

“WATER SMART”

A communication initiative of Water Decade

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**1st International Conference of the Global
Water Operators' Partnerships Alliance**
Raising Awareness and Communicating the Urgency to Act
Zaragoza, Spain. 3-4 December 2009



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THE CONCEPT

- We propose to establish a direct and effective communication and information platform for water sustainability in partnership with Water Operators at regional, sub-regional and national levels
- This communication strategy is conceived with the aim of reaching a high level of impression and exposure with the general public using sustainable marketing practices

THE CONCEPT

- The idea behind this concept is based on the need to reconcile human needs and human wants with the ability to replenish the resources
- Achieving this goal will prove impossible unless citizens recognize and better understand the links between their actions and sustainability of the natural environment
- We need to reach the users to raise awareness, and to do so the Water Operators' communication channels could be an effective medium

THE PARTICIPATION

- Operators can join the campaign by choosing the activities that will best suit your situation and communication needs
- It is required that operators choose and participate in at least TWO activities in order to acquire the *partnership status*

TRANSLATING THE CONCEPT

- Through the Campaign you can achieve maximum impact with minimum cost
- The campaign materials will be made available to partners with a minimal ecological footprint (e.g. dedicated space on the UN-W Decade's website and other electronic systems)

The Communication Campaign

The UN Proposes to provide:

- e-Flyers containing tips on how to save water and water facts or short messages (e.g. advice on saving water, the relationship between water quality and health, water and gender ...) updated on a monthly basis
- Pre-recorded phone waiting messages
- Pre-made web-POP-UPS

The Communication Campaign

Contd:

- Support for development of events
- Write ups on Invoices (ink marks)
- Videos and links on “Water Smart” posted in the Water channel
- Campaign branding

The Communication Campaign

- Flyers
 - Electronic flyers to be produced with contents of the campaign in your language (in collaboration with UNICS)
 - The messages will be agreed with partner operator(s) and tailored to its needs

The Communication Campaign

Web Sites

- **The UN Water Decade's page (<http://www.un.org/waterforlifedecade/>) will create a dedicate section for this campaign:** accessible only to registered partners
- **The Water Operator can make a link** from its Web site including information about the campaign, who is participating, water facts, water tips, links to relevant websites...
- Options on the Operator's homepage asking visitors to support the campaign e.g. by sharing it on social networks
- A web link to "Water Smart" on the YouTube Water Channel
- A pre-made pop-up window with information reflecting the messages provided by UN

The Communication Campaign

- Invoice
 - Invoices could carry printed messages close to where the amount due is indicated, provided monthly by UN in Water Decade web site
 - Every March the messages will be the chosen from those of the International Water Day. For example, for the WWD 2010 the slogan will be:

Clean Water, Healthy World

The Communication Campaign

...and the messages for the WWD 2010 will be:

- **Water Quality: Healthy People, Healthy Ecosystems.** There are numerous add-on benefits to improving water quality: improved ecosystems and ecosystem services, improved health, and improved livelihoods
- **Water Quality is About Sustainability.** Threats to water quality strain natural systems, impair ecosystem services, and increase long-term costs to society
- **Water Quality by the Numbers.** Clean water is an essential ingredient to economic growth and development
- **Water Quality in a Changing World.** Climate change will generally exacerbate current water quality problems

The Communication Campaign

Pre-recorded phone waiting messages

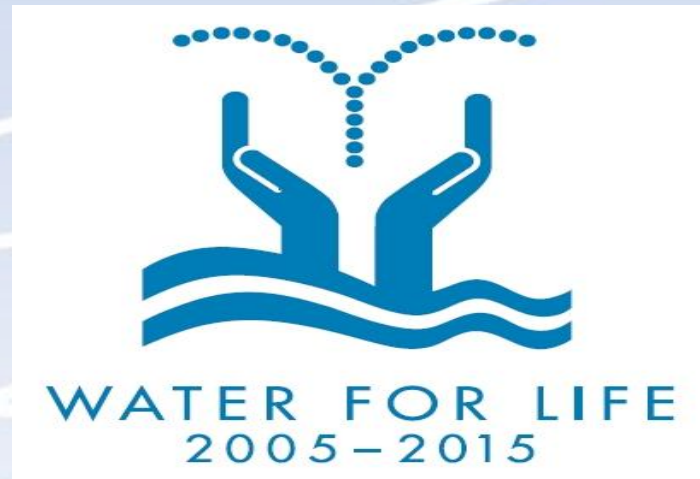
- A message/jingle selected messages and water facts could be used as caller tones in your company office lines and customer service systems.

Campaign Branding

- Specific Logo to identify the partners that participate in the WATER-SMART campaign
- Ink mark with this logo will be used on invoices and other documents

The Communication Campaign

- Logo:



- + Operator's logo

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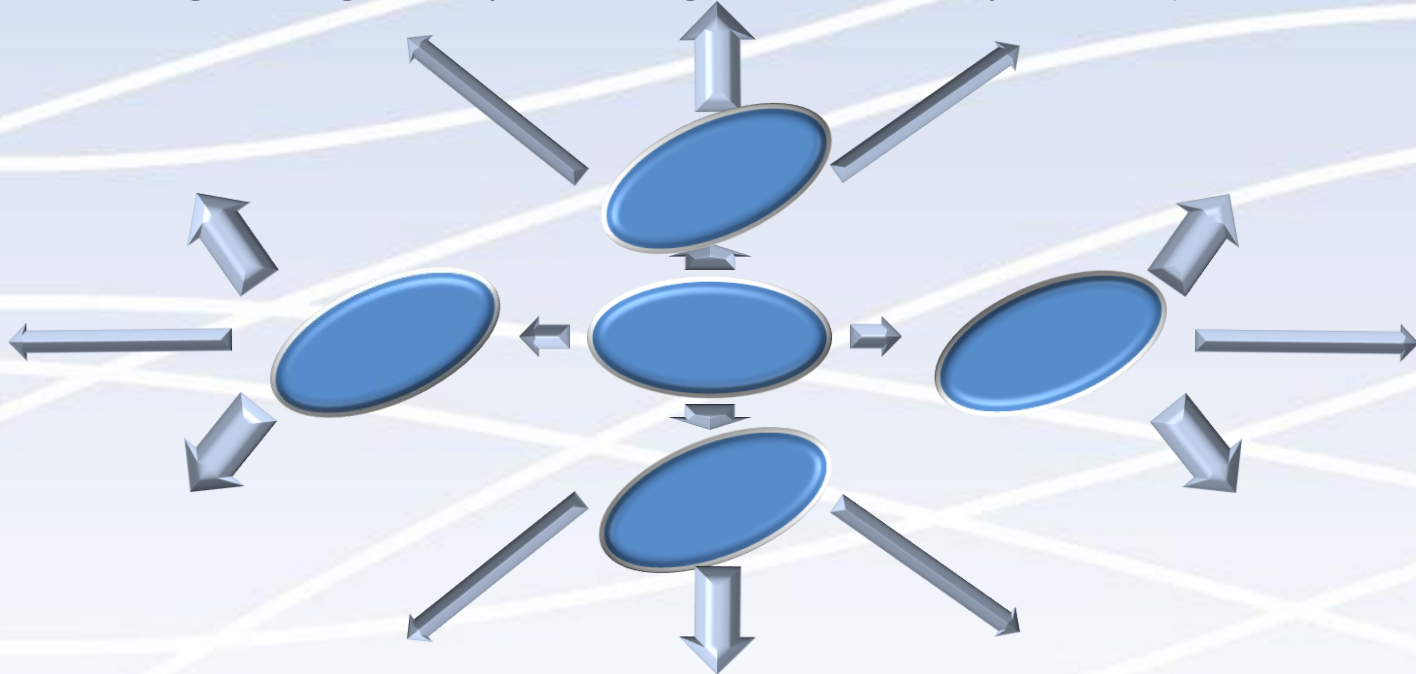


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The Communication Campaign

Event Concept

- The UN will organize a model event (**Event I**) per year with key operator´s, to be later replicated and provide the information and support to partner companies. Operators will take charge of organizing and sponsoring events locally (**Event II**)



The Communication Campaign: marketing applied

- **Examples of Event I:**
 - Road-shows: in pedestrian areas where citizens can walk through and learn
 - The events could be filmed and posted on the YouTube Water Smart channel to create buzz

The Communication Campaign: marketing applied

- **Examples of Event II:**
 - Operators will organize education events in schools with UN material
 - Students will be asked to engage in the campaign social networks activities like:
 - Playing a UN game/test on social networks about efficiency water use
 - Among the students that engage, one from each school could be selected and the whole group will win a day at the operator's facilities to learn more about water

The Communication Campaign: Benefits

Inexpensive communication campaign

- The UN will provide electronic flyers needed for the campaign
- The UN will grant partners the right to use the Water-Smart/Decade campaign logo for branding their products

The Communication Campaign: Benefits

Inexpensive communication campaign

- The UN will provide the pre-made pop-up windows with the campaign logo on them
- The UN will provide the jingle for the phone caller tones
- The UN will provide with the operators, the materials related to the campaign

The Communication Campaign: Example

- Road-show



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The Communication Campaign: Example

- Conagua murales, Mexico



The Communication Campaign: ADVANTAGES

- Increased customer satisfaction
- Increased perception of Water Operator as engaged in CSR
- The cost of planning the marketing activities is likely to be offset by the free media exposure
- Several events taking place world wide will benefit press coverage
- Public recognition of your company as actively involved in the protection of the environment
- This might be an useful precedent for future UN campaigns

Water Smart: A Water Decade campaign

Thank you for your attention

...and now let's get your feedback on
whether it could work!

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