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“Water Smart” Communication Campaign

ANNEX TO THE PARTNERSHIP AGREEMENT

The UN

The UN will provide materials related to the campaign. The UN will provide electronic access to the partners of the campaign to: a) small flyers containing tips on how to save/protect water and water facts; b) pre-made pop-ups and contents related to the initiative, and c) events concept (related to water valuation, water efficiency, water quality) such as prize contests for schools, TV spot, street exhibits.

The UN will grant partners the right to use the "WATER SMART" Slogan and the Water for Life Decade Logo.

Operators will be provided access to a dedicated section in the Water for Life Decade website.

The UN will work with partner operators on press releases to deliver to national/local newspapers and websites, specially before planned events.

The Water Operator

The Operator will take care of mailing the flyers together with their invoices. Flyers will contain small tips on how to save water and water facts. Companies will take charge of translation, if necessary, in collaboration with the United Nations Information Centres.

The Operator will add a link to the campaign in their website. The operator will take care of adding features to their websites. Pop-ups will activate as soon as you enter (and/or leave) the operator website.

The Operator will take charge of organizing and/or sponsor two events related to the campaign locally. This could include events in schools, where information material can be distributed. Students will be asked to engage in the campaign through social networks activities like playing a game, join a group/cause, etc.. There could be blogs among the students that engage, and one for each school will be extracted and the whole class will win a day at the company's facilities to learn more about water.

The events should be filmed and posted on the Water for Life Decade website. Operators will encourage using blogs to comment the event during their staging.