distribution list; furthermore, printed copies are available free of charge to citizens as well as school and university students upon request
- Access to the Ruhr Water Quality Report is provided via the Ruhrverband and the AWWR websites



Cover pages



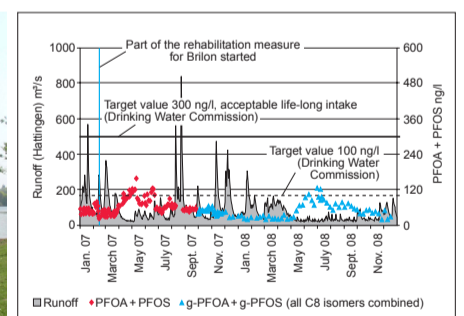
Water quality 1972



Water quality 2006



Mass development of Elodea



PFC concentration in the Ruhr river



Press conference 2009