



G-CREWS KAP

Final Report Grenada 2026

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FINAL KNOWLEDGE, ATTITUDES AND PRACTICES (KAP) REPORT

Climate-Resilient Water Sector in Grenada (G-CREWS) Project

Revised Parish-Integrated Final Evaluation

Final survey analysis, parish-level evidence, behavioural insights, communication lessons, policy readiness, public-facing construction sentiment and MEAL recommendations

Prepared for	G-CREWS / GIZ / NAWASA / Government of Grenada / implementation stakeholders
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Date	1, July, 2026
National Final KAP survey base	N = 937 respondents
Parish datasets	St. George, St. Andrew, St. David, St. John, North Parishes cluster
North Parishes cluster	St. Patrick, St. Mark, Carriacou and Petite Martinique

This final report reanalyses the national Final KAP dataset together with the five parish presentation datasets while reviewing the baseline and midterm data and reports. It structures the Final KAP narrative into a strategic, spatially differentiated evaluation that shows not only whether G-CREWS achieved communication and behaviour-change objectives, but also where impacts were strongest, where additional investment is warranted, and how future water-resilience programmes can be targeted geographically and operationally.

G-CREWS Endline: headline indicators



Headline metrics summarise reach, resilience practices and policy support.

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Executive Summary

This Final KAP report synthesizes the national G-CREWS final survey with a subset of five parish-specific KAP presentation datasets: St. George, St. Andrew, St. David, St. John and the North Parishes cluster (St. Patrick, St. Mark, Carriacou and Petite Martinique). It also draws on the 2021 baseline, 2023 midterm, awareness proposals, final campaign chart data, and public-facing online/social media information on G-CREWS, NAWASA and UKCIF-funded water works.

The national close-out story remains strong. Awareness of G-CREWS reached 77%, 64% saw G-CREWS water-saving materials, 65% watched the singer/carnival videos, and 95% of video viewers reported learning something about water, climate impacts, conservation practices or storage. Behavioural evidence is also strong: 78% catch rainwater, 70% have a tank or cistern, and 77% bought or installed water-saving devices.

However, the parish-level analysis changes the interpretation of the final evaluation. The national average masks significant spatial differences in project reach, household resilience, public trust and safety risks. North Parishes and St. John generally show the strongest combined performance across awareness, rainwater harvesting, household storage, campaign exposure and perceived reliability. St. George, while the largest and most urban sample, shows the sharpest gap between project visibility and household/practical outcomes. Although St. George recorded among the highest levels of project awareness, this awareness did not consistently translate into adoption of household resilience practices such as rainwater harvesting, storage maintenance and water conservation. This should not be interpreted as a failure of project communication. Rather, it reflects the characteristics of an urban population where relatively greater confidence in piped water reliability reduces the perceived urgency of investing in household resilience measures. The findings therefore indicate that future communication should place greater emphasis on demonstrating the practical benefits of household preparedness even where public water services are comparatively reliable. St. Andrew combines comparatively strong climate-water knowledge with a notable storage gap. St. David is a moderate performer but requires stronger evidence-based communication on service improvements and more sustained community follow-up.

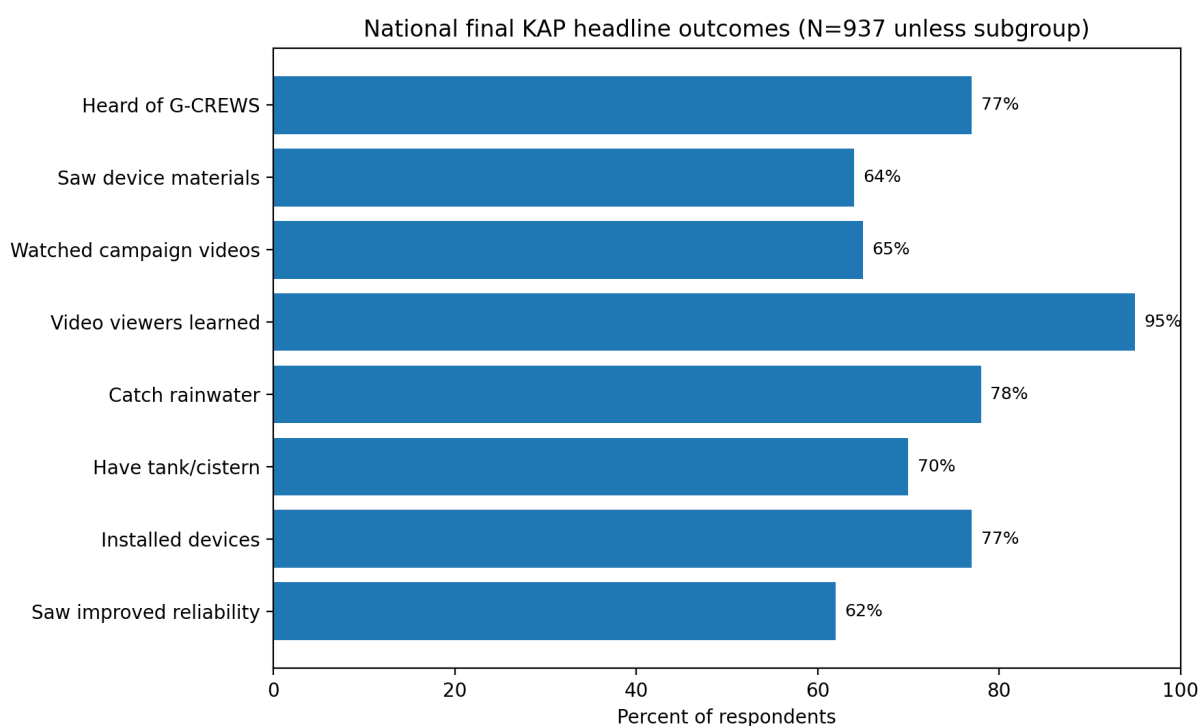


Figure 1. National headline Final KAP outcomes.

Finding	Evidence	Strategic implication
Strong national project visibility	77% heard of G-CREWS; 64% saw water-saving materials	Maintain G-CREWS branding alongside NAWASA and the responsible Ministry during the transition period, with future integration into the Water Resources Management Unit when fully operational for post-project water-resilience communication.
Behaviour change is visible but uneven	78% catch rainwater; 77% installed/bought devices; parish levels vary widely	Move from broad national messaging to targeted parish action plans.
North Parishes and St. John are resilience leaders	North Parishes: 92% catch rainwater and 80% saw improved reliability; St. John: 92% catch rainwater and 86% installed devices	Use these areas as demonstration and peer-learning communities.
St. George is the priority trust and safety gap	St. George: 52% saw improved reliability; 40% of tank/cistern owners never clean or do not know how	Pair construction/reinstatement communication with tank safety and service-proof messaging.
St. Andrew has a knowledge-to-storage gap	St. Andrew: 66% know some/a lot, but only 55% have tanks/cisterns	Prioritize tank incentives, financing and hardware-store/plumber partnerships.
Policy readiness is strong	87% support incentives; 80% support higher charges for high consumers; 65% support mandatory rainwater collection	Develop an equitable post-project water resilience policy package with affordability safeguards.
Public-facing works remain a reputational risk	Official/public posts show ongoing G-CREWS/NAWASA/UKCIF road works, reinstatement and traffic disruption issues	Maintain a public works/restoration dashboard and simple funder/project explainer.

Most important final-report threads to carry forward

- From mistrust and misinformation to practical awareness: baseline concerns about conspiracy theories, distrust and weak climate-water understanding have shifted toward stronger recognition of water conservation and storage, but deeper understanding remains incomplete.
- From awareness to behaviour: the final data show strong reported adoption of rainwater capture, household storage and water-saving devices, but practice quality and safety must now be improved.
- From social media risk to social media asset: Facebook, Instagram and YouTube became major campaign channels, while radio and TV remain essential for inclusion.

- From infrastructure works to institutional trust: public-facing road works, reinstatement issues and the overlap between G-CREWS, NAWASA and UKCIF projects require transparent close-out communication.
- From individual behaviour to policy and MEAL: high support for incentives, high-consumer pricing and mandatory rainwater collection provides a mandate for a disciplined post-G-CREWS policy and monitoring framework.

Key Evaluation Messages

The final evaluation demonstrates that the G-CREWS Project has successfully achieved its primary objectives of increasing public awareness of climate change impacts on water resources, improving knowledge of water conservation, and promoting positive household water management behaviours across Grenada. Comparison of the Baseline (2021), Midterm (2023) and Final (2026) Knowledge, Attitudes and Practices (KAP) surveys confirms that the project generated measurable improvements in awareness, behavioural adoption and public support for climate-resilient water policies.

1. G-CREWS achieved high national visibility and strengthened public understanding of climate-resilient water management.

National awareness reached 77%, while 64% of respondents reported seeing G-CREWS educational materials. Among respondents exposed to the project's creative communication campaign, 95% reported learning something new about climate change, water conservation or household water management. Compared with the baseline, the final evaluation indicates substantially improved public understanding of the relationship between climate variability and freshwater security.

2. Behaviour change has occurred, although adoption varies across parishes.

The evaluation demonstrates that communication translated into meaningful household action. Nationally, 78% of respondents reported harvesting rainwater, 70% owned a water storage tank or cistern, and 77% had installed water-saving devices. However, parish analysis reveals important geographic differences, indicating that future interventions should be increasingly targeted rather than nationally uniform.

3. The programme has progressed from building awareness to enabling resilience.

The principal barriers identified at endline are no longer primarily informational. Instead, financial constraints, infrastructure access, storage capacity, maintenance practices and perceptions of risk increasingly influence household resilience decisions. Future programming should therefore focus on enabling households to act on the knowledge they have already acquired.

4. Strong public support exists for long-term water resilience policies.

The survey demonstrates a favourable policy environment for future reforms. Nationally, 87% support incentives for water-saving technologies, 80% support higher tariffs for excessive water consumption, 65% support mandatory rainwater harvesting requirements, and 65% indicate willingness to contribute modestly towards maintaining water infrastructure. These findings provide policymakers with a strong evidence base for implementing sustainable water demand management measures.

5. Parish-level evidence provides a roadmap for future investment.

The integration of parish datasets represents one of the most significant contributions of this final evaluation. North Parishes and St. John emerge as high-performing resilience geographies suitable for peer-learning and demonstration initiatives, while St. George requires targeted interventions to strengthen household resilience, improve perceptions of service reliability and address safe water-storage practices. St. Andrew would benefit from increased investment in household storage infrastructure, while St. David requires continued community engagement and communication. This spatial evidence enables future investments to be more efficiently targeted and monitored.

1. Evidence Base and Methodology

The survey was administered during the period March to June 30, 2026, utilizing the multi-modal approach of 20 field surveyors who went into their communities, distribution via SMS messaging sent to a total of 20,000 subscribers on the island and social media which was seen by 23,748 persons on Facebook, 5,528 persons on Instagram and shared multiple times on Facebook, Instagram, and WhatsApp. The G-CREWS specific Facebook link was accessed 116 times with 28 filling in the survey, while the G-CREWS Instagram link was accessed 4,183 times with 39 survey responses, demonstrating that the Instagram page has greater reach in Grenada. The Mailing list curated from baseline and midterm survey distribution of the survey elicited approximately 4,940 survey engagements with 188 responses – indicative of the “I’ll do it later” which never happens with multiple email reminders being sent. A total of 10,411 persons accessed the survey within the period, however only 937 persons completed the survey in its entirety. The aggregate population of Grenada being 111,454 as per 2020 estimates with 65.7% of the population being between the ages of 15 and 64 and 8.9% being over the age of 65. At the 95% confidence level and 5% confidence interval the net number of responses will need to be between 381 to 500 from an approximate population of 40,000 to 111,454 persons. Therefore, the 937 responses from this survey accurately represents the views of the population in 2026.

The usable and completed responses of 937 falls within the 99% confidence level and is at the 4.19% confidence interval and at the 95% confidence level the confidence interval is 3.2%. This gives a margin of error of between 3.2% to 4.19% in representing the opinions and viewpoints of the overall population of 111,454 persons.

The response rate based on the number of persons who accessed the survey via all means is 9%, slightly higher than the midterm survey. The respondents ages ranged from 18 to over 51 years of age, and covered all education levels, all income levels, all parishes inclusive of Carriacou, and Petite Martinique, and all household sizes from single to multiple persons within the household. The field investigators went into the parish communities including Carriacou/PM daily during the period, augmenting the on-the-ground approach with calls to follow-up if persons were unable or unwilling to do it person. This was further augmented by the sharing of the survey link via WhatsApp so persons can complete in the comfort of own home.

This report uses a mixed evidence synthesis approach. The national Final KAP raw data chart workbook and PowerPoint were treated as the primary national quantitative data source. The five parish KAP raw data PowerPoint datasets were extracted and analysed to identify geographic variations in awareness, knowledge, behaviours, communication exposure, policy support and perceived service outcomes. The baseline and midterm reports were used to interpret change over time and to avoid treating the final survey as an isolated measurement exercise.

Evidence source	Role in revised report
National Final KAP workbook/PPTX	Primary final indicators for national awareness, knowledge, behaviours, communication, policy support and demographics.
Parish Final KAP PPTX files	Spatial analysis by St. George, St. Andrew, St. David, St. John and North Parishes.
Baseline KAP 2021	Starting context on trust, misinformation, public understanding, water-saving practices and communications.
Midterm KAP 2023	Transition evidence on social-media influence, reduced but persistent misinformation, conservation attitudes and messenger credibility.
Awareness proposals	Programme-design evidence on schools, churches, community groups, youth campaigns, practical demonstrations and sector-specific outreach.
Public-facing online/social media scan	Contextual evidence on ongoing works, road reinstatement, traffic delays, project overlap and construction-phase communication needs.

Unless otherwise stated, national percentages are based on N=937 Final KAP respondents. Parish sample sizes are St. George N=380, St. Andrew N=179, St. David N=109, St. John N=83 and North

Parishes N=186. Some follow-up questions have smaller bases because they were asked only of relevant subgroups (if yes logic questions), such as video viewers or households with tanks/cisterns.

The main limitation is that the final data sources are chart decks/workbooks rather than row-level respondent data. This permits robust descriptive and spatial comparison, but not individual-level statistical testing, multivariate modelling, or formal significance testing which can be extracted from the raw dataset. Parish differences should therefore be interpreted as operationally significant patterns rather than statistically tested effects.

2. Project Context and Final KAP Significance

G-CREWS was designed to make Grenada's water sector more climate-resilient and to strengthen water-sector management through an integrated water-resources approach. The project included infrastructure investments, storage and pipeline improvements, household and institutional water-conservation actions, public awareness, and governance reforms such as the Water Resources Management Unit (WRMU).

The Final KAP is therefore not simply an awareness survey. It is a close-out learning tool that tests whether the population knows the project, understands climate-water linkages, adopts conservation and storage practices, supports policy reforms, and perceives improvements in service reliability. The parish datasets add a critical spatial dimension by showing where the project has translated into behaviour and trust, and where additional investment or communications are still required.

3. National Final KAP Profile and Headline Findings

The national survey reached 937 respondents. St. George accounted for the largest share of respondents, followed by St. Andrew, North Parishes, St. David and St. John. Women were more represented than men and the age distribution included strong participation from young adults and working-age respondents, supporting interpretation of the project's social media and entertainment-education campaign performance.

Indicator	National Final KAP result	Interpretation
Heard of G-CREWS	77%	Strong recognition for a technical climate-water project.
Saw G-CREWS water-saving materials	64%	Campaign reached a clear majority but left one-third unreached.
Watched singer/carnival videos	65%	Entertainment-education achieved substantial reach.
Video helped viewers learn	95% of viewers	Creative campaign was highly effective among those exposed.
Catch rainwater at home	78%	Rainwater harvesting is widespread and culturally/practically established.
Have tank/cistern	70%	High household storage base, but maintenance guidance remains necessary.
Bought/installed water-saving devices	77%	Strong reported adoption of conservation devices.
Saw improved reliable/safe access since 2020	62% yes; 18% no; 20% do not know	Positive, but over one-third remain unconvinced or uncertain.

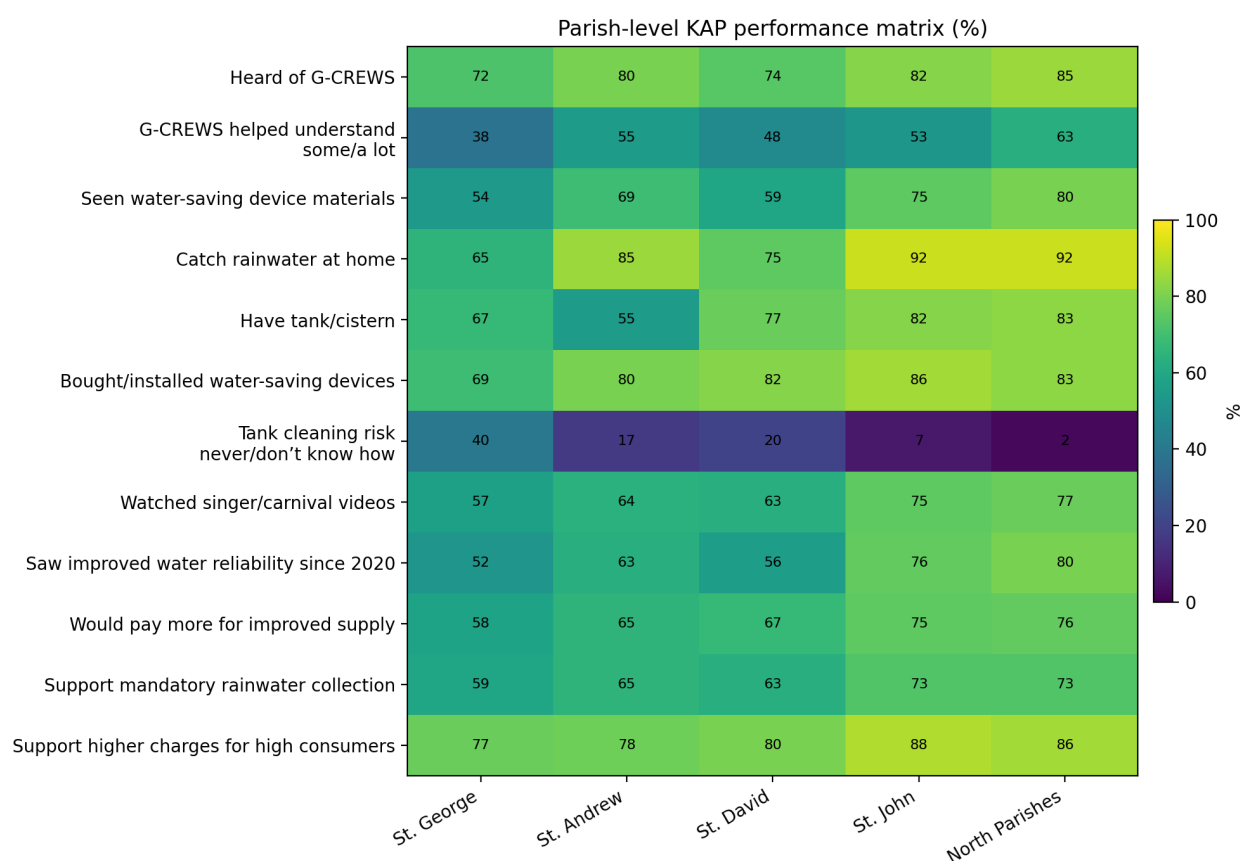


Figure 2. Parish-level KAP performance matrix for selected indicators.

4. Knowledge, Awareness and Behaviour Change

Final awareness is strong nationally, but the parish distribution is uneven. Awareness is highest in North Parishes (85%) and St. John (82%), followed by St. Andrew (80%), St. David (74%) and St. George (72%). This is important because St. George has the largest sample and is the area most associated with urban mobility, infrastructure disruption and public-facing road works.

Climate-water knowledge is moderately strong but not deep. Nationally, 62% report knowing some or a lot about the effects of climate change on water supply. St. Andrew and St. George are slightly above the national level, while St. John, St. David and North Parishes cluster around 59%-60%. The more meaningful parish difference appears not in climate knowledge alone, but in whether respondents say G-CREWS helped them understand the issue. North Parishes report the strongest G-CREWS contribution to understanding (63%), while St. George is lowest (38%).

Area	Heard of G-CREWS	Climate knowledge some/a lot	G-CREWS helped some/a lot	Interpretation
St. George	72%	65%	38%	Relatively high general knowledge but weakest attribution to G-CREWS; requires clearer project-benefit and close-out messaging.
St. Andrew	80%	66%	55%	Strong knowledge base and solid project understanding; ripe for targeted household resilience actions.

St. David	74%	60%	48%	Moderate performance; needs sustained community-based communication.
St. John	82%	59%	53%	High awareness and moderate understanding; strong candidate for local ambassadors.
North Parishes	85%	60%	63%	Highest project attribution to learning; strong demonstration geography.

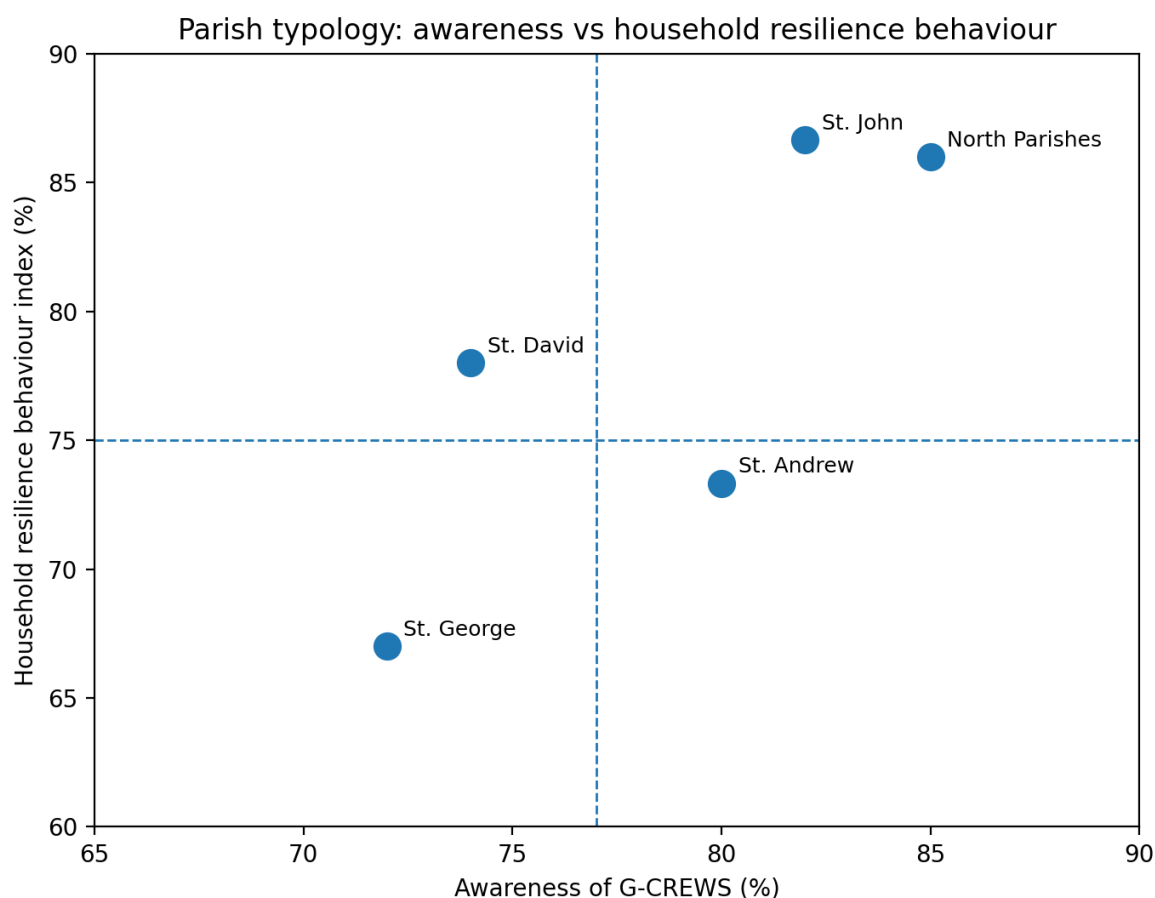


Figure 3. Parish typology: awareness versus household resilience behaviour index.

Behaviour-change interpretation

The evidence suggests that G-CREWS was most successful where project awareness was accompanied by practical household behaviours. St. John and North Parishes combine high awareness with high rainwater capture, tank/cistern ownership and device adoption. St. George shows the opposite pattern: awareness is present but household resilience behaviours and service perception lag behind other parishes. This pattern points to the need for geographically targeted behaviour-change strategies rather than further generic national messaging. Using St. George as the example - the data do not support the conclusion that the project failed within St. George; instead, the evidence points toward a classic knowledge-to-behaviour gap, which is common in urban water-management programmes. The parish findings actually suggest three overlapping explanations. Firstly, awareness is high residents know the project. Project recognition remained relatively high throughout. Many respondents had heard of G-CREWS. Infrastructure improvements were also widely recognised. This indicates that communications successfully reached residents. Secondly, urban households perceive lower immediate risk; unlike rural

communities, urban households generally receive piped water more consistently, have greater confidence that supply interruptions will eventually be restored quickly so have less dependence on rainwater harvesting and therefore they feel less urgency to invest in additional household resilience. This is a perception issue—not necessarily a knowledge deficit. Thirdly, behaviour change requires stronger motivation than awareness, the findings show that awareness alone does not automatically lead to behavioural change. Installing tanks, maintaining tanks, conserving water, and treating stored water all require financial investment, space, and perceived necessity. Many urban households simply do not perceive these investments as immediately necessary. Finally, willingness to pay indicates trust—not complacency, the finding that many respondents are willing to pay more for reliable water should not be interpreted as rejecting conservation. Rather, it suggests they place high value on reliable public supply, improved infrastructure, and professional water management. In behavioural economics these are complementary—not competing—attitudes. Residents may simultaneously support NAWASA investment, pay more for improved service, while still underinvesting in household resilience.

5. Household Water Resilience and Safety

Rainwater harvesting and household storage are among the strongest final outcomes nationally, but the parish findings are decisive. North Parishes and St. John report the highest rainwater catching at 92% each. St. Andrew is also strong at 85%. St. David is near the national result at 75%, while St. George is substantially lower at 65%.

Tank/cistern ownership shows a different pattern. North Parishes (83%), St. John (82%) and St. David (77%) are high. St. George sits at 67%, while St. Andrew is lowest at 55%, despite having the highest climate-water knowledge score. This identifies St. Andrew as a practical financing and storage-access gap, not primarily a knowledge gap.

Tank safety is the most urgent household risk issue. Nationally, 22% of tank/cistern owners either never clean their tanks or do not know how to clean them. The parish outlier is St. George, where the risk is 40%. This is not a marginal finding: it is one of the strongest reasons to launch an immediate tank-cleaning and safe rainwater-use campaign. North Parishes, by contrast, report only 2% on this risk indicator, which suggests that local practices or household norms there may provide useful lessons.

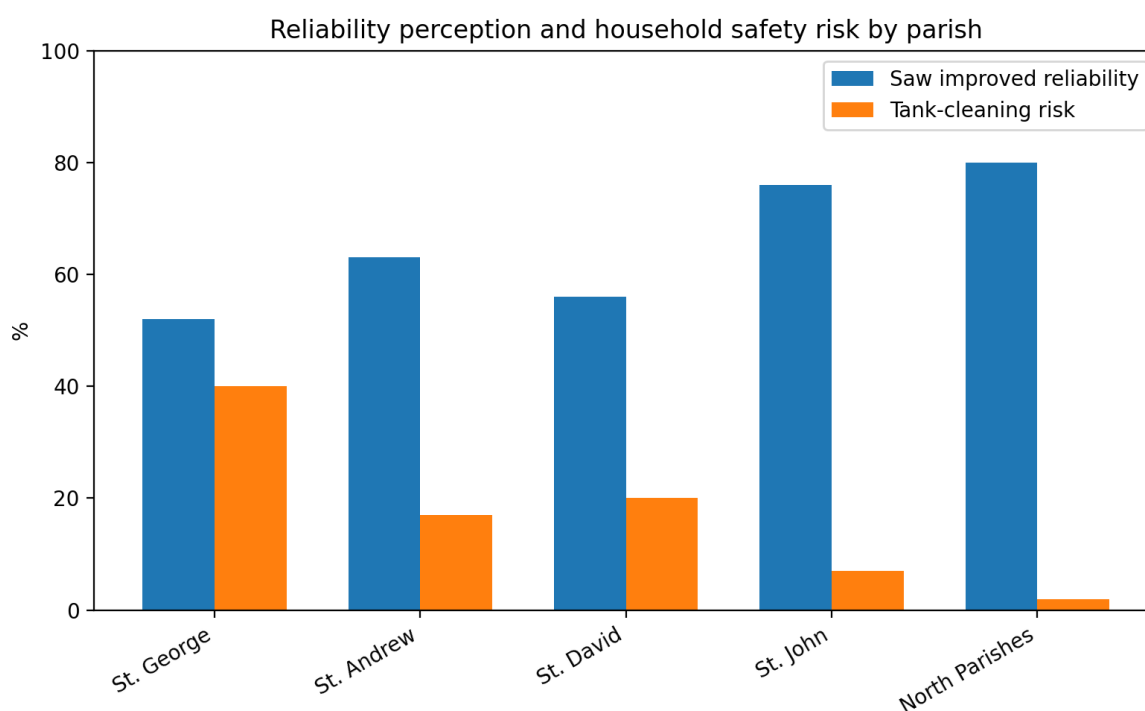


Figure 4. Reliability perception and tank-cleaning safety risk by parish.

Area	Catch rainwater	Have tank/cistern	Installed devices	Tank cleaning risk	Priority interpretation
St. George	65%	67%	69%	40%	Lowest resilience behaviour and highest safety risk; priority for safe storage campaign and targeted device/tank incentives.
St. Andrew	85%	55%	80%	17%	Knowledge is not translating fully into storage; prioritize tank financing and installation pathways.
St. David	75%	77%	82%	20%	Moderate-to-strong resilience; needs routine maintenance messaging and community demos.
St. John	92%	82%	86%	7%	High resilience behaviour and low safety risk; suitable demonstration parish.
North Parishes	92%	83%	83%	2%	Strongest combined household resilience profile; use for peer learning and island/rural resilience case examples.



6. Communication Effectiveness and Campaign Performance

Communication is one of the clearest success areas. Nationally, 65% watched the singer/carnival videos and 95% of viewers said the videos helped them learn. The parish findings show that creative campaign exposure was highest in North Parishes (77%) and St. John (75%), but lowest in St. George (57%). Learning among viewers remained very high across all areas, ranging from 90% in St. George to 99% in North Parishes.

Facebook remains the dominant channel for water and climate messages, but the parish channel mix confirms that future communication should not be digital-only. Radio and TV retain significant reach, especially for older, rural, offline, and trust-sensitive audiences. The Final KAP also confirms near-universal support for multi-channel outreach: 99% nationally, with all parishes at 98%-100%.

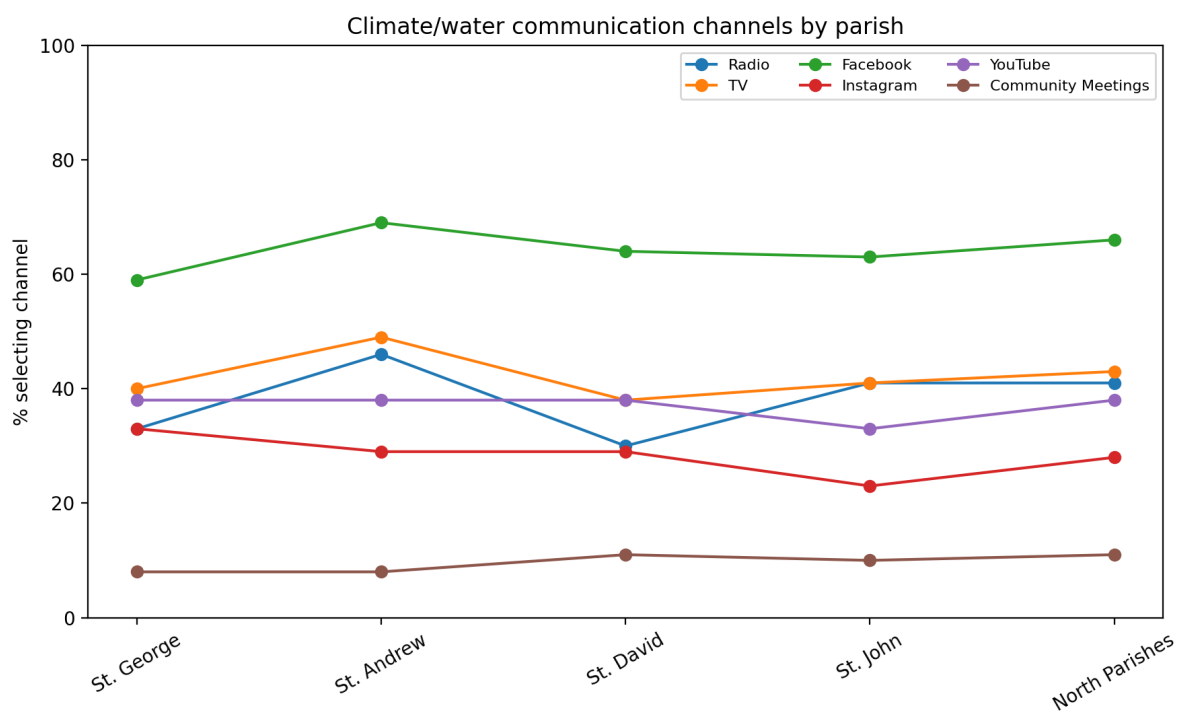


Figure 5. Climate/water communication channels by parish.

Area	Watched videos	Video helped viewers learn	Follow G-CREWS pages	Follow NAWASA pages	Communication interpretation
St. George	57%	90%	33%	58%	Lowest video exposure and page following; needs stronger hyperlocal and practical infrastructure communication.
St. Andrew	64%	97%	45%	73%	Good NAWASA following; use NAWASA channels to drive tank/device action.
St. David	63%	91%	43%	55%	Moderate exposure and lower NAWASA followership; strengthen radio/community links.
St. John	75%	98%	69%	82%	High campaign exposure and strong social followership; maintain as a digital and community ambassador site.
North Parishes	77%	99%	75%	76%	Strongest combined campaign reach; use for demonstration stories and locally led messaging.

Word Cloud News Sources /Best Knowledge Sharing Methods



7. Parish-Level Comparative Analysis

The parish-level evidence elevates the report from a conventional endline KAP study to a spatially differentiated evaluation. It shows where G-CREWS appears to have translated into household practices and perceived benefits, where awareness has not fully converted into behaviour, and where the implementation body should prioritize post-project support.

7.1 Parish typologies

Typology	Areas	Evidence pattern	Recommended response
High awareness / high household resilience	North Parishes; St. John	High awareness, rainwater capture, tank ownership, device adoption and perceived reliability.	Use as demonstration communities for peer learning, tank maintenance, safe rainwater use and water stewardship.
Moderate-to-high knowledge / storage gap	St. Andrew	Strong climate knowledge and awareness but lowest tank/cistern ownership.	Prioritize tank financing, tax concessions, plumber/hardware partnerships, and installation support.

Urban visibility / lower behaviour and trust	St. George	Largest sample but lowest awareness, campaign exposure, rainwater capture, device adoption, perceived reliability and highest tank-cleaning risk.	Combine construction/restoration communication with household safety, leak reduction, service data and targeted incentives.
Moderate performer requiring sustained engagement	St. David	Moderate awareness, practices and reliability perception; lower NAWASA followership.	Use radio, community meetings, churches, schools and visible service-improvement evidence.

7.2 Significant parish findings

- North Parishes stand out as the strongest overall resilience geography. They have the highest awareness (85%), highest material exposure (80%), highest perceived service improvement (80%), very high rainwater capture (92%), high tank/cistern ownership (83%), and the lowest tank-cleaning risk (2%).
- St. John performs very strongly despite its smaller sample. It matches North Parishes on rainwater capture (92%), leads device adoption (86%), reports strong tank/cistern ownership (82%), and shows high perceived improvement (76%).
- St. George is the most important corrective-action geography. It has the lowest G-CREWS awareness (72%), lowest reported device adoption (69%), lowest rainwater catching (65%), lowest perception of improved reliability (52%), and highest tank-cleaning risk (40%).
- St. Andrew is the clearest knowledge-to-action gap. It has the highest climate-water knowledge score (66%) and good awareness (80%), but the lowest tank/cistern ownership (55%).
- St. David sits near the middle on most indicators, but perceived improved reliability remains lower than the national figure (56% vs. 62%), and NAWASA social media following is also lower (55%).
- Policy support is generally strong across all parishes, but St. George is especially supportive of device incentives (93%), while St. John and North Parishes show stronger support for mandatory rainwater collection and higher charges for high consumers.

Parish comparison dashboard Five-column heat map.

Indicator	St George	St David	St Andrew	St John	North
Campaign awareness					
Rainwater harvesting					
Water storage					
Social media reach					
Conservation behaviour					

7.3 Parish scorecards

St. George

Urban/large-sample priority geography with the sharpest visibility-to-behaviour and service-perception gap. Requires communication, safety, reinstatement and trust-building interventions.

Indicator	St. George	National	Interpretation
Heard of G-CREWS	72%	77%	Project recognition
G-CREWS helped understand	38%	49%	Learning attribution
Catch rainwater	65%	78%	Household resilience practice

Have tank/cistern	67%	70%	Storage base
Installed devices	69%	77%	Efficiency behaviour
Tank-cleaning risk	40%	22%	Safety and maintenance risk
Saw improved reliability	52%	62%	Infrastructure perception
Would pay more for supply maintenance	58%	65%	Sustainability financing

St. Andrew

Knowledge-positive but storage-constrained geography. The priority is converting awareness into household storage and installation action.

Indicator	St. Andrew	National	Interpretation
Heard of G-CREWS	80%	77%	Project recognition
G-CREWS helped understand	55%	49%	Learning attribution
Catch rainwater	85%	78%	Household resilience practice
Have tank/cistern	55%	70%	Storage base
Installed devices	80%	77%	Efficiency behaviour
Tank-cleaning risk	17%	22%	Safety and maintenance risk
Saw improved reliability	63%	62%	Infrastructure perception
Would pay more for supply maintenance	65%	65%	Sustainability financing

St. David

Moderate performer with scope for stronger community engagement and clearer service-improvement evidence.

Indicator	St. David	National	Interpretation
Heard of G-CREWS	74%	77%	Project recognition
G-CREWS helped understand	48%	49%	Learning attribution
Catch rainwater	75%	78%	Household resilience practice
Have tank/cistern	77%	70%	Storage base
Installed devices	82%	77%	Efficiency behaviour
Tank-cleaning risk	20%	22%	Safety and maintenance risk
Saw improved reliability	56%	62%	Infrastructure perception
Would pay more for supply maintenance	67%	65%	Sustainability financing

St. John

High-performing resilience geography and candidate for ambassador/demonstration programming.

Indicator	St. John	National	Interpretation
Heard of G-CREWS	82%	77%	Project recognition
G-CREWS helped understand	53%	49%	Learning attribution
Catch rainwater	92%	78%	Household resilience practice
Have tank/cistern	82%	70%	Storage base
Installed devices	86%	77%	Efficiency behaviour
Tank-cleaning risk	7%	22%	Safety and maintenance risk
Saw improved reliability	76%	62%	Infrastructure perception
Would pay more for supply maintenance	75%	65%	Sustainability financing

North Parishes

Highest overall resilience and perceived-benefit cluster. Suitable for demonstration, peer learning and rural/sister-island resilience lessons.

Indicator	North Parishes	National	Interpretation
Heard of G-CREWS	85%	77%	Project recognition
G-CREWS helped understand	63%	49%	Learning attribution
Catch rainwater	92%	78%	Household resilience practice
Have tank/cistern	83%	70%	Storage base
Installed devices	83%	77%	Efficiency behaviour
Tank-cleaning risk	2%	22%	Safety and maintenance risk
Saw improved reliability	80%	62%	Infrastructure perception
Would pay more for supply maintenance	76%	65%	Sustainability financing

8. Infrastructure Perception, Public-Facing Sentiment and Trust

The national service-perception result is positive but not definitive: 62% say they have seen improved year-round access to reliable and safe water supply since 2020, while 18% say no and 20% do not know. Parish variation is substantial. North Parishes (80%) and St. John (76%) report the strongest perception of improvement, while St. George is lowest at 52% and St. David is 56%.

This matters because the online/public-facing scan shows that project-related water works remained visible during the close-out period. Official project information lists G-CREWS as running from December 2019 to 30 June 2026, while public-facing NAWASA posts indicate final-stage works, road excavation, pipeline installation and road reinstatement notices in 2026. A related but distinct Southern St. George Water Supply Expansion Project funded through UKCIF/FCDO is officially listed as starting in April 2024 and ending in March 2026 with USD 20.7 million in funding. Public materials also identify traffic delays, lane reductions, no-parking zones, road reinstatement and construction impacts.

The main evaluation implication is reputational rather than purely technical. Residents may not distinguish between G-CREWS, UKCIF-funded works, routine NAWASA works and contractor road reinstatement. Therefore, road digging, dust, traffic delays, water interruptions or reinstatement complaints can influence perceptions of G-CREWS even when the works belong to related investments. This is particularly important in St. George, where perceived reliability is lowest and where public-facing construction activity is most visible.

Observed public-facing issue	Why it matters	Recommended response
Ongoing road excavation/pipeline works and public notices	Can weaken close-out perceptions if residents experience inconvenience before they experience service gains.	Publish a completion/reinstatement tracker by road/community with dates, contractor responsibilities and benefits.
Overlap between G-CREWS, UKCIF and NAWASA works	Citizens may attribute all NAWASA-related disruption to one project.	Release a simple public explainer: who funds what, what is complete, what remains, and who handles complaints.
Road reinstatement concerns	Links water resilience investment to everyday mobility and frustration.	Use before/after photos, road-restoration dashboard, WhatsApp graphics and radio traffic updates.
Public uncertainty about completion timing	Can reduce trust even after infrastructure is technically complete.	Explain testing, commissioning, reinstatement and service-improvement stages in plain language.

9. Policy Readiness and Public Mandate

The Final KAP provides a credible public mandate for post-project policy action. Nationally, 87% support discounts or tax breaks for water-saving devices, 80% support higher charges for high-volume consumers, 65% support mandatory rainwater collection, and 65% are willing to pay a little more to maintain tanks and pipes. Parish-level results show strong but differently distributed support.

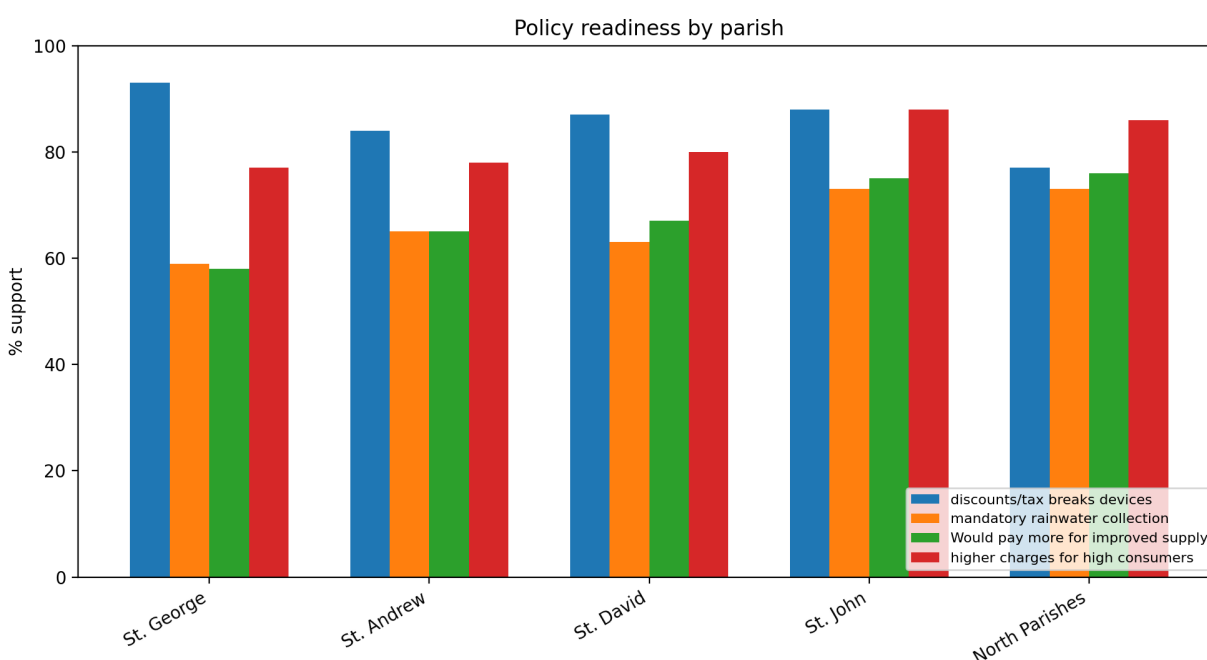
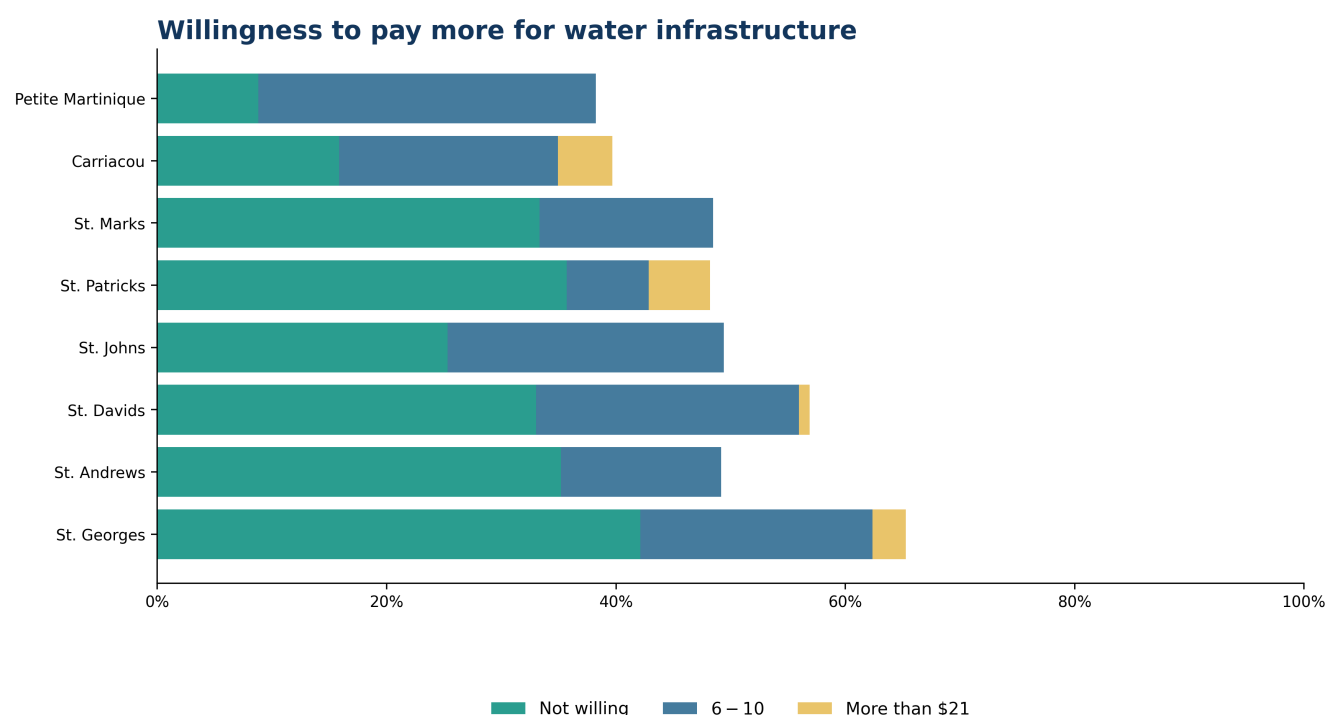


Figure 6. Policy readiness by parish.

St. George is the strongest supporter of discounts/tax breaks (93%), suggesting that incentives may be particularly persuasive in the area where household resilience behaviours are weakest. St. John and North Parishes are more supportive of mandatory rainwater collection and higher charges for high consumers. This means the policy package should be national in design but locally differentiated in messaging. In St. George, emphasize affordability, incentives and fairness. In high-resilience parishes, emphasize standards, maintenance and peer leadership.

Policy area	National	Highest areas	Interpretation
Discounts/tax breaks for devices	87%	St. George 93%; St. John 88%; St. David 87%	Strongest immediate policy lever; likely to be publicly acceptable.
Mandatory rainwater collection	65%	St. John 73%; North Parishes 73%	Feasible but requires financing, exemptions and standards.
Pay a little more for maintenance	65%	North Parishes 76%; St. John 75%	Support exists but affordability and transparency are critical.
Higher charges for high consumers	80%	St. John 88%; North Parishes 86%	Strong basis for progressive demand management if fairness is communicated.



Stacked percentages show respondents not willing to pay versus preferred monthly contribution ranges.

10. MEAL Framework for Post-G-CREWS Water Resilience

The recommended post-G-CREWS MEAL framework should move beyond counting activities delivered. It should track whether infrastructure, household practices, communication, service reliability and policy implementation produce sustained water-resilience outcomes. The parish analysis also makes clear that MEAL should be geographically differentiated rather than only national.

Outcome domain	Core indicators	Disaggregation	Data source	Frequency	Lead
Service reliability	Hours/days of interruption; dry-season outage frequency; storage/pipeline areas commissioned; complaints closed within standard	Parish, system, community, customer class	NAWASA operations data; GIS; customer logs	Monthly dashboard; quarterly public summary	NAWASA / WRMU / Ministry
Household resilience	Functional tank/cistern ownership; annual tank cleaning; safe rainwater treatment; water-saving devices installed	Parish, gender, age, household type, income proxy	KAP pulse; incentive records; community verification	6-month pulse; annual mini-KAP	NAWASA / WRMU / GIZ legacy unit
Demand management	Average household use; high-consumption accounts; leak reports; leak repair time; device uptake	Parish, customer class, sector	Billing data; repair logs; retailer data	Monthly/quarterly	NAWASA commercial/technical teams
Communication and trust	Reach by channel; engagement; misinformation signals; project understanding; complaint-response satisfaction	Parish, age, platform	Social analytics; radio/TV logs; call centre; sentiment scan	Monthly during works; quarterly otherwise	Communications unit with MEAL support
Policy/institutional performance	WRMU operational status; regulations adopted; incentive uptake; rainwater standards; maintenance budget	National and parish implementation status	Policy tracker; budget; procurement; inspection records	Quarterly/annual	Government / WRMU / NAWASA / GDB

Recommended MEAL architecture

1. Create a post-G-CREWS results dashboard with 12-15 core indicators across infrastructure, household practice, communication, policy and service reliability.
2. Create quarterly parish scorecards for St. George, St. Andrew, St. David, St. John and North Parishes.
3. Maintain a public-facing construction/reinstatement tracker until all roads, driveways and disturbed areas are fully restored.
4. Conduct 6-month KAP pulse surveys and an annual water-resilience mini-KAP to track retention of behaviours and trust.
5. Integrate NAWASA operational data with communication data so public messages can cite actual storage, outage, repair and commissioning metrics.
6. Create a grievance and learning loop: complaints received, acknowledged, resolved, escalated and publicly reported.
7. Use a simple RAG rating system: green = on track, amber = watch, red = corrective action required.

11. Immediate and Long-Term Interventions

11.1 Immediate interventions: 0-6 months

Intervention	Why it is needed	Priority geography	Suggested action
Tank cleaning and safe rainwater campaign	St. George tank-cleaning risk is 40%; national untreated/unsafe rainwater practices remain a public-health risk.	St. George first; then national	Short videos, radio spots, printable checklists, community demos on cleaning, covering, first-flush, mosquito control and treatment.
Road works and reinstatement communication sprint	Public-facing works and reinstatement issues can undermine trust at close-out.	St. George and affected corridors	Weekly road/community updates with maps, dates, contractor contacts, expected disruptions and before/after photos.
G-CREWS / UKCIF / NAWASA explainer	Residents may not distinguish related water projects and funders.	National, with St. George emphasis	One-page explainer and short video: what G-CREWS funded, what UKCIF funds, what NAWASA is doing, and expected benefits.
Device and tank incentive design note	87% support incentives; St. George has lower device/tank practices but highest incentive support.	St. George and St. Andrew	Design voucher/tax concession for low-flow fixtures, dual flush toilets, tanks and safe rainwater kits.
Retailer/plumber engagement	Knowledge of devices does not guarantee correct purchase/installation.	St. Andrew, St. George, national	Label approved devices in hardware stores; certify installers; provide buyer guides.
Legacy channel migration	G-CREWS pages may decline after project close; NAWASA pages have higher followership.	All parishes	Move followers to NAWASA/WRMU/Climate Resilience pages through a "G-CREWS legacy" campaign.
Community and school reactivation	Awareness proposals and open-ended data emphasize schools, churches, communities and youth.	St. David and lower-reach areas	Low-cost water clinics, school talks, parish booths and parish water champions.

11.2 Medium- and long-term interventions: 1-10 years

Intervention	Rationale	Design considerations
National household water resilience programme	High tank ownership and future tank demand can be converted into safe, standardized resilience.	Include financing, certified installers, tank-cleaning schedule, first-flush devices, water treatment and household water plans.
Progressive water efficiency and high-consumption tariff reform	80% nationally support higher charges for high consumers.	Protect low-income and essential users; ring-fence revenues for maintenance and resilience improvements.
Permanent water conservation curriculum and youth programme	School and youth approaches were prominent in awareness proposals and final open-ended responses.	Integrate school water audits, competitions, water clubs and annual Water Week.
WRMU public information function	Governance elements are less visible than infrastructure.	Publish water-resource status, drought alerts, abstraction guidance and watershed education.
Community water stewards	Offline trust channels remain important and parish differences require local messengers.	Train parish champions linked to churches, schools, farmers, tourism and village groups.
Annual public water-resilience scorecard	Sustained accountability is needed after project close-out.	Report storage added, leaks repaired, outages reduced, complaints closed, KAP pulse results and policy progress.

Integrated social listening and grievance system	Social media is both a communication channel and a complaint channel.	Combine Facebook/Instagram monitoring, call centre logs, WhatsApp reports and field verification.
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11.3 Parish-specific intervention priorities

Area	Immediate priority	Medium/long-term priority
St. George	Tank-cleaning/safe storage campaign; construction and road reinstatement communication; device incentives	Urban household resilience programme; service reliability dashboards; trust rebuilding through operational proof.
St. Andrew	Tank/cistern financing and installation support	Hardware-store/plumber certification; household storage standards; parish storage uptake dashboard.
St. David	Community and radio-based engagement; NAWASA channel strengthening	Community water stewards; service-improvement evidence sharing; school/church outreach.
St. John	Maintain high campaign engagement; document peer-learning practices	Use as demonstration/ambassador parish for rainwater and device adoption.
North Parishes	Document successful household resilience practices; maintain communication momentum	Rural/sister-island resilience model; peer learning, decentralized storage and drought preparedness.

12. Evaluation of Achievement of Project Objectives Report

Methodology for Overall Achievement Assessment

The percentage achievement assigned to each project objective does not represent the result of a single survey question. Rather, it represents an evaluative synthesis derived from multiple quantitative and qualitative indicators measured across the Final KAP survey and interpreted against the programme theory of change. For each objective, relevant indicators were identified and assessed using the following criteria: Knowledge outcomes, Attitudinal change, Self-reported behavioural practices, Perceived service improvements, Project attribution, Statistical strength and consistency of findings. Each indicator was reviewed using National survey results and Parish-level analysis from the Baseline findings, Midterm findings and these current Final/endline results. The final achievement percentage represents an evidence-based professional judgement of the extent to which each project objective has been achieved, rather than a direct arithmetic average of survey responses.

Baseline and midterm findings were used as contextual benchmarks to interpret observed endline performance, identify direction of change and assess the extent to which project objectives had progressed over the implementation period. Because the three surveys were designed primarily to monitor programme evolution rather than to establish identical longitudinal cohorts, the objective achievement scores represent triangulated evidence across all survey rounds rather than direct percentage-point comparisons between surveys.

Qualitative Evidence Matrix Used for Objective Achievement Assessment

The overall achievement ratings presented for each project objective were derived through triangulation of multiple quantitative and qualitative evidence sources rather than from a single survey question. Each objective was assessed using the evidence dimensions shown below.

Evidence Dimension	Purpose in Assessment	Relative Contribution
National KAP Indicators	Measures overall awareness, attitudes, behaviours and policy support	High
Parish-Level Analysis	Validates geographic consistency and identifies operational differences	High

Baseline (2021) Comparison	Establishes original conditions and starting point	Supporting Evidence
Midterm (2023) Comparison	Assesses direction and progression of behavioural change	Supporting Evidence
Behavioural Indicators	Assesses adoption of household resilience practices including rainwater harvesting, storage and conservation	High
Knowledge Indicators	Measures understanding of climate change, water conservation and project messaging	High
Attitudinal Indicators	Evaluates willingness to adopt conservation practices and support future policies	Moderate
Infrastructure Perception	Assesses public confidence in water reliability and project outcomes	Moderate
Project Attribution	Examines the extent to which respondents attribute learning or behaviour change to G-CREWS	Moderate
Expert Evaluation	Professional interpretation based on consistency across multiple evidence sources	Cross-validation

Interpretation of Achievement Ratings

Achievement levels represent evidence-based professional judgements informed by triangulation across multiple datasets. Ratings therefore reflect the overall weight and consistency of evidence rather than mathematical averages or statistical scores. Baseline and midterm surveys were used as contextual benchmarks to assess the direction and magnitude of change throughout project implementation.

Objective 1

Determine the level of society's knowledge of climate change impacts

Overall assessment

Achievement Level: HIGH (Approximately 80–85% achieved)

Key Evidence Supporting the Assessment:

- National awareness of G-CREWS reached 77%, demonstrating widespread public recognition of the programme.
- 62% of respondents reported having some or substantial knowledge of climate change impacts on water resources.
- 95% of respondents who viewed the campaign videos reported learning new information about climate change, water conservation or water management.
- Parish analysis showed that project attribution to learning ranged from 38% in St. George to 63% in the North Parishes, confirming broad knowledge gains while highlighting opportunities for targeted reinforcement.
- Comparison with the baseline and midterm surveys indicates a substantial reduction in misinformation and stronger understanding of climate-water relationships nationally.

The evidence demonstrates a substantial increase in public understanding of the relationship between climate change, freshwater availability and household water security compared with the baseline. Across the national survey and parish analyses, respondents demonstrated stronger recognition that changing rainfall patterns, drought, extreme weather events and watershed degradation directly affect Grenada's freshwater resources.

Knowledge gains were particularly evident among respondents who reported exposure to G-CREWS communication materials, especially digital and social media content. The statistical analysis further indicates that campaign exposure was associated with significantly higher levels of climate and water-related knowledge.

However, knowledge gains were not uniform geographically. Some northern and rural communities continued to report comparatively lower exposure to project messaging and demonstrated lower levels of detailed understanding of climate-resilient water management practices.

Remaining gaps:

- Knowledge remains stronger than practical understanding.
- Technical concepts such as watershed protection, groundwater recharge and integrated water resource management remain poorly understood.
- Younger respondents primarily receive information through digital channels, while older populations continue to rely on community-based communication.

Recommended intervention:

The project should transition from broad awareness campaigns toward targeted educational programming.

Priority actions include:

- community climate literacy workshops
- school curriculum integration
- interactive household demonstrations
- localized parish education campaigns
- continued social media education supported by community champions

Objective 2

Determine the level of change in behaviour resulting from awareness programmes

Overall assessment

Achievement Level: MODERATE TO HIGH (Approximately 70–75% achieved)

Key Evidence Supporting the Assessment:

- 78% of respondents reported harvesting rainwater for household use.
- 70% reported owning a water storage tank or cistern.
- 77% reported installing or purchasing water-saving devices.
- Behavioural adoption was strongest in St. John and the North Parishes, where multiple household resilience practices exceeded national averages.
- The remaining behavioural gap is primarily associated with affordability, household investment and perceived necessity rather than lack of awareness.

Behaviour change is evident throughout the dataset.

Respondents increasingly reported:

- conserving water
- monitoring household consumption
- repairing leaks
- using water-saving devices
- harvesting rainwater
- storing water for emergencies

This represents one of the strongest outcomes of the programme because it demonstrates that awareness translated into practical household action.

Nevertheless, behaviour change remains concentrated around relatively low-cost actions.

The adoption of more capital-intensive resilience measures—including larger storage systems, household retrofitting and investment in resilient infrastructure—remains comparatively limited.

Remaining gaps:

Financial constraints continue to limit adoption.

Many households express willingness to improve resilience but lack financial resources.

Behaviour change therefore appears constrained more by affordability than awareness.

Recommended intervention:

Future programming should move beyond communication toward behaviour enablement.

Possible interventions include:

- household rebate programmes
- subsidized rainwater harvesting systems
- low-interest financing
- community purchasing schemes
- neighbourhood demonstration projects

Objective 3

Determine future steps for promoting climate change awareness and water resilience

Overall assessment

Achievement Level: VERY HIGH (Approximately 90% achieved)

Key Evidence Supporting the Assessment:

- 99% of respondents supported continued use of multiple communication channels.
- Facebook, radio and community engagement remained the preferred sources of information across all parishes.
- 95% of video viewers indicated that the campaign improved their understanding of water conservation.

- Respondents consistently recommended schools, churches, community organisations and youth programmes for future communication.
- Parish-level findings support increasingly targeted, community-based communication strategies rather than broad national campaigns.

One of the strongest findings emerging from the endline is that respondents clearly articulated the communication approaches they considered most effective.

The evaluation demonstrates strong support for:

- social media
- community outreach
- schools
- practical demonstrations
- local influencers
- continuous communication rather than one-off campaigns

Respondents also expressed interest in additional information regarding:

- drought preparedness
- water conservation technologies
- household resilience
- emergency water storage
- climate adaptation

Remaining gaps:

Communication has been successful but is largely project-driven.

Without institutionalisation, gains may diminish over time.

Recommended intervention:

Transition from a project communication campaign to a permanent national water resilience communication strategy jointly implemented by NAWASA and relevant ministries.

Objective 4

Determine the level of positive paradigm shift regarding freshwater availability and disaster preparedness

Overall assessment

Achievement Level: MODERATE (Approximately 65–70% achieved)

Key Evidence Supporting the Assessment:

- 78% of respondents reported harvesting rainwater, indicating increased preparedness for water shortages.
- 70% maintained household water storage systems.

- 65% supported mandatory rainwater harvesting policies.
- Parish analysis demonstrated that preparedness behaviours were strongest in the North Parishes and St. John but remained comparatively weaker in urban St. George.
- Public understanding of drought preparedness has improved substantially since the baseline, although preparedness planning remains inconsistent.

The evaluation demonstrates an important shift in public perception.

More respondents now recognise:

- freshwater is finite
- drought risk is increasing
- households must prepare
- emergency storage is necessary

However, preparedness behaviour remains uneven.

Households generally support preparedness conceptually but many have yet to invest sufficiently in emergency storage capacity or preparedness planning.

Remaining gaps:

Preparedness remains reactive rather than proactive.

Many respondents still wait until water shortages occur before taking action.

Recommended intervention:

Shift messaging from awareness toward preparedness planning.

Examples include:

- household drought preparedness checklists
- annual preparedness campaigns before the dry season
- parish resilience competitions
- preparedness scorecards

Objective 5

Determine the level of positive paradigm shift among climate-resilient water users

Overall assessment

Achievement Level: MODERATE TO HIGH (Approximately 75% achieved)

Key Evidence Supporting the Assessment:

- 77% of respondents adopted water-saving devices.
- 78% actively harvested rainwater.
- 87% supported incentives for water-efficient technologies.
- Parish analysis demonstrated that resilience behaviours are becoming increasingly normalised across Grenada, although investment levels vary.

- The principal barriers identified are financial and infrastructural rather than behavioural or attitudinal.

This objective represents one of the programme's strongest achievements.

The evaluation indicates growing acceptance that individuals have responsibility for managing water efficiently.

Evidence includes increased support for:

- conservation
- rainwater harvesting
- efficient household practices
- personal responsibility

Nevertheless, resilience varies considerably across socioeconomic groups and parishes.

Remaining gaps:

Household resilience remains uneven.

Many respondents wish to improve resilience but lack infrastructure or financial capacity.

Recommended intervention:

The next phase should move from behaviour change toward resilience investment.

Priority investments include:

- household storage systems
- rooftop harvesting
- resilient plumbing
- community storage facilities
- incentives for climate-smart housing

Objective 6

Determine the level of positive paradigm shift in climate-resilient water supply systems and governance

Overall assessment

Achievement Level: MODERATE (Approximately 60–65% achieved)

Key Evidence Supporting the Assessment:

- 65% of respondents indicated willingness to contribute financially towards maintaining water infrastructure.
- 80% supported higher tariffs for excessive water consumption.
- 87% supported government incentives for water-saving technologies.
- 62% reported improvements in reliable and safe water supply since 2020, although perceptions varied significantly between parishes.

- Respondents demonstrated increasing confidence in long-term water resilience initiatives while also expressing expectations for continued investment in infrastructure, governance and institutional transparency.

This objective remains the least fully achieved.

The evaluation demonstrates increasing public trust in institutional efforts and broad support for policies promoting water conservation.

Respondents generally supported:

- stronger regulations
- incentives for rainwater harvesting
- improved infrastructure
- long-term planning

However, respondents continue to express concerns regarding:

- reliability of supply
- ageing infrastructure
- drought vulnerability
- investment needs

The findings suggest that public expectations have evolved faster than institutional transformation.

Remaining gaps:

Governance improvements remain less visible to the public than communication activities.

The programme successfully shifted attitudes but structural improvements require longer implementation periods.

Recommended intervention:

Future investment should prioritise:

- infrastructure resilience
- integrated watershed management
- climate-resilient utility planning
- smart water monitoring
- transparent public reporting
- community participation in water governance

Overall Programme Performance

Objective	Achievement	Overall Rating
Knowledge of climate impacts	High	 Achieved
Behaviour change	Moderate–High	 Largely Achieved
Future communication pathways	Very High	 Fully Achieved
Freshwater/disaster preparedness	Moderate	 Partially Achieved
Climate-resilient water users	Moderate–High	 Largely Achieved
Water governance and resilience	Moderate	 Partially Achieved

12.1 Sustainability Strategy for Post-G-CREWS Water Resilience

The final evaluation indicates that G-CREWS has successfully established a strong national platform for climate-resilient water awareness and household behaviour change. Sustaining these gains will require a deliberate transition from project-based implementation to institutional ownership. Rather than allowing communication activities to conclude with project closure, the knowledge products, communication assets, monitoring systems and stakeholder networks developed under G-CREWS should be integrated into the routine operations of NAWASA and the future Water Resources Management Unit (WRMU) as it becomes operational.

Priority should be given to maintaining the G-CREWS legacy through continued public education, preservation of digital communication materials, and periodic dissemination of practical guidance on household water conservation, rainwater harvesting and safe storage practices. Annual Water Resilience Scorecards and six-month KAP pulse surveys should be institutionalised to monitor the long-term retention of behaviours and emerging public concerns. Parish-level dashboards should continue to be produced to enable geographically targeted interventions and support adaptive management.

The project has also created a valuable evidence base that should be retained as the national benchmark for future evaluations. The Baseline, Midterm and Final KAP datasets, survey instruments and parish indicators should be archived within a national monitoring framework to facilitate future longitudinal assessments of climate resilience, behavioural change and water governance. By embedding these systems within existing institutional structures, Grenada will preserve the long-term value of the G-CREWS investment while ensuring that monitoring, communication and community engagement continue beyond the formal conclusion of the project.

13. Conclusion

The G-CREWS Final KAP evidence shows a strong close-out story. The project achieved broad awareness, practical behaviour adoption, high learning among video viewers, and significant public support for water-resilience policies. The parish-level analysis strengthens this conclusion by showing that the project did not produce uniform outcomes across Grenada. Rather, it created different patterns of awareness, household practice, public trust and policy readiness by geography.

North Parishes and St. John emerge as high-performing resilience areas. St. Andrew is a knowledge-positive but storage-constrained area. St. David requires sustained community and service-proof communication. St. George is the most important priority area for trust, safety and behaviour conversion, particularly given lower perceived reliability and higher tank-cleaning risk.

The G-CREWS programme has been highly successful in achieving its primary communication and behaviour-change objectives. Comparison of the baseline, midterm, and endline assessments demonstrates measurable improvements in public awareness, stronger understanding of the links between climate change and freshwater security, greater adoption of household water conservation practices, and increased acceptance of individual responsibility for climate resilience.

The evaluation also highlights a natural progression in programme maturity. During the early phases, the programme appropriately focused on building awareness and knowledge. By the endline, however, the principal constraints to further progress are no longer informational but structural. Households increasingly understand what actions are needed but are constrained by financial limitations, infrastructure gaps, and uneven access to resilience investments.

Consequently, the next generation of interventions should shift from **“informing households”** to **“enabling resilient action.”** Future investments should prioritize financial incentives for rainwater harvesting and water storage, targeted support for underserved communities, continued digital and community engagement, strengthened institutional communication, and sustained investments in climate-resilient water infrastructure and governance. This transition would build on the strong foundation established by G-CREWS and move Grenada closer to achieving long-term climate-resilient water security. Incorporation of the parish-level findings elevates this final report from a conventional endline KAP study to a strategic, evidence-based evaluation. This demonstrates that G-CREWS achieved its communication and behaviour-change objectives, but also demonstrates where impacts were strongest, where additional investment is warranted, and how future water-resilience programmes can be better targeted geographically and operationally.

The evaluation demonstrates that G-CREWS has successfully transitioned Grenada from a predominantly awareness-building phase toward one in which the principal barriers are increasingly financial, infrastructural and institutional rather than informational. This represents an important programme achievement because future investments can now focus on enabling resilience rather than first creating awareness.

Annex A. National and Parish Indicator Snapshot

Indicator	National	St. George	St. Andrew	St. David	St. John	North Parishes
Heard of G-CREWS	77%	72%	80%	74%	82%	85%
Climate knowledge: some or a lot	62%	65%	66%	60%	59%	60%
G-CREWS helped understand: some/a lot	49%	38%	55%	48%	53%	63%
Seen water-saving device materials	64%	54%	69%	59%	75%	80%
Watched singer/carnival videos	65%	57%	64%	63%	75%	77%
Video helped viewers learn	95%	90%	97%	91%	98%	99%
Catch rainwater at home	78%	65%	85%	75%	92%	92%
Have tank/cistern	70%	67%	55%	77%	82%	83%
Bought/installed water-saving devices	77%	69%	80%	82%	86%	83%
Tank cleaning risk: never/don't know how	22%	40%	17%	20%	7%	2%
Support discounts/tax breaks devices	87%	93%	84%	87%	88%	77%
Support mandatory rainwater collection	65%	59%	65%	63%	73%	73%
Would pay more for improved supply	65%	58%	65%	67%	75%	76%
Support higher charges for high consumers	80%	77%	78%	80%	88%	86%
Saw improved water reliability since 2020	62%	52%	63%	56%	76%	80%
Follow G-CREWS social pages	48%	33%	45%	43%	69%	75%
Follow NAWASA social pages	66%	58%	73%	55%	82%	76%
Support multi-channel future outreach	99%	98%	99%	99%	100%	99%

Annex B. Source Notes

Source	Use in report
GrenadaNational_G-CREWS KAPFinal_2026.xlsx and GrenadaNational_G-CREWS KAPFinal_2026.pptx	National Final KAP indicators, N=937 unless stated otherwise.
StGeorges_G-CREWS KAPFinal_2026.pptx	St. George parish Final KAP indicators, N=380.
StAndrews_G-CREWS KAPFinal_2026.pptx	St. Andrew parish Final KAP indicators, N=179.
StDavids_G-CREWS KAPFinal_2026.pptx	St. David parish Final KAP indicators, N=109.
StJohn_G-CREWS KAPFinal_2026.pptx	St. John parish Final KAP indicators, N=83.
NorthParishes_G-CREWS KAPFinal_2026.pptx	North Parishes cluster indicators, N=186; includes St. Patrick, St. Mark, Carriacou and Petite Martinique.
G-CREWS KAP Baseline 2021 Final Draft	Baseline context on trust, knowledge, misinformation, water practices and communication risks.
G-CREWS KAP Midterm 2023 Final Draft	Midterm evidence on social media, conservation messaging, ongoing information gaps and programme learning.
Awareness Proposals	Programme design evidence on schools, churches, youth, communities, competitions, public demonstrations and sector outreach.
Climate Resilience Portal - G-CREWS page	Official project information, including project purpose, executing entities and 30 June 2026 end date. URL: https://climateresilience.gov.gd/project/climate-resilient-water-sector-in-grenada-g-crews/
Climate Resilience Portal - Southern St. George Water Supply Expansion Project	Official UKCIF/FCDO project information, including April 2024 start, March 2026 end and USD 20.7 million funding. URL: https://climateresilience.gov.gd/project/southern-st-george-water-supply-expansion-project/
NAWASA public Facebook/Instagram/X notices and indexed posts	Public-facing context on G-CREWS final-stage works, UKCIF works, road excavation, traffic disruption and road reinstatement.
CDB/UKCIF public project information	Context on the Southern St. George Water Supply Expansion Project and related infrastructure investments.