Thematic Session 4.5.2:
Financing water professional training to develop competencies: a fruitful economic strategy for water utilities!

1st round table
The training: a strategic resource in SEAAL
(Water and Wastewater public operator of Algiers)

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Suez Environnement
SEAAL: Algerian public operator

SEAAL: Algerian public company

- Created in 2006
- 2 public stakeholders: L’Algérienne des Eaux (ADE) et l’Office National de l’Assainissement (ONA)
- Public financing (investment & operation)

Areas
- Algier’s Wilaya: 3.2 million inhabitants, 57 cities
- Since 2012, Tipasa’s Wilaya: 600,000 inhabitants, 28 cities

- 6,200 employees

Management Contract

Map of Algeria showing Wilaya of Algiers and Wilaya of Tipasa.
SEAAL: Key figures

WATER AND SANITATION
- 24/24 water distribution for Algiers since 2010
- Waste water Treatment capacity: 65% (> 80% by 2015)
- Water quality: potable water in conformity with international standards
- Amelioration of non-revenue water
- 72 beaches opened in 2014 (39 in 2006)

CUSTOMER SERVICE
- 700,000 customers
- Call Center 24/7: 400,000 contacts/year
- 3 Millions bills/year
- Recovering: 98% en Algiers (70% in 2006)
- 85% of Algier’s customers satisfied with SEAAL’s services

HUMAN RESOURCES
- 6,250 employees
- 120,000 training days since 2006
- 3 training days per year per employee

SEAAL’s Quality Management System complies with the requirements of ISO 9001/2008
• Training Policy: Context & main characteristics

• Beneficits

• Key Success
Context: KNOW HOW TRANSFER: core of the SEAAL contract

- To reach specific technical objectives on all activities of the water & sanitation service
- To transfer Know How on management and technical issues from Suez Environnement to SEAAL
- To develop in SEAAL competencies and tools to guarantee on a sustainable management of services at an international level

By mean of the Training
Training policy: key data

- A training policy: ambitious, dynamic and accessible to all
- A rich and diversified training offer: SEAAL Training catalogue in Algeria (Water and Sanitation, Customer and Transversal)
- Training centre in Algiers (capacity 200 trainees per day)
- 18,000 training days/year
- 90% employees have been trained
- 41% training programmes realised internally
- 318 in-house trainers (emergence of a trainers network)
- Implementation of innovative teaching methods (e-learning, Ramadhan Campus...)

The development of the network of in-house trainers:

- 2008: 83
- 2009: 132
- 2010: 165
- 2011: 228
- 2012: 278
- 2013: 318
- 2014:
Benefits

... for the company

- To implement a sustainable management of services at an international level
- To improve Technical and Managerial skills
- To reach ambitious objectives:
  - 24/7 water supply
  - Sustainable resources management
  - Improvement in quality of life
  - Customer satisfaction + recognition of the Public Service

... for the employees

- Recognition
- Motivation
- Agreement with the strategy
- Corporate culture
Keys to Success

- Tap into local talents!
- Strengthen, on the long term, the mastery of technical skills, through a shared referential
- Identify individual management potentials
- Support Manager to acquire, share, and improve news skills through a common Management Charter and individual improvement programs
- Adapt the organisation to improve efficiency and to motivate all potentials of the Company
Thank you for your attention!