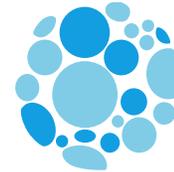




DA  
VODA



EFQM  
Good Practice Competition 2012  
Creative Use of Social Media  
Winner

SUE "Vodokanal of St. Petersburg"  
presents:



# The Neva Crayfish and His Friends

Creative use of social media



# Vodokanal Activities

**The State Unitary Enterprise “Vodokanal of St. Petersburg” provides:**

- water supply for 5 million citizens;
- wastewater treatment;
- operation of fountains and public toilets.

---

**Raising of environmental awareness is an important activity of Vodokanal.**



# Vodokanal Activities

The EFQM Excellence Model began to be used for self-assessment since 2005.

2006 – the winner of the Award of the Government of the Russian Federation in the field of quality;

2009 – EFQM Recognized for Excellence level (5 \*);

2011 – EFQM Excellence award, finalist

---

**The results of self-assessments are the basis of annual programs on strategy improvement and actualization.**



DA  
VODA



# Creating a sustainable future

Excellent organisations:

- Understand their key competencies and how **they can generate shared value** to benefit wider society.
- **Integrate the concepts of sustainability within their core strategy**, value chain and process design and allocate the resources required to deliver these goals.
- **Allocate resources to provide for long-range needs** rather than just short-term gain and, where relevant, become and remain competitive.



# Vodokanal's mission

Affordable water services for good quality of life for citizens, sustainable development of the city, ***culture of water use and preservation of the Baltic Sea basin and waterways.***

---

**Commitment to future generations:** careful and prudent use of natural resources including water, energy, forests, etc. is essential value of Vodokanal St. Petersburg.



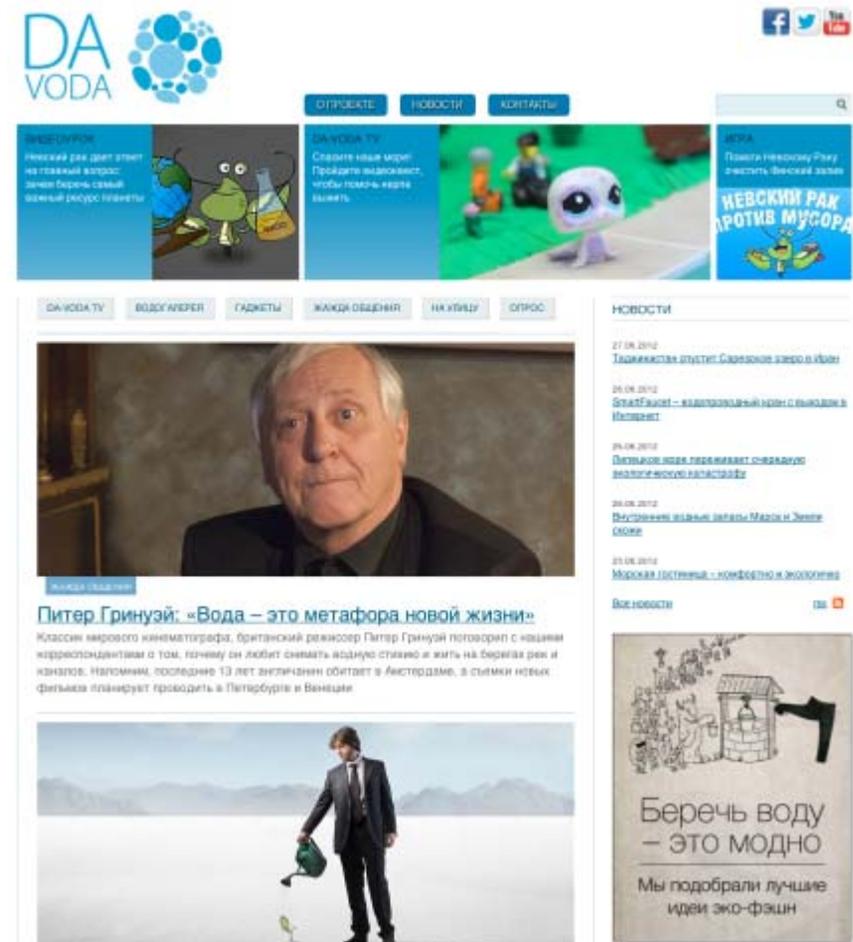
## How We Develop the Culture of Water Consumption

### The main instruments are:

- The Universe of Water museum complex
- Youth Environmental Centre
- mass media
- booklets and brochures
- participation in municipal activities
- Vodokanal website
- [Da-Voda.com](http://Da-Voda.com) website and social networks

# How We Develop the Culture of Water Consumption

With the website [Da-Voda.com](http://Da-Voda.com), new and growing audience – active Internet users – could be involved in development of consumption culture.





# Da-Voda.com: What Is That?

**Da-Voda.com** is a social project of Vodokanal.

It is focused on water as a scarce resource on Earth and thoughtful attitude towards water resources.

Neva Crayfish is the main character of the website.

**The website headlines reveal the following:**

- why celebrities do not waste water carelessly
- what technical means help to save water without any loss in quality of life
- how to solve water-related problems within a household
- to what thoughtless attitude towards water might lead

**The website is available in both Russian and English languages.**

*The website is created by Vodokanal St. Petersburg in cooperation with its partner, 2PR public relations agency.*



# Development of Da-Voda.com

## 2010:

- website is planned, designed and launched

## 2011:

- project concept is upgraded: new headlines and formats of video lessons emerged
- the website is presented in social media
- English version of the website is launched

## 2012:

- the website layout is upgraded according to current trends
- new game-based communication format is introduced (“Help the Neva Crayfish Clean the Gulf of Finland” flash game, “Save Our Sea” video quest)

## 2013:

- launch of new section, Year of Environment Protection
- support of new social project of SUE Vodokanal, launch of Rehabilitation Station for Marine Mammals of the Baltic Region.



# Rehabilitation Center for Marine Mammals of the Baltic region

- New social project of *SUE Vodokanal* was launched in *April 2013*
- *Nursery station* for pups of ringed and gray seals started functioning at the sewage treatment station of *Repino*, one of St. Petersburg suburbs.
- This season *five pups* (three Ladoga ringed seals and two Baltic gray seals) underwent treatment there and were *released back to nature*





# Rehabilitation Center for Marine Mammals of the Baltic region

- *Da-Voda project* and its main character, *Neva Crayfish*, maintained general information support of this project
- Over *four hundred new users* joined official community of the project at *VK.com* network within the three months of the project main stage
- Project news releases gathered *a lot of feedback* in social media communities and accounts of *Da-Voda.com*
- *Support* of rare pinnipeds is only a part of activities held by *SUE Vodokanal* to improve the *ecological situation of the Baltic region*





DA  
VODA



# Why Is Da-Voda.com Unique?

- **Multimedia approach.** All communication tools available are in use: videos, flash animation, games, infographics, polls, news, interviews and relevant offline activities
- The website has a main character, **Neva Crayfish**
- **Exclusive contents.** The website team interviews public opinion leaders: actors, film directors, musicians; creates inventive videos and animated video lessons
- Feedback management is widely used in all **website social media accounts**
- **Useful information for the customers is our special focus**

## Why Is Neva Crayfish Chosen as the Main Character?

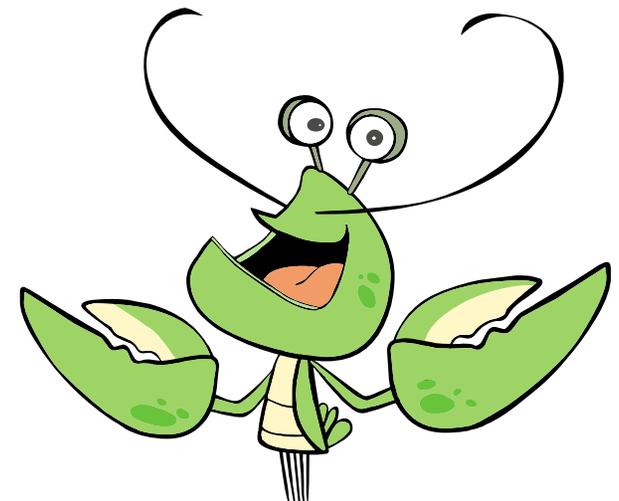
*Neva Crayfish* is Vodokanal's most popular "employee".

*Crayfish work at all water intakes in St. Petersburg to monitor water quality of the Neva River.*

Main character was chosen basing on analysis of public interest and public awareness of Vodokanal activities.

### The following media were considered:

- results of social studies
- mass media inquiries and requests
- monitoring of mass media publications
- relevant issues mentioned in blogosphere

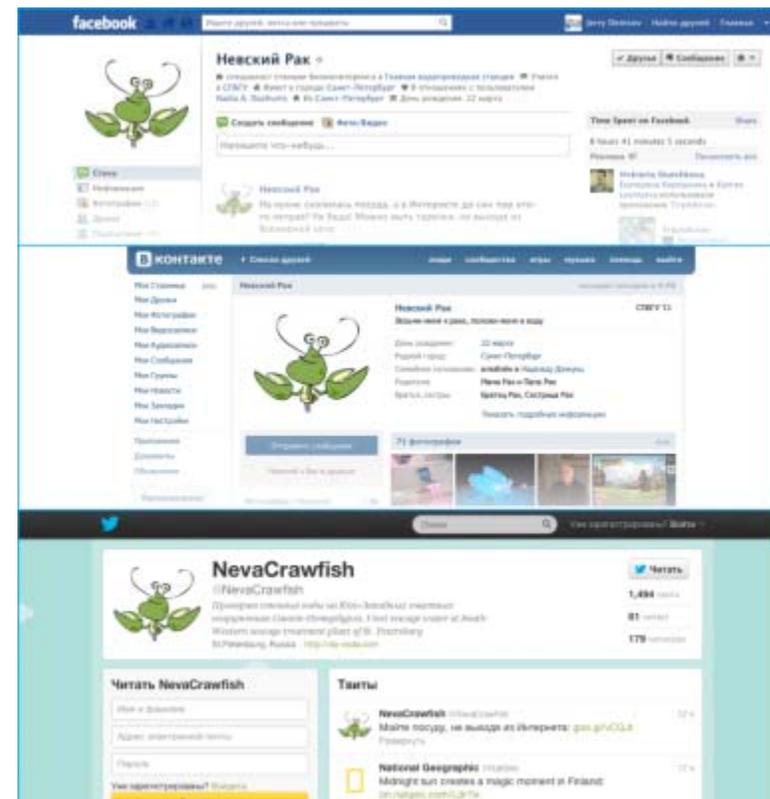


## How Is Da-Voda.com Represented in Social Media?

Today, the Neva Crayfish has its accounts in the following social media:

- **Facebook** (Russian and English accounts)
- **VK.com** (the most popular Russian social network)
- **Twitter** (Russian and English posts within one account)

*The Neva Crayfish has over 10,000 friends. The number of his friends is increasing every day.*





## Why Vodokanal Is Active in Social Media via Da-Voda.com

- Corporate accounts in social media are widely spread all over the world. However, Neva Crayfish is one of a kind.
- Being a peculiar cartoonish character, the Neva Crayfish draws attention at first sight.
- The Neva Crayfish is viewed as an independent Internet character.
- The Neva Crayfish uses an informal approach to socialization in the Internet, which could have never been approved of Vodokanal as a large governmental corporation.
- Interviews with famous actors, musicians and film directors at Da-Voda.com work to attract users of social media to the website.
- Commentaries and advice of Neva Crayfish are never limited by Vodokanal business activities.



## Added Value of the Project for the Society

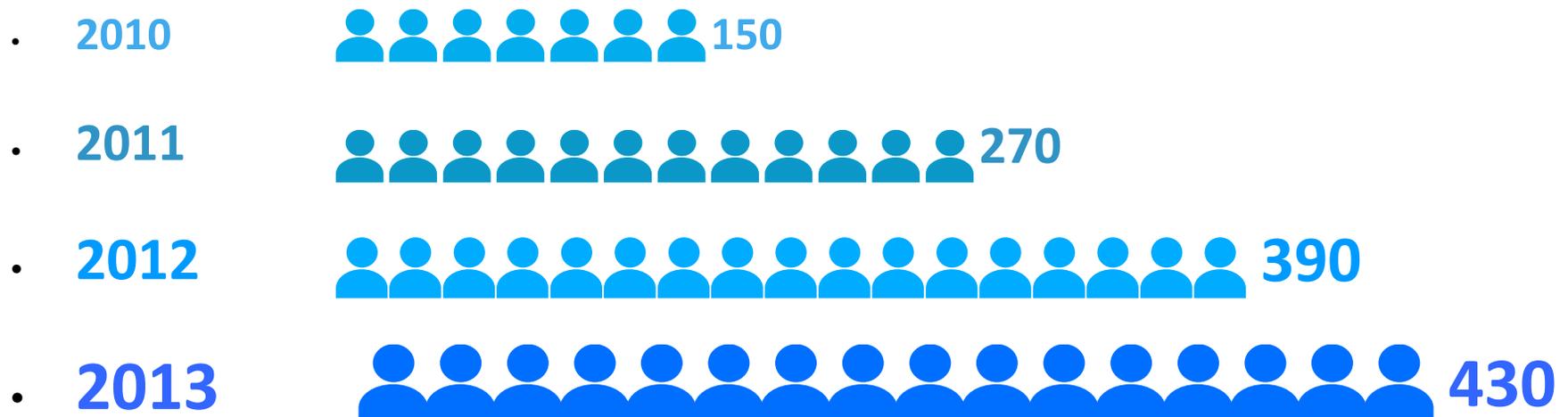
- ✓ **Cost-saving:** with necessary information, customers could reduce their water expenditures without losing in their lives quality
- ✓ **Practical recommendations:** customers are counseled unconventionally: they receive guidance for installation and reading of flow meters, checking water quality, etc.
- ✓ **Environmental impact:** by handling water with care we keep the nature clean today and preserve water resources for future generations.



# Project Results

Da-Voda.com is gaining popularity.

Average number of unique visitors per day:



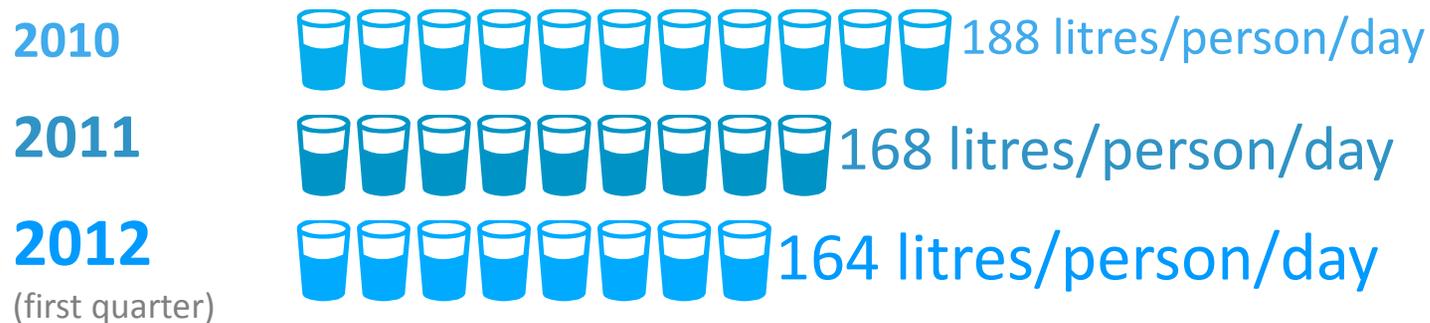
Video lesson “How to check water quality” ranks 1st in Google for the query “How to check water quality” (in Russian)



# Project Results

Social media provide over 80% of website referrals.

Steady reduction of water consumption in St. Petersburg is evident:



Percentage of households with individual water meters has also increased:



(all data are taken from sociologic survey performed by Vodokanal)

# Project Benefits for Vodokanal

Vodokanal is a socially responsible company committed to the principles of sustainable development.

**Development of water consumption culture is an activity providing long-term benefits.**

- High water demand means not only high profit “here and now”.
- It leads to a significant increase of costs in future due to growing additional capacities of water/wastewater treatment plants.
- It results in inevitable tariff growth.
- It is an extra challenge for the environment: more energy and chemicals are wasted.





# Project Benefits for Vodokanal

The Da-Voda.com website is an additional instrument for Vodokanal to get feedback from its customers.

**The information coming from Neva Crayfish accounts in social media is constantly analyzed.**

**Following the results of analyses, relevant changes are made to:**

- the contents of Da-Voda.com
- the contents of Vodokanal corporate website
- the interaction of Vodokanal with mass media.

**Moreover, this information helps Vodokanal improve its main activities.**



# Expected Development of the Project

- Strong promotion of the project in the social networks and in the Internet
- Collaboration with other resources focused on the environment
- Participation in offline activities, such as World Water Day, Baltic Sea Day, World Environment Day, etc.
- Creation of new video lessons and video clips concerning issues addressed to Neva Crayfish in social media, results of Vodokanal sociologic surveys and mass media monitoring
- Creation of new services for Da-Voda.com visitors
- Launch of website for Vodokanal's Youth Environmental Center with social media accounts of Droplet (main character of the Center) in.
- Perfection of Vodokanal awareness raising activities by using relevant instruments in a synergetic way.

**Thank you for your attention**

[vodokanal.spb.ru](http://vodokanal.spb.ru)

[da-voda.com](http://da-voda.com)