



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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Dynamisme

Dynamisme

Confiance

Confiance

Professionalisme

Dynamisme

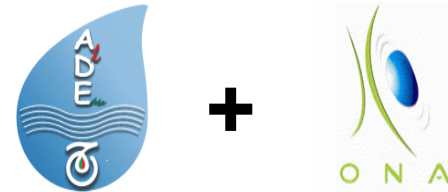
Professionalisme

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 millions inhabitants, 57 cities
- Since 2012, Tipasa's Wilaya : 600 000 inhabitants, 28 cities

- **6 200 employees**



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 SEEAAL

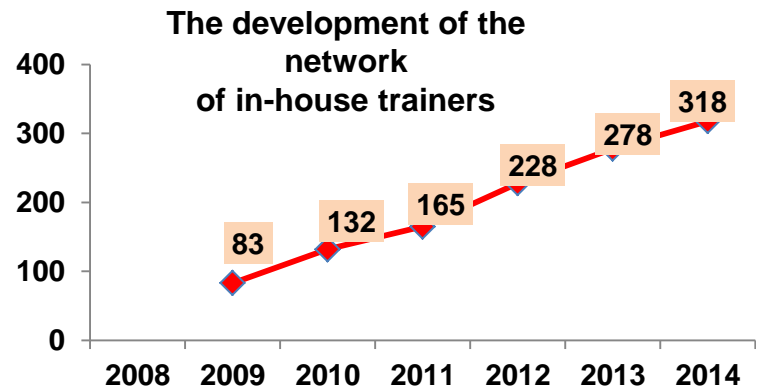
👉 To develop in SEEAAL competencies and tools to guarantee on a sustainable management of services at an international level

By mean of the Training

Training policy: key datas



- 💧 A training policy : ambitious, dynamic et 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 programm realised internally
- ✓ 318 in-house trainers (emergence of a trainers network)
- ✓ Implementation of innovative teaching methods (e-learning, Ramadhan Campus...)



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 new 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 !