

United Nations Office to support
the International Decade for Action
'Water for Life' 2005-2015
(UNO-IDfA)

Biennial Report
2014/2015

14/15

UN-Water Decade Programme
on Advocacy and Communication
(UNW-DPAC)

www.un.org/waterforlifedecade

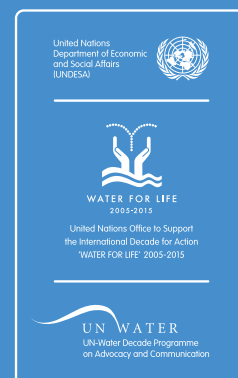


Table of Contents

Acronyms

1. Who we are
2. What we do
3. Why we do it
4. How we do it
5. Decade's UN Milestones from 2005 to 2015
6. 2014-2015: The Office calendar highlights
7. Activities by focus area for 2014-2015
 - 7.1. Water and energy
 - 7.2. Water and Sustainable Development
 - 7.3. Water, Sanitation and Hygiene Services
 - 7.4. Water and Strategic processes: Water in the 2030 Agenda for Sustainable Development
8. Key Stakeholders in 2014-2015
 - 8.1. Business and Professionals
 - 8.2. General public and civil society
 - 8.3. Media
9. Products
 - 9.1. UN Documentation Centre on Water and Sanitation
 - 9.2. "Water for Life" UN-Water Best Practices Award
 - 9.3. Documentary films and videos
 - 9.4. Water for Life Decade's Website
 - 9.5. Social media
 - 9.6. Publications and Guidance
 - 9.7. Media Programme
 - 9.8. Communication Campaigns and Exhibits
 - 9.9. Organisation of events and strategic conferences
10. Internship programme

Acronyms

CDAMA	Centro de documentación del agua y el medio ambiente
CHE	Ebro River Basin Authority
ECODES	Fundación Ecología y Desarrollo
FAO	Food and Agriculture Organisation of the United Nations
GWOPA	Global Water Operators' Partnerships Alliance
ICLEI	ICLEI–Local Governments for Sustainability
IFAD	International Fund for Agricultural Development
IHP	International Hydrological Programme
IRC	IRC International Water and Sanitation Centre
IWA	International Water Association
MDGs	Millennium Development Goals
OECD	Organisation for Economic Cooperation and Development
SDGs	Sustainable Development Goals
SIWI	Stockholm International Water Institute
UN	United Nations
UNDESA	United Nations Department of Economic and Social Affairs
UNECE	United Nations Economic Commission for Europe
UNESCO	United Nations Educational, Scientific and Cultural Organisation
UNDCWS	UN Documentation Centre on Water and Sanitation
UNDPI	United Nations Department of Public Information
UNEP	United Nations Environment Programme
UNESCAP	United Nations Economic and Social Commission for Asia and the Pacific
UNESCO-IHE	UNESCO-IHE Institute for Water Education
UN-Habitat	United Nations Human Settlements Programme
UNIC	United Nations Information Centre
UNIDO	United Nations Industrial Development Organization
UNO-IDfA	United Nations Office to support the International Decade for Action “Water for Life” 2005-2015
UNU	United Nations University
UNW-DPAC	UN-Water Decade Programme on Advocacy and Communication
UNW-DPC	UN-Water Decade Programme on Capacity Development
UNWTO	World Tourism Organization
USD	US Dollars
WCED	World Commission on Environment and Development
WfWP	Women for Water Partnership
WHO	World Health Organisation
WMO	World Meteorological Organization
WSSCC	Water Supply and Sanitation Collaborative Council
WTD	World Tourism Day
WWAP	United Nations World Water Assessment Programme
WWD	World Water Day
WWDR	World Water Development Report

1. Who we are

The United Nations Office to support the International Decade for Action “Water for Life” 2005-2015 (hereafter “The Office”) was created to support implementing the UN 2003 General Assembly Resolution which designated 2005 to 2015 as the International Decade for Action “Water for Life”.

The Decade aims to provide a greater focus on water-related issues at all levels and on the implementation of water-related programmes and projects, while striving to ensure the participation and involvement of women in water-related development efforts, and the furtherance of cooperation at all levels, in order to help to achieve internationally agreed water-related goals contained in

- Agenda 21;
- the Programme for the Further Implementation of Agenda 21;
- the United Nations Millennium Declaration; and
- the Johannesburg Plan of Implementation;

and, as appropriate, those identified during the twelfth and thirteenth sessions of the Commission on Sustainable Development

(United Nations A/RES/58/217, 2003, par.2).

The Office implements the UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC). UN-Water, is the UN system-wide mechanism which coordinates and provides a coherent response to challenges related to all aspects of freshwater and sanitation. In 2010, UN-Water’s communication strategy required the Office to become the hub for UN-Water communication and advocacy activities, especially those addressed to non-UN actors, including civil society.

The Office’s mandate also requires supporting UN-DESA in key UN strategic processes.

2. What we do

The mission of the Office is to facilitate action oriented responses from all stakeholders at all levels towards achieving the agreed international goals on water, including the Millennium Development Goals, and those of the Johannesburg Plan of Implementation.

As the UN-Water Office in Zaragoza it supports communication actions of UN-Water and its members while implementing specific communication and information activities related to the decade.

UN-Water was established in 2003 by the United Nations High Level Committee on Programmes, and has evolved through close collaboration among UN agencies.

According to its mandate, the Office supports the efforts of the United Nations in coordinating and following-up the implementation of internationally agreed goals in the areas of drinking water, sanitation and integrated water resources management and provides strategic advice to all partners in accelerating the pace of implementation of the water and sanitation international agenda.

The activities of the Office include:

- 01 Knowledge Management**, mobilising and making available information and inputs generated by UN-Water entities to accelerate the implementation of policy actions and measures; including preparation and contribution to key publications.
- 02 Communications** aimed at non-UN audiences, especially the media and stakeholder groups; implementing campaigns aimed at raising public awareness at all levels to maintain political momentum for the water and sanitation agenda, such as World Water Day.
- 03 Best Practices**, highlighting best practices implemented by Member States and different stakeholders to advance the international water and sanitation agenda
- 04 Contributing to strategic processes** by supporting processes such as Rio+20 and the Post 2015, organising and supporting the presence of UN-Water at major events.

In 2005 UN-Water defined a number of thematic initiatives for its work over the Decade, which include:

- coping with water scarcity and pollution;
- sanitation, safe drinking water and health;
- gender mainstreaming in water and sanitation;
- integrated water resources management;
- transboundary water issues; and
- disaster risk reduction.

Africa was selected as a geographical focus due to its exceptional needs in water and sanitation.

At the High-level International Conference on the Midterm Comprehensive Review of the Implementation of the Decade, which took place in Dushanbe, Tajikistan, in June 2010, additional priority themes were identified, including:

- adaptation to climate change, and
- sustainable financing.

Every year UN-Water has been revising priorities in the context of World Water Day. In 2014 it was water and energy and in 2015 water and sustainable development.

3. Why we do it

The UN **23 December** Resolution A/RES/58/217 proclaiming 2005-2015 International Decade for Action “Water for Life” 2005-201 recognised the importance of facilitating action oriented responses from all stakeholders at all levels

Accordingly, the Office undertakes action oriented activities, mainly by focusing on the means of implementation related to the yearly themes, to achieve the water and sanitation goals including, inter-alia, financing, policy and institutional frameworks, technology transfer and capacity-building. Lack of technical and institutional capacities are often identified in intergovernmental forums as the key obstacle to meeting water and sanitation targets. For this reason, the Office focuses on addressing these challenges through facilitating access to information and the creation of partnerships and by highlighting and documenting best practices, assisting specific stakeholders to improve their capacities.

Information exists about means of implementation and there are innovative experiences about using them. Given that there is no one-size-fits-all solution, it is important to understand the conditions under which the different experiences can be put into action. Yet there are gaps in promoting and disseminating these experiences and about existing knowledge. Information and communication are key for raising awareness of the need to achieve international agreed goals on water and sanitation amongst governments and stakeholders. Increasing public awareness about water also promotes the sustainable use of water resources.

Transparency, access to information, involvement of stakeholders, and public participation are all important elements referred to throughout Agenda 21. The UNECE Convention of access to information, public participation in decision making and access to justice on environmental matters (Aarhus Convention) builds on principle 10 of Agenda 21. This Principle asserts that the best way to address environmental issues is with the participation of all stakeholders at the appropriate level, including that of women, youth, indigenous people and local communities. One benefit of improved governance is a reduction in corruption, a source of devastating social, economic and environmental impacts. It is the poor who often suffer these impacts, and corruption can increase the investment costs of the MDGs.

The Office overall through its information, best practices, knowledge and communication activities serves also the important role in enhancing the accountability of international water governance, increasing transparency of the work of the UN.

4. How we do it

The Office implements its activities in close collaboration with UN-DESA and UN-Water members and partners, task forces and thematic priority areas. In this way the Office has served to reinforce collaboration between UN-Water members and established new institutional relationships with key partners contributing to UN-Water work.

We have worked with:

1 The UN-Water Secretariat

- Organising UN-Water annual Zaragoza conferences.
- Organising the UN-Water annual "Water for Life" Prize.
- Supporting World Water Day.
- Organization of Un-Water stakeholder dialogues at world water week.

2 The UN-Water Thematic Priority Areas on Sanitation and Water Scarcity and the WWAP - UNESCO

- Regularly participating in meetings and teleconferences
- Contributing to outreach and awareness-raising activities for the organisation of World Toilet Day
- Contributing substantively to the analytical brief of water efficiency and indicators of the GEMI project.
- Contributing substantively to the water and economic development chapter of the WWDR2015.

3 The Office has built key partnerships for the implementation of activities.

The **Office has collaborated** for the organisation of the:

1.- 2014 UN-Water Annual International Zaragoza Conference. Partnerships for improving water and energy access, efficiency and sustainability on 13-16 January 2014 with:

ICLEI

United Nations Educational, Scientific and Cultural Organization (UNESCO)

United Nations Economic Commission for Europe (UNECE)

United Nations Environment Programme (UNEP)

United Nations Industrial Development Organization (UNIDO)

United Nations University (UNU)

World Bank

World Water Assessment Programme (WWAP)

In collaboration with:

AquaFed

Ebro River Basin Authority

Government of Spain

Municipality of Zaragoza, Spain

United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)

Women for Water Partnership (WfWP)

World Council of Civil Engineers (WCCE)

2.- 2015 UN-Water Annual International Zaragoza Conference. Water and Sustainable Development: From Vision to Action. 15-17 January 2015

- For stakeholder parallel sessions: CEO Water Mandate, UNDESA, ICLEI, UNESCO, WfWP and WYPW
- For themes: WHO, UNICEF, GWP, FAO, UNEP, CBD, UNISDR
- For the means of implementation: Cap-Net UNDP, OECD, UNEP, UNIDO, OECD Water Governance Initiative
- Regional sessions: ECLAC, UNESCAP, UNOSD, UNECE
- Other collaborators (organizing sessions) include: AquaFed, the International Federation of Private, Water Operators, UN-Habitat, WWAP, IWA, IWMI, Middlesex University, United Kingdom, University of Osnabrück, Germany, Michigan State University. U.S.A., Polytechnic University of Catalonia, University of Alcala, WCCE, WRI, AGWA, SIWI, CAWST , IUCN, WCCE, CONAGUA, Government of Nigeria, Government of the Netherlands, German Federal Institute of Hydrology, WSSCC
- Members of the Local Support Committee: Ministry of Agriculture, Food and Environment of Spain, Ministry of Foreign Affairs and Cooperation of Spain, AECID, Municipality of Zaragoza, Water Institute of Aragon, Spain, Ebro River Basin Authority.
- Organizers of side events and technical visits: IMDEA Institute, Lawyers Association of Zaragoza, Spain, Veolia, ONGAWA, Gas Natural Fenosa, Aquae Foundation, University of Zaragoza, Water Footprint Network, Botín Foundation, Ministry of Agriculture, Food and Environment of Spain, Ministry of Foreign Affairs and Cooperation of Spain, AECID, Itaipu binational, ECODES, CONAGUA, UNDP, Veolia Municipality of Zaragoza, Ebro River Basin Authority.

3.- For the organization of the Water for Life Voices exhibit in New York collaborations have included: United Nations Office for Sustainable Development (UNOSD) , UNICEF, the Permanent Missions of the Republic of Tajikistan, Spain and Korea This has been developed working closely with UN-DESA at UN Headquarters and with the Department of Public Information.

5. Decade's UN Milestones from 2005 to 2015

2005

22 March

Start of the International Decade for Action "Water for Life" 2005-2015.

25 July

Report of the UN Secretary-General on Actions taken in organising the activities of the International Decade for Action, "Water for Life", 2005-2015 (A/60/158).

2006

20 December

Declaration of 2008 International Year of Sanitation (A/RES/61/192).

2007

August

Opening of the UN-Water Decade Programme on Capacity Development (UNW-DPC) in Bonn, Germany.

October

Opening of the United Nations Office to support the International Decade for Action "Water for Life" 2005-2015/UN-Water Decade Programme on Advocacy and Communication (The Office) in Zaragoza, Spain.

2008

January-December

International Year of Sanitation.

2010

22 March

High-Level Interactive Dialogue on the implementation of the International Decade for Action "Water for Life" 2005-2015. UN Headquarters, New York.

8-9 June

High-level International Conference on the Midterm Comprehensive Review of the Implementation of the International Decade for Action, "Water for Life", 2005-2015. Dushanbe, Tajikistan.

22 June

Dushanbe Declaration on Water (A/65/88).

28 July

UN Resolution recognising access to safe and clean drinking water and sanitation as a human right (A/RES/64/292).

16 August

Report of the UN Secretary-General on the Midterm comprehensive review of the implementation of the International Decade for Action, "Water for Life", 2005-2015 (A/65/297).

2011

11 February

"Sustainable Sanitation: The Five-year Drive to 2015". Follow-up of the International Year of Sanitation, 2008 (A/RES/65/153).

Declaration of 2013 "International Year of Water Cooperation"

21 June

Launch of UN Campaign Sustainable Sanitation: The Five-year Drive to 2015. <http://sanitationdrive2015.org/> .

2012

20-22 June

Rio+20. The Rio+20 Outcome Document

<http://www.un.org/es/comun/docs/?symbol=A/CONF.216/L.1&lang=E> highlights the commitment to the 2005 – 2015 International Decade for Action "Water for Life".

2013

January - December

International Year of Water Cooperation. <http://www.unwater.org/water-cooperation-2013/en/>

6 February

Unece Water Convention goes global.

24 July

UN Resolution A/RES/67/291 designates 19 November as World Toilet Day.

September

UN Deputy Secretary-General's Call to Action on Sanitation. <http://sanitationdrive2015.org/call-to-action/>

19 November

1st UN celebration of World Toilet Day. <http://www.un.org/en/events/toiletday/>

2014

18-19 February

UN General Assembly thematic debate <http://www.un.org/en/ga/president/68/settingthestage/1wsse.shtml> on Water, Sanitation and Sustainable Energy in the Post-2015 Development Agenda. UN-Water presents recommendations for a global goal on water in post-2015 agenda.

11 March

Special Event “Taking Stock of the International Year of Water Cooperation and Advancing the Global Water Agenda Post-2015”. http://www.un.org/waterforlifedecade/pdf/11_03_2014_ijwc_special_event.pdf

19 July

UN Open Working Group adopts its final proposal for Sustainable Development Goals. <http://www.un.org/apps/news/story.asp?NewsID=48327#.Vlx-DuNlvfcv>

17 August

The 1997 United Nations Convention on the Law of the Non-Navigational Uses of International Watercourses (United Nations Watercourse Convention) enters into force. <http://www.unece.org/index.php?id=35610>

4 December

UN Secretary-General presents advanced version Synthesis Report on the Post-2015 Agenda
https://sustainabledevelopment.un.org/content/documents/5527SR_advance%20unedited_final.pdf

19 December

UN General Assembly adopts resolution on International Decade for Action “Water for Life” 2005-2015, and further efforts to achieve the sustainable development of water resources (A/RES/69/215).

2015

30 March

High-level Interactive Dialogue “The International Decade for Action: Progress achieved and lessons learned relevant to the achievement of sustainable development”. The launch of an exhibit at UNHQ of Water for Life Voices, which brought the voices of people affected by water issues to the UN Headquarters.

Outcome Document available at:

http://waterforlifeconf2015.org/eng/wp-content/uploads/2015/01/ltogovy-j-dokument-konferentsii-final-ny-j_20.08.2015.pdf

9-11 June

High Level International Conference on the implementation of the International Decade for Action “Water for Life”, 2005-2015 in Dushanbe, Tajikistan. <http://waterforlifeconf2015.org/eng/>

13- 16 July

3rd International Conference on Financing for Development
<http://www.un.org/esa/ffd/ffd3/> in Addis Ababa, Ethiopia.

25 - 27 September

United Nations Summit adopts the post-2015 development agenda.
<https://sustainabledevelopment.un.org/post2015/summit>

30 November - 11 December

21st Session of the Conference of the Parties to the United Nations Framework Convention on Climate Change and the 11th session of the Conference of the Parties.

6. 2014-2015: The Office calendar highlights

2014

13-16 January:

2014 UN-Water Annual International Zaragoza Conference. Preparing for World Water Day 2014: Partnerships for improving water and energy access, efficiency and sustainability, Zaragoza, Spain.

27 – 29 January:

20th UN-Water Meeting in New York, USA.

11 March:

Taking Stock of the International Year of Water Cooperation and Advancing the Global Water Agenda after Post-2015: UN HQ in New York. Participated as speaker in the Roundtable 1- “The International Year of Water Cooperation and Beyond”.

21 March:

As part of WWD celebrations, on 21 March UN-Water announced winners for the 2014 edition of “Water for Life” UN-Water Best Practices Award. A Journalist workshop was organized for 25 journalists from the Asian region on 20-22 March.

8-10 April:

CEO Water Mandate 2014 Multi-Stakeholder Working Conference Lima, Peru. The Post-2015 Sustainable Development Agenda: Work to Date and the Road Ahead.

Media Activities

January: Eight (8) interviews with local and national media on the 2014 UN-Water Annual International Zaragoza Conference.

Ten (10) written interviews with conference participants.

Five (5) video interviews with participants on Water and Energy.

February: Three (3) interviews with local and national media on the UN-Water Best Practices Award and the World Water Day.

20-22 Mar: On the WWD, a Journalist workshop organized for 25 journalists from the Asian region.

21 Apr: Josefina Maestu’s interview on TVE.

May: Two (2) interviews with local and national media.

June: Three (3) interviews with local and national media.

July: Two (2) interviews with local and national media.

August: One (1) written interview by Women for Water Partnership on the UN-Water Best Practices Award.

September: One (1) written interview on UNO-IDFA/UNW-DPAC activities.

October: Four (4) written interview on UNO-IDFA/UNW-DPAC activities and presentation of the Annual Report 2012-2013.

November: UNW-DPAC participates in TV series “Aqua”, UNW-DPAC explains the meaning, challenges and achievements of the International Decade for Action “Water for Life” 2005-2015 in the chapter “Water, A Common Good” of this Catalan TV series.

11 Dec: The UN Office to Support the Water Decade, the Aquae Foundation and the World Council of Civil Engineers release a video on water and sustainable development launched a video to promote the dissemination of the Millennium Development Goals and Sustainable Development.

21-23 April:

International Workshop on Tools for Improving Drinking Water Quality and International strategic meeting on improving access to water, sanitation and hygiene (WASH) in health facilities organized by the Ministry of Health, Social Services and Equality of Spain in collaboration with World Health Organisation (WHO), and the United Nations Children's Fund (UNICEF).

6-9 May:

National Capacity Development Training of Trainers (TOTs) Workshop on Developing and Implementing Mitigation and Preparedness Water Scarcity and Drought (WS&D) Management Plans.

August:

Launch of the Water for Life Voices campaign.

31 August -5 September:

21st UN-Water meeting and Stockholm World Water Week and UN-Water Stakeholder dialogue, Stockholm, Sweden:

- 31 August: Water and Energy: Expounding on the 2014 World Water Development Report.
- 03 September: World Water Day 2015: Water and Sustainable Development.
- 03 September: UN-Water Stakeholder Dialogue: The Water, Energy and Food-Nexus and the Post- 2015 Development Agenda.

October:

Launch of the Water and Sanitation Best Practices Platform

10-12 November:

Capacity-Building Seminar on Collaborative Approaches and Solutions to Disasters Management Challenges in SIDS, Singapore.

Host Country national and local activities

24 Jan: Course- University Expert in risk management and irrigation communities' management, organized by the International University of Andalusia and the University of Cordoba. UNO-IDFA/UNW-DPAC participated with a presentation on the results of the 2014 UN-Water Annual International Zaragoza Conference.

05 Feb: New Year reception with the King of Spain and international representatives.

05 Feb: Meeting with Javier Gavilanes, Spanish Cooperation Agency (AECID) to present the office, Madrid.

17 Feb: Meeting UN Agencies in Spain, Madrid.

19 Feb: Monitoring Committee meeting in Madrid organized by the Ministry of Agriculture, Food and Environment of Spain, Madrid.

20 Feb: Steering Committee meeting Alianza for el Agua in Madrid.

25 Feb: Meeting with Mr. Ignacio Ybañez Rubio, Director General for Foreign Policy and Multilateral, Global and Security Affairs, Ministry of Foreign Affairs of Spain, Madrid.

4-7 Mar: SMAGUA 2014: Ibero-American Forum on Water and Irrigation. UNW-DPAC contributed to this forum with the exhibition "Water is life", and on 4 March with the participation in the opening ceremony of Josefina Maestu, Director of UNW-DPAC, who gave a presentation on global water challenges and energy, In Zaragoza.

3 Apr: Workshop on the Ruggie Principles and business on water and sanitation, organized by Engineering for Human Development (ONGAWA), and the Ministry of Foreign Affairs and Cooperation of Spain. UNW-DPAC participated with a presentation on "National and international water context, human rights and companies".

8 May: 8th UN-Water Dialogue in Casa Solans: Dialogue on the role of academia in promoting water and sustainable development, Zaragoza.

15 May: 9th UN-Water Dialogue in Casa Solans: Dialogue on the role of civil society in promoting water and sustainable development, Zaragoza.

15 May: Talk with Albert Solé on the documentary film "The dream of water", in Zaragoza.

19 May: Documentary on las Piñas-Zapote River in Ecozine Festival, Zaragoza.

18-20 November:

Seminar Water Security, water and energy, tools for sustainability and meeting with the Programme "Cultivando Agua Boa (CAB)" and CAB meeting - Iguassu Falls, Brazil.

21-25 November:

9th General Assembly Meeting of the World Council of Civil Engineers, Lisbon, Portugal.

5 Jun: 9th Forum Water for Development, organized by the Fodunations Canal of Isabel II in Madrid. UNW-DPAC participated in this forum with the presentation "The general context of the water-energy nexus: World Water Development Report 2014".

5-6 Jun: Smart Aquae Campus and Aquae Campus Event, Canary Islands, Spain.

UNW- DPAC participated on 6 June in the presentation of Innova Aquae award and the Tree of Life initiatives received.

17 Jun: Sharing social innovation experiences in water management between the Southeast of the EU and Brazil organized by ECODES. UNW-DPAC, participated in this seminar with a presentation on the results of the 2014 UN-Water Annual International Zaragoza Conference. "Preparing for World Water Day 2014: Partnerships for improving water and energy access, efficiency and sustainability".

31 Jul-1 Aug: Lectures series "Knowledge and Values" and Summer course "Water as an economic resource" UNW-DPAC participated in these lectures Organized by the Summer University Menendez Pelayo in Santander, on 31 July at 19:00h with a presentation on "Water cooperation in the world".

9 Sep: Cycle on strategic issues in Latin America: Challenges and Opportunities for Water and Energy in Latin America organised by CAF in Casa America. UNW-DPAC, participated in this seminar as a speaker on the challenges and opportunities in the water sector(s) of Latin America, in Madrid.

24 Oct: United Nations Day, organized by the UNWTO and the Ministry of Foreign Affairs in Madrid.

27-28 Oct: Workshop: Groundwater and Energy, UNW-DPAC, participated in this conference on 27 October at 10:30 am with an opening presentation on "Water and energy. Challenges and opportunities for renewable energy", Madrid.

24-27 Nov: UNW-DPAC participated at the 12th edition of the National Congress of Environment organised by the CONAMA Foundation in Madrid.

18 December: The UN Office to Support the Water Decade, won the Best International Organization at iAgua awards. The prize was collected by Joaquín Nieto, Director of the International Labor Organization Liaison Office for Spain.

2015

14 January:

Presentation of "Water & Energy" Monograph at the 2015 UN-Water International Zaragoza Conference.

15-17 January:

2015 UN-Water Annual International Zaragoza Conference. Water and Sustainable Development: From Vision to Action.

2-4 February:

22nd UN-Water Meeting in Nairobi, Kenya.

23 February:

1st meeting of the Int. Steering Committee of the High-Level International Conference on the Implementation of the International Decade for Action "Water for Life", 2005-2015, in Paris.

9 March to 14 April:

"Water for Life Voices" Exhibition in UN Headquarters, New York.

30 March:

"Water for Life Voices" Exhibition Opening and UN-Water Best Practices Award Ceremony in UN Headquarters, New York.

30 March:

International Steering Committee meeting for the June Dushanbe Conference on the Decade and High-level Interactive Dialogue on the Water for Life Decade: Progress achieved and lessons learned.

Media Activities

16 Jan: Media and Communications Session at the 2015 UN-Water International Zaragoza Conference.

22 interviews with Conference Participants before the conference.

12 interviews with Conference Participants at the conference.

4 Daily newsletters issued at the conference.

14 May: UNW-DPAC participated in the documentary produced by the Spanish television RTVE "En Portada. Water crisis". The Office Director explained about the risks to a planet that neglects its vital element. The documentary was broadcasted by RTVE.

17-19 Jun: International Conference. Journalism in crisis, emergencies and disasters organized by Indagando TV and Universidad Carlos III de Madrid. The Office Director participated in the debate: What is the response to a disaster? different models.

In the framework of the 70th Anniversary of the United Nations, Radio Programs RNE-Radio 5 Todo Noticias launched a number of programs explaining the work of the United Nations recorded by the agencies, funds and programs of the United Nations with presence in Spain.

03 Sep: Europa Press interviewed Josefina Maestu about the Decade.

24 Sep: Heraldo de Aragon interviewed Josefina Maestu about the Decade's ending mandate.

29 Sep: Gestiona Radio, radio interviewed Josefina Maestu about the ODS.

29 Oct: article in Terra blog on the Decade.

06 Nov: article on Iagua blog about the desalination.

06 Dec: Aguae Foundation video interview for the presentation of the Water Monograph on Water and Sustainable Development

12-17 April:

7th World Water Forum.

- On 15 April at the session “Efficient water management in the Post 2015” organized by UNEP.
- On 16 April at the High Level Panel “Water Security and Sustainable Development: Co-operation among Disciplines and Stakeholders” organized by UNESCO and K-Water.
- On 16 April at the Thematic Process Session entitled “Addressing water security challenges: Case-studies and sharing of experiences on providing enough safe water for all” organized by UNESCO and K-Water.

21-22 May:

The World Water Development Report 2015, Water for a Sustainable World organized by WWAP in Venice, Italy. Presented the findings of the office contribution to the report.

3-5 June:

ASEM Seminar on Strengthening Concerted Actions on Water Management through Post – 2015 Agenda, organized by ASEM members in Ben Tre City, Vietnam. Participated as guest speaker at the Plenary Session II: Lessons learned and practices in water management in Asia and Europe.

9-11 June:

High-Level International Conference on the implementation of the International Decade for Action “Water for Life”, 2005-2015.

Host country activities/local relations

21 Jan: New Year reception with the King of Spain and international representatives.

6 Feb: First meeting of the UN family in Spain for the organization of the 70 Anniversary of the United Nations held in Madrid.

17 Mar: Second meeting for the organization of the 70 Anniversary of the United Nations held in Casa Solans in Zaragoza.

18 Mar: University of Oxford Field Trip to Zaragoza. The Office Director welcomed the visitors with a presentation about the work of UNW-DPAC and UN-Water.

19 Mar: ZINNAE Seminar for the World Water Day 2015 – Water Challenges in building and infrastructure: Water efficiency as a driver of the green economy organized by ZINNAE in Zaragoza. The Office Director participated at the institutional table.

20 Mar: III Conference Cátedra Aquae on Water Economy organized by Foundation Aquae and UNED in Madrid. The Office Director presented the outcomes of the UN-Water Zaragoza conference 2015.

29 Jun: Conference on Cooperation for innovation in the Rural Development Programme: irrigated agriculture, organized by Center for Research and Food Technology (CITA) and the Ebro Water Partnership in Zaragoza. The Office Director participated with a keynote presentation on “Innovation in the framework of Sustainable Development Goals.”

5-8 Jul: XXVII Meeting of UNESCO Associated Schools Network in Spain: The Strait, crossroads of civilizations. Organized by UNESCO Associated Schools Network in Spain held in Andalucía. The Office Director participated with a presentation on “The organization of the United Nations system”.

6 Jul: Biannual Monitoring Commission meeting in Madrid.

24 Sep: Meeting with the Vice Councillor of Presidency of the Government of Madrid.

13 Oct: The Office together with the UN entities with a presence in Spain attended an invitation of the Mayor of Madrid, Manuela Carmena.

24 Oct: “United Nations a Global Village”. The office presented a stand together with the agencies, funds and programs of the United Nations with presence in Spain and supported various activities for the 70th Anniversary of the United Nations in Madrid.

- 3rd meeting of the International Steering Committee of the High-Level Int. Conference on the Implementation of the International Decade for Action "Water for Life", 2005-2015, held on 7 June.
- The Office Director supported the Rapporteur in the High Level pre-conference Forum on LDCs and SIDs and has facilitated the side event on a consultation for the new decade for action on 8 June.
- Co-convene with Global Water Partnership a round table on "Water Decade Implementation - Progress and Achievements, Lessons Learnt, Best Practices" on 09 June.
- Moderated the Consultation session on the new decade on water for sustainable development organized by the Government of Tajikistan on June 09.

20 – 22 August:

23rd UN-Water Meeting In Stockholm.

23-28 August:

2015 Stockholm World Water Week: Water for Development.

- 24 August: Speaker at the WWDR5 session organized by WWAP.
- 25 August: Speaker at the session organized by the Water Food Print Network .
- 26 August: Speaker at the Corporate Water Stewardship in Support of a Water SDG organized by the Water Mandate.
- 27 August: Speaker at the Water and Green Growth organized by K-Water and WW Council from.

29 Oct: UN Secretary General, Ban Ki-moon meets in Madrid with agencies, funds and programs of the United Nations with presence in Spain.

3 Dec: Towards fair water for men, rivers, towns and villages organized by Buendia Center, University of Valladolid in Palencia. The Office Director participated in a roundtable with the theme "Access to water as an essential element for development".

Dec: Biannual Monitoring Commission meeting in Madrid organized by the Ministry of Agriculture, Food and Environment of Spain.

17 Dec: The UN Office to Support the Water Decade, Best International Organization of iAgua awards.

19 Dec: Aragonia Award.

21 Dec: End of decade activity with UNESCO Associated Schools at the Palacio de la Aljaferia - Regional Parliament of Aragon.

22 Dec: Reception at Casa Solans.

28 Dec: End of decade celebrations with the world council of civil & engineers in Madrid.

15-18 September:

Meeting of innovating and pioneering experiences of social participation in water management. Building a global network, organized by Itaipú Binacional –Programme Cultivating Good Water and Ecology and Development Foundation (ECODES) in collaboration with UNO-IDfA/UNW-DPAC, in Iguassu Falls, Brazil.

27 September:

Catalysing Implementation and Achievement of the Water Related SDGs, organized by the Permanent Mission of Tajikistan to the UN, in New York.

29 October:

Conference: International Decade for Action “Water for Life” 2005-2015 organized by Cervantes Institute in Melbourne, Australia.

2-3 November:

6th Meeting of the OECD Water Governance Initiative organized by OECD in Paris.

06 November:

Challenges and Initiatives for the Implementation of the Water-related SDGs in Water-scarce Countries: Learning from Mediterranean and Latin American Countries, organized by DSD, UN-DESA and UNO-IDfA in New York.

18 November:

Second UN Special Thematic Session on Water and Disasters organized by the UN Secretary-Generals’ Special Envoy for Disaster Risk Reduction and Water and High-level Experts and Leaders Panel on Water and Disasters (HELP).

19-20 November:

UNSGAB Secretariat organized Dialogue with Partners on 19 November and Closing Ceremony on 20 November.

7. Activities by focus area for 2014-2015

The strategic priorities for the activities of the Office in 2014 and 2015, following UN-Water priorities for this period, have been Water and Energy, Water and Sustainable Development. The Office has continued providing support on issues related to Water and Sanitation Services and Support to Strategic processes..

7.1. Water and Energy

Energy and water are intricately connected. All sources of energy require water in their production processes: the extraction of raw materials, cooling in thermal processes, in cleaning processes, cultivation of crops for biofuels, and powering turbines. Energy is itself required to make water resources available for human use and consumption (including irrigation) through pumping, transportation, treatment, and desalination.

“As the world charts a more sustainable future, the crucial interplay among water, food and energy is one of the most formidable challenges we face. Without water there is no dignity and no escape from poverty,”

*UN Secretary-General
Ban Ki-moon*

The water for energy and energy for water dependencies revolve around many elemental issues ranging from water management systems and water infrastructure to sustainable energy and efficient systems. An integrated development of the energy and water policies is of paramount importance and not in isolation from each other. With high risks that the energy sector is now exposed to, the importance of including water in its strategic plan is more essential than ever before.

Activities of the Office

2014 UN-Water Annual International Zaragoza Conference: Partnerships for improving water and energy access, efficiency and sustainability.

Zaragoza, Spain - 13-16 January 2014

The International Conference focused on the nexus of water and energy. 9 UN agencies and programmes plus more than 120 experts, representatives of international companies in the water and energy sector, government and non-governmental organizations met to address

the challenges, relationships and joint solutions that arise in ensuring access, efficiency and sustainability in the provision of water and energy.

The Zaragoza Conference reached beyond the "water for energy" and/or "energy for water" concept focusing on a more practical examination of how tools and partnerships help developing appropriate joint responses and what are the measures for managing trade-offs, identifying synergies, and maximizing co-benefits. Discussions centered on how partnerships can help implement responses to achieve water and energy efficiency, secured access and sustainability. The conclusions of the conference served as a basis for developing the key messages used in the campaign of World Water Day 2014.

Final Report available at:

http://www.un.org/waterforlifedecade/water_and_energy_2014/pdf/water_and_energy_2014_final_report.pdf

Dedicated website:

http://www.un.org/waterforlifedecade/water_and_energy_2014/index.shtml

Publication: Partnerships for improving water and energy access, efficiency and sustainability, June 2014

This report summarizes the key concepts, challenges, tools and experiences related to water and energy and highlights lessons learnt on promoting partnerships. It is based on the papers presented and discussions which took place at the 'International Annual UN-Water Zaragoza Conference 2014' held in Zaragoza, Spain.

Report available at:

http://www.un.org/waterforlifedecade/water_and_energy_2014/pdf/water_and_energy_2014_final_report.pdf

Information briefs and reader on water and energy

Zaragoza, Spain - 13-16 January 2014

For the purposes of the International Annual UN-Water Zaragoza Conference 2014 and in preparation for World Water Day the Office produced a series of information briefs on different issues and tools in relation to water and energy:

Information briefs available at:

http://www.un.org/waterforlifedecade/information_briefs.shtml

- Information brief on water and energy
- Information brief on water and energy efficiency
- Information brief on securing access to water and energy
- Information brief on water and energy sustainability

And created a dedicated web page on the issue: Section on Water and Energy
http://www.un.org/waterforlifedecade/water_and_energy.shtml

Monograph on Water and Energy

Zaragoza, Spain - 14 January 2015

The monograph has been produced in collaboration with the World Council of Civil Engineers and Aquae Foundation, and serves to disseminate the results of the UN-Water Conference to a specialised audience of civil engineers. The 2014 edition was launched on the occasion of the UN-Water Zaragoza Conference 2015, Water and Sustainable Development on January 14.

Monograph available at:

<http://www.fundacionaquae.org/sites/default/files/wm-ii-eng.pdf>

World Water Day 2014

Tokyo, Japan - 22 March 2014

World Water Day 2014 led by the United Nations University was on the theme on water and energy. The UN celebrations took place in the Head Quarters of the UNU in Tokyo, Japan. The Office supported World Water Day with the organization of the Water for Life Award and Ceremony and the organization of a media workshop.

• Water for Life' UN-Water Best Practices Award and Award Ceremony. March 2014

The "Water for Life" Award is unique. It's a significant accolade of achievement. It has been designed to bring recognition to the efforts and results on the ground of projects that have contributed significantly towards water-related issues in the advent on water and energy 2014, when the Millennium Development Goals (MDGs) will conclude. The 2014

edition of UN-Water "Water for Life" Best Practices Award focused on Water and Energy. The Award winners of the 2014 edition were awarded at a dedicated ceremony in Tokyo, Japan. Awards were presented by UN-Water Chair Michel Jarraud and by Mr Zafar Adeel Director of the Institute for Water and Health of the United Nations University. The winning projects were for Category 1: IWMI-Tata Water Policy Program, India and for Category 2: NEWater Programme, Singapore.

More information on the Award and Award winners of 2014 edition at:

<http://www.un.org/waterforlifedecade/waterforlifeaward.shtml>
<https://www.un.org/waterforlifedecade/ceremony2014.shtml>

• Media Workshop in Japan

World Water Day Journalist Workshop provided an opportunity to learn and share experiences

The Journalist Workshop organized by the UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC) in Tokyo, Japan, on the occasion of World Water Day 2014 gathered 25 journalists from 11 different Asian countries, including Bangladesh, Cambodia, China, India, Korea, Pakistan, The Philippines, Sri Lanka, Thailand, Uzbekistan and Vietnam. Journalists expected to share their reporting experiences with other colleagues and learn from each other. Issues such as hydropower, the water-energy nexus and accessing accurate sources of information were part of their learning expectances.

Sharing social innovation experiences in water and energy management between the Southeast of the EU and Brazil

Zaragoza, Spain - 17 June 2014

This seminar brought together stakeholders with similar interests to think about water and energy management and share knowledge experiences on social innovation which are taking place in the European Union and Brazil. The experience of the Itaipu bi-national dam, located on the Brazil-Paraguay border and which is the world's largest hydroelectric dam, was shared together with various European projects. Josefina Maestu, Director UNW-DPAC, participated in this seminar with a presentation on the results of the 2014 UN-Water Annual International Zaragoza Conference. "Preparing for World Water Day 2014: Partnerships for improving water and energy access, efficiency and sustainability"

World Water Week 2014: Water and Energy Stockholm, Sweden

31 August-5 September 2014

- **Water and Energy: Expounding on the 2014 World Water Development Report. 31 August 2014**

Authors and experts from the leading United Nations agencies who together produced the World Water Development Report 2014, entitled "Water and Energy", described challenges and potential response options across the water and energy domains and debated how these are likely to impact on various development sectors across different regions. Josefina Maestu, Director of UNW-DPAC, participated as facilitator of the session about regional aspects and presented a wrap up.

- **UN-Water Stakeholder Dialogue: The Water, Energy and Food-Nexus and the Post- 2015 Development Agenda 3 September 2014**

In this 5th UN-Water Stakeholder Dialogue, representatives from Germany and other Member States, civil society, international organizations and other major relevant stakeholders discussed how to best capture the interlinkages between water and other sectors such as energy and food/agriculture. Josefina Maestu, Director UNWDPAC presented the wrap-up of the session.

Challenges and Opportunities for Water and Energy in Latin America

Madrid, Spain - 9 September 2014

As part of the "Cycle on strategic issues in Latin America", CAF Development Bank of Latin America and Casa de America organized a seminar entitled "Challenges and opportunities for water and energy in Latin America", which included the participation of different experts on the subject. Josefina Maestu, Director of UNW-DPAC, participated in this seminar as a speaker on the challenges and opportunities in the water sector(s) of Latin America.

Seminar "Water Security, a Brazilian Vision. Water and Energy, Tools for Sustainability"

Iguaçu Falls, Brazil - 18-20 November 2014

During the 3 day seminar organised by Itaipú Binaçional, Seção Brasil Conselho Mundial da Água, Rede Brasil de Organismos de Bacias Hidrográficas and Cultivando Água Boa, representatives of various governments, businesses and NGOs discussed challenges related to water resources management in response to the energy needs of Brazil, mining and energy, hydropower generation and the implementation of strategic projects. UNW-DPAC participated with a keynote speech on "Water and Energy. The New Challenges of Sustainable Development Goals" on 19 November. The seminar ended with a meeting of the "Cultivando Aqua Boa" (CAB) Programme, with representatives from several countries adopting the CAB methodology, including Argentina, Brazil, Chile, Costa Rica, Dominican Republic, Guatemala, Nicaragua, Paraguay and Spain.

Other activities to prepare for World Water Day and disseminate results in host country

January to October 2014

- **Presentation of results of the 2014 UN-Water Zaragoza Conference on water and energy at the International University of Andalusia**

Jaen, Spain - 24 January 2014

The International University of Andalusia, through its Antonio Machado campus, Baeza (Jaen), and the University of Cordoba organised the 3rd edition of the joint post graduate degree course entitled "University Expert in risk management and irrigation communities" management. Josefina Maestu, Director of UNW-DPAC, participated in this course on Friday, 24 January 2014, with a presentation on the results of the 2014 UN-Water Annual International Zaragoza Conference, "Preparing for World Water Day 2014: Partnerships for improving water and energy access, efficiency and sustainability".

- **Presentation on global water challenges and energy at SMAGUA 2014: Ibero-American Forum on Water and Irrigation**

Zaragoza, Spain - 4 March 2014

Smagua is an important meeting point for the international water sector, with the presence of world's leading agents. Among the various activities carried out within the framework of this event, the Ibero-American Forum on Water and Irrigation allowed participants get a first-hand view on water and irrigation plans implemented in Latin-America. UNW-DPAC contributed to this forum with the exhibition "Water is life", and on 4 March with the participation in the opening ceremony UNW-DPAC, gave a presentation on global water and energy challenges.

- **Presentation on the water-energy nexus at the 9th Madrid Forum Water for Development**
Madrid, Spain - 5 June 2014

On World Environment Day, the Canal Foundation celebrated the 9th edition of its Water for Development Forum, an initiative promoted since 2006 aimed at offering a place to meet, exchange experiences and ideas, and involve key stakeholders to find solutions to water and development linkages. This year's discussion focused on the relationship between water and energy at three main levels: globally, in the urban environment and in connection with international cooperation. Josefina Maestu, Director of UNW-DPAC, participated in this forum with the presentation "The general context of the water-energy nexus: World Water Development Report 2014".

- **Workshop: Groundwater and Energy**
Madrid, Spain - 27-28 October 2014

The workshop "Groundwater and Energy", organised by Geological and Mining Institute of Spain, Faculty of Sciences of the Autonomous University of Madrid, the Spanish Foundation for Groundwater, and the Groundwater Club aimed to emphasize the groundwater and energy nexus, which is the invisible half of the continental water cycle and renewable energies. UNW-DPAC, participated in this conference on 27 October with an opening presentation on "Water and energy. Challenges and opportunities for renewable energy".

7.2. Water and Sustainable Development

Water is at the core of sustainable development and is critical for socio-economic development, healthy ecosystems and for human survival itself. It is vital for reducing the global burden of disease and improving the health, welfare and productivity of populations. It is central to the production and preservation of a host of benefits and services for people. Water is also at the heart of adaptation to climate change, serving as the crucial link between the climate system, human society and the environment.

“Environmental, economic and social indicators tell us that our current model of progress is unsustainable. Ours is a world of looming challenges and increasingly limited resources. Sustainable development offers the best chance to adjust our course.”

UN Secretary-General Ban Ki-moon

Today, more than 1.7 billion people live in river basins where water use exceeds recharge, a trend that will see two-thirds of the world’s population living in water-stressed countries by 2025. Water can pose a serious challenge to sustainable development but managed efficiently and equitably, water can play a key enabling role in strengthening the resilience of social, economic and environmental systems in the light of rapid and unpredictable changes.

Activities of the Office

UN-Water Zaragoza International Conference “Water and Sustainable Development: From Vision to Action”

Zaragoza - 17 January 2015

“2015 is an important year. An important year for disaster risk reduction, an important year for climate and an important year for water,” said the UN-Water Chair, Michel Jarraud in his welcome video message to the 300 participants at the UN-Water International Conference. The Conference, which took place from 15 to 17 January in Zaragoza, Spain, was organised in collaboration with 18 UN-Water members, 13 partners and 21 other collaborating organizations and Governments. Participants included the UN-Water Vice-Chair, the Vice President of the Global Compact, delegates from 18 water programmes from the UN, the United Nations Special Rapporteur on the Human Right to Water and Sanitation, and the UNDP Coordinator of the UN-Water Working Group on Water related Sustainable Development Goals.

More information on the conference

- Conference website
- Video recording of sessions
- Daily summaries
- Information briefs
- Cases

Exchanges, inputs, conclusions and some important questions were delivered through presentations from experts with varied backgrounds and experience. The conference took an inclusive media approach with coverage through a live webcast, reported through twitter feeds and daily summaries. Conference outputs, including a compilation of case studies, a Tool-Box with numerous tools developed by the different UN entities, and information briefs providing a background on some of the issues discussed. They are now available at the Conference website, to help prepare for World Water Day 2015,

Report: Water and Sustainable Development: From Vision to Action - Means and tools for Implementation and the role of different actors

June 2015

This report summarizes the key concepts, challenges, tools and experiences related to implementation of the water related sustainable development goals and highlights lessons learnt. It also provides a summary of the discussions which took place at the “International Annual UN-Water Zaragoza Conference 2015” held in Zaragoza, Spain.

Report available at:

<http://www.pdf-archive.com/2015/08/17/waterandsd-vision-to-action/>

ToolBox for the implementation of the water related sustainable development goals

The implementation toolbox was developed during the 2015 UN-Water Conference on Water and Sustainable Development. It gathers existing UN practical guidance which could be useful for the implementation of the different targets proposed for the water related Sustainable Development Goals. The toolbox offers numerous tools developed by the different UN entities, as well as specific developments and cases of application

<http://watersdgttoolbox.org>

For the purposes of the Annual International UN-Water Zaragoza Conference 2015 and in support of the preparations for World Water Day, The Office produced a series of information briefs and a Reader on different issues and tools within the field of water cooperation, including the following:

Information brief on Water and Sustainable Development.

Information brief on Implementing improvements in water quality and protecting ecosystem services.

Information brief on Implementing Water, Sanitation and Hygiene (WASH).

Information brief on Implementing Risk Management in Water and Sanitation.

Information Briefs and Reader on Water and Sustainable development

For the purposes of the Annual International UN-Water Zaragoza Conference 2015 and in support of the preparations for World Water Day, The Office produced a series of information briefs and a Reader on different issues and tools within the field of water cooperation, including the following:

Information brief on Water and Sustainable Development.

Information brief on Implementing improvements in water quality and protecting ecosystem services

Information brief on Implementing Water, Sanitation and Hygiene (WASH)

Information brief on Implementing Risk Management in Water and Sanitation

Information briefs available at:

http://www.un.org/waterforlifedecade/information_briefs.shtml

Reader on Water and Sustainable Development:

http://www.un.org/waterforlifedecade/pdf/Reader_Water%20and%20sustainable%20development.pdf

World Water Development Report 2015: Chapter on Water and Economic Development

March 2015

Can water infrastructure affect real economic change? The writers here argue that it can, and provide arguments to this end. Written by UNDESA/UN-DPAC | Josefina Maestu (UN-DESA/UN-DPAC), Carlos Mario Gómez (Universidad de Alcalá), Colin Green (University of Middlesex); With contributions from Alan Hall (Global Water Partnership), Xavier Leflaive (OECD), Jack Moss (AquaFed) and Diego Rodriguez (World Bank)

<http://unesdoc.unesco.org/images/0023/002318/231823E.pdf>

Monograph on Water and Sustainable Development

10 December 2015

The monograph has been produced in collaboration with the World Council of Civil Engineers and Aquae Foundation, and serves to disseminate the results of the UN-Water Conference to a specialised audience of civil engineers. The 2015 edition was launched on December 21. Different audiovisual materials have been prepared in support of the launch.

Monograph available at:

<http://www.wcce.biz/index.php/documentspress/publications/wm-water-monographies>

Thematic Priority Area on Water Scarcity- Analytical Brief on Water Efficiency

The TPA on Water Scarcity, coordinated by FAO, was established in 2014 and includes a Working Group on Water Efficiency. The TPA is developing case studies on the assessment of major existing water governance and water tenure arrangements. Through its Working Group on Water Efficiency, the TPA is also developing a UN-Water Analytical Brief on Water Efficiency

The office has been contributing with a paper on water efficiency definitions and drafting the analytical brief with UNEP DTIE RIVU, and UNEP-DHI on behalf of the UN-Water

World Water Day 2015: Water and Sustainable Development

New Delhi, India - March 20

The Official UN-Water held event was celebrated in New Delhi, India. The Office supported the celebrations with different activities.

The Office was involved in disseminating messages for World Water Day on social media, tweeting links to key challenges, successes, facts and case studies. With a focus on directing the audience to rich content, the Office implemented a plan to avoid a shallow interaction with this key date in the international calendar.

“Water for Life” UN-Water Best Practices Award Ceremony

The “Water for Life” Award is unique. It’s the only United Nations Award presented in the Water arena and is thus a significant accolade of achievement. It has been designed to bring recognition to the efforts and results on the ground of projects that have contributed significantly towards water-related issues in the advent of 2015, when the Millennium Development Goals (MDGs) will conclude. The 2015 edition of UN-Water “Water for Life” Best Practices Award focused on Water and Sustainable Development. A Special Award Ceremony took place on 30 March at UN Headquarters in NY with the participation of UN-Water Vice Chair, Blanca Jimenez, and the Ambassador of Spain to the United Nations.

In 2015 Category 1 “Best water management practices” the winning programme has been Cultivando Água Boa, Brazil; for Category 2 “Best participatory, communication, awareness-raising and education practices”, the jury has awarded for the first time two projects as co-winners: Social arts for community mobilization and safe water access, Project India and South African DWS / WESSA Eco-

More information on the Award and the winners of 2015 edition at:

<http://www.un.org/waterforlifedecade/waterforlifeaward.shtml>

<http://www.un.org/waterforlifedecade/winners2015.shtml>

— See Video of 2015 Award Ceremony

— See Video of Finalists

Schools Water Project, South Africa. The winners of the Water for Life Awards 2015: “Water and Sustainable Development” will be awarded at the formal opening of the Water for Life Voices Exhibition at United Nations Headquarters in New York City on 30 March 2015.

7th World Water Forum

Daegu & Gyeongbuk, Republic of Korea - 12-17 April 2015

Every three years, the **World Water Forum** mobilizes creativity, innovation, and know-how around water. Serving as a stepping-stone towards global collaboration on water challenges, the Forum is a unique multistakeholder platform where the water community and the policy and decision makers from all regions of the world can work together to find joint solutions. Josefina Maestu, Director of UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC) participated as panellist in the following sessions: On 15 April at the session “**Efficient water management in the Post 2015**” organized by UNEP. On 16 April at the High Level Panel “**Water Security and Sustainable Development: Co-operation among Disciplines and Stakeholders**” organized by UNESCO and K-Water. On 16 April at the Thematic Process Session entitled “**Addressing water security challenges: Case-studies and sharing of experiences on providing enough safe water for all**” organized by UNESCO and K-Water.

Aquae Venice 2015 – Presentation of the World Water Development Report 2015, Water for a Sustainable World

Aquae Venice 2015, Italy - 21-22 May 2015

In the framework of Aquae Venice 2015, the **World Water Assessment Programme (UN-WWAP)** of UNESCO, organized a two day high level conference on Water and Sustainable Development to present the main findings of the World Water Development Report 2015 “Water for a Sustainable World”, on 21-22 May 2015. This event was articulated in thematic sessions and it had an specific part dedicated to the case studies and best practices from the countries. As one of the main contributors to the WWDR2015, Josefina Maestu, Director UNW-DPAC presented the findings of the office contribution to the report participating at the Panel Discussion “Defining critical developmental challenges” on 22 May with the theme “Conflicting uses of the resource” on 22 May 2015.

2015 Stockholm World Water Week: Water for Development

Stockholm, Sweden - 23-28 August 2015

During the 2015 World Water Week the most relevant topics relating to “Water for Development” were discussed: Financing, SDGs, Integrity, Gender issues, Climate Change, Energy, Sanitation, Food, Conflict Resolution, Water Management. Participants discussed how in addressing the role of “Water for Development” it is important to bring into focus how we

go beyond the discussions about global goals and targets to address the actual implementation of the new Post-2015 development agenda in the local context. UNW-DPAC participated in different sessions as follows:

- Water for a Sustainable World: main findings of the WWDR2015 <http://programme.worldwaterweek.org/event/4713> on Sunday, 23 August. The Director of UNW-DPAC participated as moderator of one of the sessions on Perspectives.
- Water-related Disaster Risk Reduction: Time for preventive action <http://programme.worldwaterweek.org/event/4639> on Sunday, 23 August. The Director of UNW-DPAC, participated with a keynote presentation: "Water for sustainable development and Disaster Risk Reduction".
- Feeding Nine Billion People: How Water Stewardship Can Help <http://programme.worldwaterweek.org/event/4927> on Tuesday, 25 August. The Director UNW-DPAC was invited as guest in a dialogue on the contribution of the Water Footprint to improve water efficiency.
- CEO Water Mandate Multi-Stakeholder Working Session: Corporate Water Stewardship in Support of a Water SDG on Wednesday, 26 August. The Director UNW-DPAC participated in the discussion panel on Water and Sanitation SDG.
- A Pathway to Sustainable Development: Water and Green Growth <http://programme.worldwaterweek.org/event/4610> on Thursday 27 August. The Director UNW-DPAC was invited as a key note speaker presenting an opening speech "A Path to Sustainable Development" and as a panelist in the panel discussion "Beyond the theory for a Sustainable Future".
- The digital version of the Water for Life Voices Exhibit was also displayed at the UN-Water stand.

Other activities to prepare for World Water Day and disseminate results in host country

- **8th UN-Water Dialogue in Casa Solans: Dialogue on the role of academia in promoting water and sustainable development**
Date: 8 May 2014
Time: 10:30 to 14:00
Place: Casa Solans, Av. Cataluña 60, Zaragoza, Spain
Organizers: UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC) and the University of Zaragoza

The 8th UN-Water Dialogue in Casa Solans was organized by UNW-DPAC and the **University of Zaragoza** in the framework of the 2015 UN-Water International Conference in Zaragoza, Spain, which will focus on water and sustainable development. The specific objectives of the dialogue included informing representatives from academia on progress in the Post-2015 Agenda, sharing experiences, expressing suggestions for the Conference, and facilitating a dialogue on its possible outcomes. The dialogue aimed to address the implementation's challenges in relation to UN-Water recommendations.

- **9th UN-Water Dialogue in Casa Solans: Dialogue on the role of civil society in promoting water and sustainable development**

Date: 15 May 2014

Time: 10:30-14:00

Place: Casa Solans, Av. Cataluña 60, Zaragoza, Spain

Organizers: UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC) and Ecología y Desarrollo Foundation (ECODES)

The 9th UN Water Dialogue was organised by UNW-DPAC and the Ecología y Desarrollo Foundation (**ECODES**) within the framework of the 2015 UN-Water International Conference in Zaragoza, Spain, which will focus on water and sustainable development. This dialogue aimed to report on progress in the Post-2015 Agenda, share the views of civil society on priorities in each of the topics, receive feedback on its contribution in relation to the means of implementation and identify key actors of the civil society.

- **ZINNAE Seminar for the World Water Day 2015 – Water Challenges in building and infrastructure: Water efficiency as a driver of the green economy**

Date: 19 March 2015

Place: Centro de Urbanismo Sostenible C.U.S (Av. Casablanca s/n 50019 Zaragoza)

Organiser: ZINNAE

On 19 March, ZINNAE organized the seminar “Water Challenges in building and infrastructure: Water efficiency as a driver of the green economy”. This seminar, held in Zaragoza, was organized in the framework of the World Water Day 2015, this year under the theme Water and Sustainable Development. The purpose of the seminar was to present some challenges and public and private solutions linked to the sustainability of infrastructure and buildings. These initiatives contribute from one side to make better use of water and the associated energy, and at the same time generate quality jobs linked to the water sector. Josefina Maestu, Director of UNW-DPAC, participated at the institutional table.

- **III Conference Cátedra Aquae on Water Economy**

Date: 20 March 2015

Place: UNED (Paseo Senda del Rey 11 28040, Madrid)

On 20 March, the Cátedra Aquae on Water Economy held its third conference, framed on the World Water 2015 celebrations. Amelia Perez Zabaleta, its Director, launched the Second Edition of Award of Doctoral Thesis for works related to water approached from any perspective or discipline. The event was chaired by the Vice Chancellor for Research and Transfer of UNED, Ricardo Mairal, who was also accompanied by the Dean of the Faculty of Economics and Business Administration, Alberto Alvarez. The Key Note Speech on the results of conference on Water and Sustainable Development was by Josefina Maestu, director United Nations Office to Support the International Decade for Action «Water for Life 2005-2015».

7.3. Water, Sanitation and Hygiene Services

For millions worldwide sustainable development is a pipe dream.

Where access to potable water is lacking, populations are at risk of illness and disease, in particular diarrhoeal disease, when they are forced to choose contaminated water sources. The fact that water is vital to life means that someone in the family will need to sacrifice their time, which could be more productively spent in education or remunerated work, in order to collect water for the household.

Inadequate sanitation, where untreated sewage mingles with a source of potable water, or where people choose to defecate in the open, which leads faeces to contaminate potable water sources, is a primary vector in delivering diarrhoeal disease.

A lack of awareness of basic hygiene practices, or a lack of potable water, sinks and soaps, can exacerbate the spread, human to human, of diarrhoeal disease. Diarrhoeal disease, which is a likely cause of using contaminated water, kills 800,000 children worldwide every year, making it the third largest global killer of children.

Without access to potable water and adequate sanitation, sustainable development is a dream.

Activities of the Office

Workshop on the Ruggie Principles and business on water and sanitation

Zaragoza - 17 January 2015

Date: 3 April 2014

Place: Ministry of Foreign Affairs and Cooperation, Madrid, Spain

Organizers: Engineering for Human Development (ONGAWA), Ministry of Foreign Affairs and Cooperation of Spain

This meeting focused on the application of the Ruggie Principles for business considering the Human Right to Water and Sanitation. With the exchange of experiences through participatory workshops and presentations, participants discussed strategies and actions on how to incorporate the Ruggie Principles in business. The workshop counted with the participation of business representatives from the water and sanitation sector and other water consuming sectors, government, NGOs, researchers and academics.

International Workshop on Tools for Improving Drinking Water Quality and International strategic meeting on improving access to water, sanitation and hygiene (WASH) in health facilities

Date: 21-23 April 2014

Place: Ministry of Health, Social Services and Equality (MSSSI), Madrid, Spain

Organizers: Ministry of Health, Social Services and Equality of Spain in collaboration with World Health Organisation (WHO), United Nations Children's Fund (UNICEF), UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC)

This international workshop discussed the tools for improving the drinking water quality, including information systems, water safety plans and guidelines for quality drinking water. The main objective was to share knowledge and experiences between countries and international organizations. Participants included UN experts, international and national organisations.

The event also included an International strategic meeting on improving access to water, sanitation and hygiene in health facilities which brought together international organizations, national organizations from Spain, academics and donors to discuss and commence a global, collaborative effort to improve water, sanitation and hygiene (WASH) in health care facilities. Participants presented the latest global data regarding the status of this issue and discussed key gaps and measures to strengthen monitoring, policy and implementation. In addition, national case studies were presented. The outcomes of the meeting included a Global strategy on WASH in health care facilities and a Global Action Plan for 2014-2024.

2014 UN-Water Thematic Priority Area on Water Supply and Basic Sanitation - World Toilet Day Infographics

The Office is a member of the thematic Priority Area on Water Supply and Basic Sanitation. The work plan of the TPA covers seven key areas: i) Management; ii) Support to the Five Year Drive for Sustainable Sanitation; iii) Support to Regional and Global Processes that support and track progress on Water and Sanitation Commitments; iv) Coordination of UN-Water contributions to discussions on the post-2015 framework for targets and indicators; v) Support to research by the Independent Expert on Human Rights relating to access to safe drinking water and sanitation; vi) Support to the Wastewater Task Force, Climate Change Task Force and the Water Quality Thematic Priority Area and vii) Coordination of inputs relating to water supply and basic sanitation for relevant international events. During 2014 the Office supported the overall organization of World Toilet Day and prepared an infographic for the communication activities.

3. What connection exists and how can both ways complement themselves.

Full session report: http://www.un.org/waterforlifedecade/waterandsustainabledevelopment2015/pdf/sesiones/SideEvent_HumanRightWater.pdf

7.4. Strategic Processes: Water in the 2030 Agenda for Sustainable Development

The Rio+20 outcome document, *The future we want*, laid out a mandate to establish an Open Working Group to develop a set of sustainable development goals for consideration and appropriate action by the General Assembly at its 68th session. The Rio outcome gave the mandate that the SDGs should be coherent with and integrated into the UN development agenda beyond 2015.

“ Sustainable development is the pathway to the future we want for all. It offers a framework to generate economic growth, achieve social justice, exercise environmental stewardship and strengthen governance. ”
Ban Ki-moon

In September 2015 the UN summit approved the Agenda 2030 for Sustainable Development including the new Sustainable Development Goals to drive the international action.

The dedicated water goal (number 6) – a goal which the experiences of the Decade were instrumental in ensuring- served to frame the topics discussed at the Zaragoza conference in January 2015.

From bringing experiences of best practices during the Decade to the implementation discussions, to identifying opportunities for progress in financing, and other barriers to progress, the Decade has ended, but the work continues.

Activities of the Office

The activities of the Office in support to strategic processes during 2014 and 2015 have related to:

- a) the preparation of inputs to the post 2015 process,
- b) taking stock and evaluation of the decade
- c) preparing for the implementation of the 2030 Sustainable Development Agenda.

Supporting preparations of the post 2015 agenda

Monitoring and Reporting Framework for Water: UN-Water GEMI project

The Office has been involved in the working group for the implementation GEMI - integrated monitoring of water and sanitation related SDG targets. It has been contributing to the development of the water efficiency indicators-

The project aims to enlarge and complement existing successful efforts of monitoring water issues; Provide the necessary evidence of feasibility and measurability of targets under a global water and sanitation goal and align data collection and reporting; Fill the gaps in the existing monitoring framework in an efficient way; Provide policy- and decision-makers at the national and international level with a basis to make informed decisions in the allocation of resources for activities to achieve the water and sanitation related SDG targets. The project also explores options to cross-link proposed SDG 6 targets/indicators to water and sanitation associated targets/indicators under other SDGs, with a view to achieving optimal efficiencies and synergies in overall SDG monitoring.

Preparation of UN-Water contribution on Means of Implementation for water for the Intergovernmental Negotiations on Post-2015 Development Agenda - On Means of Implementation and Global Partnerships

New York - 20-24 April 2015

The United Nations Summit Approved the 2030 Agenda for Sustainable Development.

The intergovernmental negotiations on post-2015 development agenda have been taking place over several sessions from January 2015. The 4th session focused on the means of implementation and global partnerships for sustainable development. The outcomes of the UN-Water Zaragoza Office included the preparation of a document on "Emerging Advice on Means of Implementation". This has served as the basis for the preparation of the UN-Water compilation of advice submitted to the formal processes in the General Assembly.

Taking stock and evaluating progress in the decade

High-level Interactive Dialogue on the Water for Life Decade: Progress achieved and lessons learned

UN Headquarters, New York, USA. - 30 March 2015

On 19 December 2014 the UN General Assembly adopted the resolution (A/RES/69/215) on the “International Decade for Action, «Water for Life», 2005-2015”, calling to evaluate progress achieved in the implementation of the Decade and continue taking steps for achieving internationally agreed water-related goals. The resolution also invited the President of the UN General Assembly to convene a High-level Interactive Dialogue on the theme “The International Decade for Action: Progress achieved and lessons learned relevant to the achievement of sustainable development”. The dialogue reviewed progress achieved and gaps in the implementation of the Decade and will reflect on lessons learned that can contribute to a comprehensive approach to sustainable management of water and sanitation in the post-2015 development agenda. The event featured a plenary segment and a high-level, interactive, multi-stakeholder panel discussion on the theme “Carrying lessons learned from the Decade into the post-2015 development agenda”. It resulted in a President’s summary that has been circulated to Member States and other stakeholders. The UN Water Decade Programme on Advocacy and Communication (UNW-DPAC) moderated the interactive discussion on good practices with regards to means of implementation and partnerships.

High-Level International Conference on the implementation of the International Decade for Action "Water for Life", 2005-2015

Date: 9-11 June 2015

Place: Dushanbe, Tajikistan

Organisers: Government of the Republic of Tajikistan in cooperation with UN-Water and other partners

The High-Level International Conference on the implementation of the International Decade for Action “Water for Life”, 2005-2015 had as primary goal a comprehensive discussion of the issues of implementation of the International Decade for Action “Water for Life”, 2005-2015, which will later play a crucial role in conducting a comprehensive review of the implementation of the International Decade by raising awareness of the wider international community about its results. UNW-DPAC has participated and collaborated with this conference as follows: • Co-convene with Global Water Partnership a round table on “Water Decade Implementation - Progress and Achievements, Lessons Learnt, Best Practices” on

09 June 2015 from 14:00 - 16:30 hours. • Co-convene with Global Water Partnership a pre-conference multistakeholder dialogue on 8 June 2015. • Attending the 3rd meeting of the International Steering Committee of the High-Level International Conference on the Implementation of the International Decade for Action "Water for Life", 2005-2015, to be held on 7 June 2015. • The Water for Life Voices Exhibit was displayed at the conference. • Launched the following publications: Water Cooperation, Women Engagement, Logo Users booklet and Water for life Award winners booklet.

Water for Life Voices' Campaign and the Final Exhibition in UN Headquarters to highlight progress during the Water Decade

UN Headquarters, New York, United States
9 March to 14 April 2015

Achieving the Water for Life Decade's goals has needed sustained commitment, engagement, cooperation and investment from all. As the Decade is officially drawing to a close in 2015, the Office wanted to show how people's efforts have contributed to its success. To this end, the Water for Life Voices campaign has gathered the voices of those whose water and sanitation life has changed over the last 10 years. Selected contributions from the campaign form the exhibition at the UN Headquarters from 9 March to 14 April 2015. The exhibition brought the voices of beneficiaries of water programmes over the Decade and highlighted the human aspect of water programmes, and thus helps support the inclusion of such considerations into the Sustainable Development Goals (SDG).

End of decade publications

Secretary General's Report on the Water Decade

This document provides a review of the implementation of the International Decade, as envisaged in Resolution A/RES/69/215, as well as on specific reports prepared by UN-Water, the United Nations Office to support the International Decade for Action: Water for Life, 2005-2015, implementing the UN-Water Decade Programme of Advocacy and Communications, and the UN-Water Decade Programme on Capacity Development.

The Water for Life Award Winners 2011-2015

This document features case studies of the winning projects, as well as interviews with key figures involved in their implementation and design.

Report available at:

http://www.un.org/waterforlifedecade/water_and_energy_2014/pdf/water_and_energy_2014_final_report.pdf

Civil Society Contribution to the Water Decade

The document shows the incredible range of activities undertaken during the Decade. With images, interviews and quotes from logo users, and a list of all the projects and initiatives that were approved for its use.

Publication available at

<http://www.pdf-archive.com/2015/08/11/water-for-life-interior-definitivo-completo-baja/>

A Ten Year Story

This publication explains what has changed and the lessons learned during the last ten years on Water Supply and Sanitation, Women Engagement, Integrated Water Resources Management and Water Cooperation and Global Actors and Processes. It includes testimonies of people who have benefited from the improvements

Women as Agents of Change in Water

Women for Water Partnership, in collaboration with UN-Women and UNW-DPAC. 2015

The publication provides examples of where women have contributed to the Water for Life decade. It also demonstrates which roles they and their organisations play, how women's meaningful participation can make a difference, and what the preconditions are to use effectively their added value in processes of water cooperation.

Publication available at:

<http://www.pdf-archive.com/2015/08/11/womenforwater-binnenwerk-27meia/>

Water Cooperation: views and progress

This document details the progress that has been made during the Decade, with the development UN Convention on the Law of the Non-Navigational Uses of International Watercourses (UN Watercourses Convention) and the UNECE Convention on the Protection and Use of Transboundary Watercourses and International Lakes during that period. There are details of lessons learned, progress and an extended look to the future of transboundary water agreements in an increasingly globalised planet.

Publication available at:

<http://inweh.unu.edu/wp-content/uploads/2015/09/Water-Cooperation-Views-on-Progress-and-the-Way-Forward.pdf>

Conference: International Decade for Action 'Water for Life' 2005-2015

Date: 27 October 2015

Place: Melbourne, Australia

Organiser: Instituto Cervantes

Instituto Cervantes in Australia in collaboration with Cátedra Instituto Cervantes (Instituto Cervantes Australia Academic Forum), the Consulate General of Spain in Melbourne, the University of Melbourne and the Spanish Researchers in Australia Pacific are organizing a Conference: International Decade for Action "Water for Life" 2005-2015. The purpose of this conference was to address the crucial importance of water at present, from the point of view of health as well as energy, social and cultural development. Spain and Australia share a high concern for water resources, water treatment and water management, the marine environment and the economic and social implications involved. Josefina Maestu, Director of UNW-DPAC, participated with a presentation.

International Decade for Action 'Water for Life' 2005-2015 – Spain-Australia Water Forum

Date: 29-31 October 2015

Place: Sydney Institute of Marine Science, Australia

Organiser: Instituto Cervantes

The "Australia - Spain Water Forum" is organised by the Cátedra Instituto Cervantes (Instituto Cervantes Australia Academic Forum), the Spanish Researchers in Australia Pacific with the sponsorship of Macquarie University, New South Wales Trade & Investment and the Spain-Australia Council Foundation.

The Forum addressed the crucial importance of water at present, from the point of view of health as well as energy, social and cultural development. Spain and Australia share a high concern for the protection, use and management of water resources and the Forum provided an opportunity for some of the most prestigious Spanish and Australian specialists to exchange information and share knowledge on these important issues. Josefina Maestu, Director of UNW-DPAC, participated with a presentation. More information available at: <http://srp-iaep.org/waterforum2015/index.html>

Legacy of the Decade for the implementation of the 2030 Sustainable Development Agenda

ASEM Seminar on Strengthening Concerted Actions on Water Management through Post – 2015 Agenda

Dong Khoi Place Convention Center, Ben Tre City, Vietnam
3-5 June 2015

The ASEM Seminar on Strengthening Concerted Actions on Water Management through Post – 2015 Agenda was an initiative of six members of ASEM (Bulgaria, Hungary, Rumania, Thailand, Laos and Viet Nam) which was approved in October 2014 during the 10th ASEM Summit in Milan, Italy. This Seminar provided a platform for ASEM members to validate best practices in water management and consolidate proposals for ASEM's Post-2015 Vision and stronger actions to achieve sustainable water for all. Josefina Maestu, Director UNW-DPAC, participated as guest speaker at the Plenary Session II: Lessons learned and practices in water management in Asia and Europe on 3 June. Date: 17-18 August 2015

The Global Water System Project (GWSP) and Future Earth: “Sustainable Development Goals: A water perspective”

Place: Bonn, Germany

Organisers: Global Water System Project

The Global Water System Project (GWSP) and Future Earth with the support of the German Federal Ministry of Education and Research (BMBF) organized the conference “Sustainable Development Goals: A water perspective”. This conference brought together available information, identify knowledge and action gaps, shared lessons on viable instruments and approaches, facilitate networks and created a platform for moving toward action on the SDGs with a perspective on water. The conference focused on the three “I”-s-Indicators, Interlinkages and Implementation. UNW-DPAC, participated as panelist on 17 August on the panel “Global Governance of Risks towards the Implementation of Water SDGs” convened by the University of Osnabruck. The programme is available at: <http://sdg2015.gwsp.org/391/#c1406>

Meeting of innovating and pioneering experiences of social participation in water management. Building a global network

Date: 15-18 September 2015

Place: Iguassu Falls, Brazil

Organisers: Itaipú Binacional –Programme Cultivating Good Water and Ecology and Development Foundation (ECODES) in collaboration with the United Nations Office to Support the International Decade for Action “Water for Life 2005-2015”(UNO-IDfA/UNW-DPAC)

Itaipú Binacional – Programme Cultivating Good Water and Ecology and Development Foundation (ECODES) in collaboration with the United Nations Office to Support the International Decade for Action “Water for Life 2005-2015”(UNO-IDfA/UNW-DPAC) organized a meeting to celebrate the 5 years of the UN-Water Best Practices Award “Water for Life” and a seminar to exchange experiences and knowledge. The celebrations and the seminar “Meeting of innovating and pioneering experiences of social participation in water management. Building a global network” served to exchange experiences and knowledge of key elements of social processes in water management to articulate a global network of innovative initiatives. Josefina Maestu, Director of UNW-DPAC, participated as speaker at the inauguration and with an analysis of social processes in water management. <http://www.cultivandoaguaboia.com.br/noticias/encontro-em-foz-cria-rede-mundial-de-boas-praticas-da-agua>

Catalysing Implementation and Achievement of the Water Related SDGs

New York, USA - 27 September 2015

Organisers: *Permanent Mission of Tajikistan to the UN, in cooperation with other delegations to the UN and the United Nations Development Programme*

This High-level Special Event "Catalysing Implementation and Achievement of the Water Related SDGs" in the format of a breakfast on 27 September 2015, from 7:30 a.m. to 9:00 a.m., was organized in the framework of the United Nations Sustainable Development Summit 2015. It aimed at mobilizing political will and further actions for the support of sustainable development of water resources as key to implementation of a new development agenda, which is going to be adopted at the Summit. Josefina Maestu, Director of UNW-DPAC, was the Rapporteur and prepared the final report.

Contributions to the OECD Water Governance Initiative

Date: *2-3 November 2015*

Place: *OECD Headquarters, Paris*

Organisers: *OECD*

The OECD Water Governance Initiative (WGI) is an international multi-stakeholder network of 120+ delegates from public, private and not-for-profit sectors gathering twice a year in a Policy Forum to share experience on reforms, projects, lessons and good practices in support of better governance in the water sector. Objectives of the 6th WGI Meeting were:

- Follow-up on the adoption of OECD Principles on Water Governance on 3-4 June 2015
- Contribute to the Global Agenda, in particular SDGs, World Water Forum and COP 21
- Peer-review analytical work on Water Governance in Cities
- Share knowledge on latest water governance research and developments
- Put water governance in practice through participatory modeling and simulation exercises

UNW-DPAC, contributed in the peer review of the final documents and during the discussions in the meeting.

Challenges and Initiatives for the Implementation of the Water-related SDGs in Water-scarce Countries: Learning from Mediterranean and Latin American Countries

New York, USA - 06 November 2015

Organizers: *Department of Economics and Social Affairs (Division of Sustainable Development and United Nations Office to Support the International Decade for Action “Water for Life 2005-2015”) supported by the Governments of Spain and Egypt, FAO, UNCCD and IAMZ-CIHEAM Mediterranean Agronomic Institute of Zaragoza*

In the framework of the 70th session of the Economic and Financial Committee (Second Committee), the Department of Economics and Social Affairs (Division of Sustainable Development and United Nations Office to Support the International Decade for Action “Water for Life 2005-2015”) supported by the Governments of Spain and Egypt, FAO, UNCCD and IAMZ-CIHEAM Mediterranean Agronomic Institute of Zaragoza organized a side event on 06 November that focused on the specific challenges, solutions and role of international cooperation to support capacity development for the implementation of water scarcity and drought-related goals and targets under the SDGs. Josefina Maestu, Director of UNW-DPAC, participated as moderator in the panel “Challenges and priorities for implementing the water-related SDGs in contexts of water scarcity”.

More information available at:

<http://www.un.org/en/ga/second/70/sideevents.shtml>

See video of the session:

<http://webtv.un.org/watch/second-committee-panel-discussion-on-challenges-and-initiatives-for-the-implementation-of-the-water-related-sustainable-development-goals-in-water-scarce-countries-learning-from-mediterranean-and-latin-american-countries/4600498444001>

Second UN Special Thematic Session on Water and Disasters

Place: *United Nations Headquarters, New York*

Date: *18 November 2015 from 9:30-17:50 hrs*

Organizers: *UN Secretary-General, the UN Secretary-Generals’ Special Envoy for Disaster Risk Reduction and Water and High-level Experts and Leaders Panel on Water and Disasters (HELP)*

During the past decade, climate and water-related disasters have not only struck more frequently, but have also been more severe. Water-related disasters must be addressed with firm determination and without delay to make sustainable development a reality. To advance this effort, the Special Thematic Session on Water and Disasters aimed to develop both messages and recommendations for major UN conferences, including the UNFCCC COP 21 “Paris 2015”

More information:

<http://www.wateranddisaster.org/second-un-special-thematic-session-on-water-and-disasters/>

Draft concept note including agenda:

http://www.wateranddisaster.org/cms310261/wp-content/uploads/2015/11/Draft-UN-Special-Session-Concept-Note_asof151105.pdf

(Nov./Dec. 2015), the Humanitarian Summit (May 2016), and Habitat III (October 2016). UNW-DPAC, supported preparations and participated in the Major Group Panel – “Multi-stakeholder Partnership for Water-related DRR” as moderator.

See flyer:

http://www.unwater.org/fileadmin/user_upload/unwater_new/docs/150910_WaterSanitation_flyer-web.pdf

Other activities related to strategic processes and dissemination of results in host country

- **7th UN Water Dialogue of Casa Solans: Water and Sanitation in Central America. Challenges for the implementation of the Post-2015 agenda**
6 March 2014
Zaragoza, Spain

The 7th UN Water Dialogue in Casa Solans provided an opportunity to present and discuss the recommendations of UN-Water for a Global Goal on Water and the specific challenges in Central America in reference to the implementation of the Human Right to Water and Sanitation. Participants from Guatemala, El Salvador, Honduras, Panama, Costa Rica and the Dominican Republic introduced the specific challenges and priorities for action in their countries. For many of them, legal recognition is a reality and represents a unique opportunity for a new wave of water policies. Participants emphasized the importance of participative processes for designing policies and actions and the importance of coherence and coordination, especially given the fact there are many actors, including NGOs, international donors and organizations and local and national actors. Some key activities emerged as priorities such as the need to support changes in national policies (beyond legislation alone) and citizens' awareness-raising of the implications the UN Resolution has on the Human Right to water and sanitation.

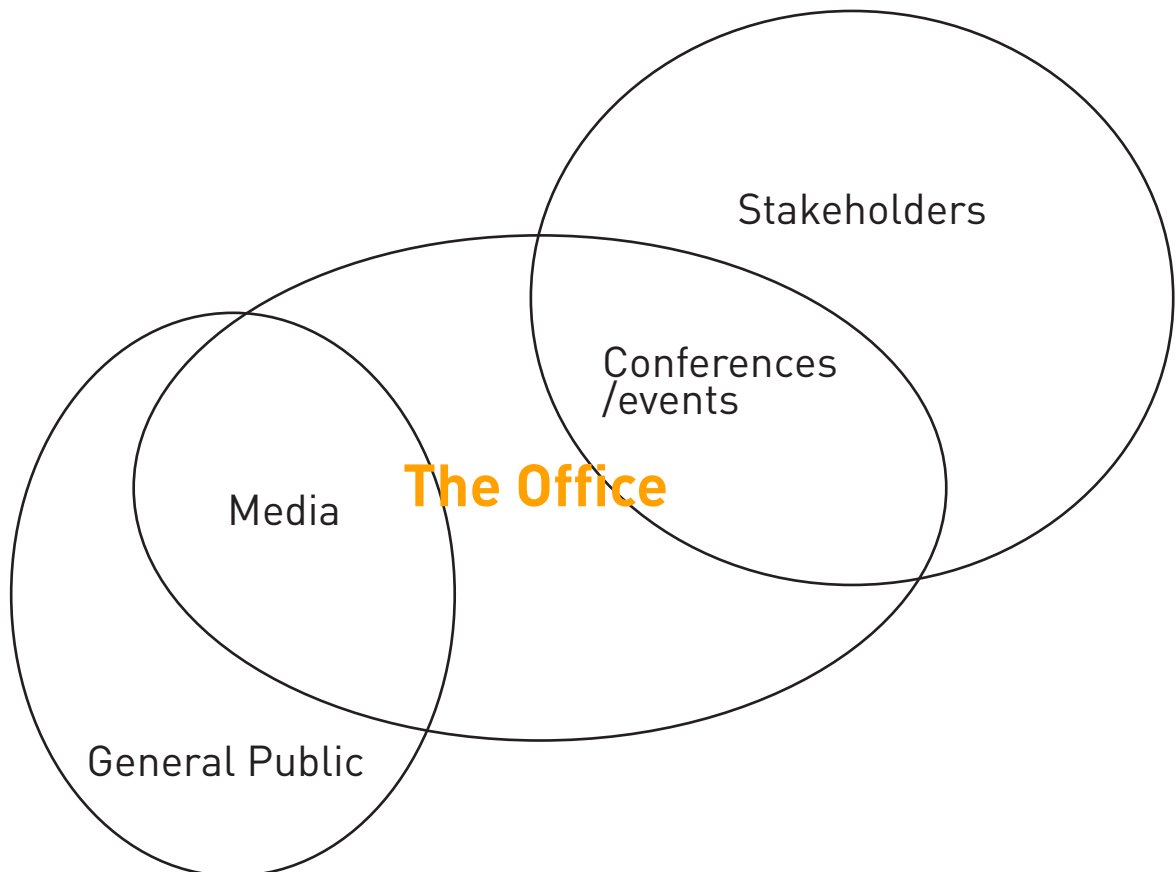
- **UNW-DPAC at the Spanish National Congress of Environment**
24-27 November 2014
Madrid, Spain

The 12th edition of the National Congress of Environment took place in Madrid from 24-27 November 2014, organised by the CONAMA Foundation. This congress represents the most important sustainable development event in Spain, bringing together nearly 10,000 participants from diverse professional sectors. Josefina Maestu, Director of UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC) participated in the following events: roundtable on Water Policy, discussing insights on Financing Water; roundtable on Water and Energy with a speech on global challenges and options; roundtable on Future Environmental Challenges, with a speech on Water on the Post 2015 Agenda; presentation at the VII Spatial Planning Congress/CONAMA on water and energy partnerships.

- **“United Nations: a Global Village”**
24 October 2015
Madrid, Spain

In the framework of the 70th anniversary of the United Nations, the agencies, funds and programs of the United Nations with presence in Spain organized a series of activities in Conde Duque Cultural Centre. Throughout the day, it was display an exhibition “United Nations, a Global Village” with stands and facilities showing the work of each agency. It is included activities for children. Also, from 18:30 to 20:00 hours, a seminar was organised with civil society and citizens to meet and hear from representatives of the main NGOs and social actors who support and collaborate with the United Nations in order to create a more sustainable future.

8. Key Stakeholders in 2014-2015



By developing and supporting independent journalist networks in the developing world, and maintaining an ever expanding library of knowledge created by world class experts, the Office ensures that its outreach activities always loop back to quality content. There is no point in engaging people and raising their awareness of water issues only for them to find themselves at a dead end just as they want to learn more. Likewise by organising conferences and events, world class experts share in a forum facilitated by the Office, where they can engage with stakeholders from other sectors to better coordinate and implement global water best practices.

8.1. Business and Professionals

Delivering a better future for all requires action by all. The private sector has a central role to play. As the world's main source of economic activity, business is at the heart of nearly all widespread improvements in living standards. Investment and business activity must be sustainable – delivering value not just financially, but also in social, environmental and ethical terms.

CEO Water Mandate meeting

Lima, Peru - 8 to 9 April 2014

The UN Global Compact's CEO Water Mandate was launched in 2007 to better understand and advance water stewardship in the private sector and has met every year in order to discuss key issues according to each focus area and identify common interest, garner feedback from key stakeholders and explore options for increased participation and engagement in initiatives. The 13th Working Conference of the CEO Water Mandate took place in Lima, Peru, from 8 to 9 April 2014. The summary report of the discussions and outcomes includes different aspects on Corporate Water Stewardship, Collective Action and the Post-2015 Agenda.. The meeting was attended by endorsing companies, UN and government agencies, civil society groups and a variety of other organizations. UNW-DPAC participated in the meeting with a presentation on the post 2015 agenda.

9th General Assembly Meeting of the World Council of Civil Engineers

Lisbon, Portugal - 21- 25 November 2014

The 9th General Assembly of the World Council of Civil Engineers (WCCE), a UN- Water partner, took place in Lisbon from 21- 25 November 2014, hosted by Ordem dos Engenheiros de Portugal. In this framework, Josefina Maestu, Director of UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC) participated through a Guest Conference on 'UN-Water Initiatives' to illustrate how UN-Water related organisations are working to improve access to water and sanitation in the world.

Business contribution to the implementation of the Sustainable Development Goals related to water

Zaragoza, Spain - 16 January 2015

Since the 2012 meeting, the business community has continued to engage with UN agencies towards refining how water-related **Sustainable Development Goals** might be advanced as well as to identify key mechanisms through which the business community can facilitate their implementation. These processes have affirmed businesses commitment to a stand-alone goal related to water and sanitation as well as focusing this goal around WASH, water security, quality, and governance.

As part of these discussions, the business community has affirmed that their existing and planned water stewardship practices help advance the implementation of these goals. Indeed, the core tenets and practices of stewardship align closely with the proposed water-related aspects of the Post-2015 agenda. Outcomes of this session included 4 overview papers on the Business contribution to the implementation of the water related SDGs (WASH, Water quality and ecosystems: IWRM and Risk Management) and about 16 contributions from different business representatives.

https://www.un.org/waterforlifedecade/waterandsustainabledevelopment2015/stakeholders_business.shtml

CEO Water Mandate Multi-Stakeholder Working Session: Corporate Water Stewardship in Support of a Water SDG - Word Water Week

26 August 2015

This session focused on the main implementation mechanisms identified for achieving the post-2015 Sustainable Development Goals (SDGs), including Goal 6 (SDG6) on water and sanitation, and sought to understand current and potential synergies with corporate water stewardship practices and strategies. In particular, the session explored how key implementation mechanisms such as finance, capacity development, technology, and institutional frameworks/governance are currently being pursued by businesses, and how they can better align with and help leverage public sector-led efforts. Josefina Maestu, Director at UNW-DPAC, participated in the discussion panel on the Water and Sanitation SDG.

Workshop on the Ruggie Principles and business on water and sanitation

Madrid, Spain - 3 April 2014

This meeting, organised by Engineering for Human Development (ONGAWA), at the Ministry of Foreign Affairs and Cooperation of Spain focused on the application of the Ruggie Principles for business, considering the Human Right to Water and Sanitation.

More information <http://www.ongawa.org/blog/empresa-y-derechos-humanos-aplicando-los-principios-ruggie-al-derecho-al-agua/>

8.2. General public and civil society

Since the United Nations Conference on Environment and Development (UNCED, 1992), there has been a call for the broadest public participation in poverty eradication and sustainable development. Civil society is increasingly seen as a key player in this process, complementing the work of state actors and intergovernmental organisations¹.

There is no unified definition of civil society, and different organizing principles are used in classifying non-state actors. We follow the classification of UNCED Agenda 212 which distinguishes nine Major Groups in society with common but differentiated responsibilities in implementing the water and sustainable development agenda: 1) Women, 2) Children and Youth, 3) Indigenous People and their Communities, 4) NGOs, 5) Local Authorities, 6) Workers and their Trade Unions, 7) Business and Industry, 8) the Scientific and Technological Community, and 9) Farmers. Agenda 21 includes concrete measures to strengthen these Major Groups so that they can form effective partnerships that make sustainable development a reality on the ground.

Civil society's contribution to the implementation of the Sustainable Development Goals related to water

Zaragoza, Spain - 16 January 2015

The Civil Society Sessions of the Annual UN-Water Zaragoza Conference had a specific sub-focus reflecting main water-related challenges, which civil society consider specially relevant to collaborate with local communities, countries and the international community including:

1. Water and Sanitation Services, Human Right to Water and Sanitation;
2. Water resources management, dealing with water scarcity and allocation;
3. Water quality, including wastewater treatment and reuse;
4. Extreme events, management of risks and climate change.

The sessions in the civil society-pillar of the 2015 UN Water Annual Conference shed light on how civil society can contribute most effectively and efficiently to bringing the post-2015 development agenda on water into action. The different sessions helped to outline – from a civil society perspective – the main challenges concerning the four selected means of implementation: technology, capacity building, governance (including institutions and legal frameworks), and financing.

The sessions proposed solutions for effectively overcoming the obstacles for accelerated implementation with due consideration of the roles of civil society actors. The sessions discussed civil society views about the role of other stakeholders. In order to enhance the integration of the outcomes of the conference into other international processes, and valorizing these outcomes, special attention went into bringing the results of the confer-

ence to the Citizen's Forum of the 7th World Water Forum.

https://www.un.org/waterforlifedecade/waterand-sustainabledevelopment2015/stakeholders_civil_society.shtml

Civil society engagement has been one of the key breakthroughs of the Decade. For the first time, leaders from, for example, women's groups from rural areas of developing countries shared the podium with UN leaders and top figures from business. There is no better way to emphasize the importance of bringing all stakeholders to the table than sitting around a table with them.

The Water for Life Voices Campaign

Date: All year 2015

Place: N/A

Organisers: UNW-DPAC

The Water for Life Voices campaign gathered the voices of experts, civil society, decision makers and the general public. These water stories, lessons learned, hopes for the future and more will be a testament to the work of the Decade #WaterForLifeVoices

The 'Water for Life' Decade has seen the recognition of the human right to water and sanitation and the achievement of the Millennium Development Goal target of halving the number of people without sustainable access to safe drinking water well in advance of the 2015 deadline. But what does this mean at ground level? Have these advancements improved people's daily lives? As the end of the 'Water for Life' Decade approaches, the Water for Life Voices Campaign will show how people's efforts have contributed to its success. <http://www.un.org/waterforlifedecade/waterforlifevoices.shtml>

The Water for Life Voices Exhibit

The outreach activities of the Office mirror the approach taken with the Water for Life Voices exhibition in New York. The question was how to frame a Decade's worth of best practices, case studies and learning into a photo exhibition with limited space in UNHQ. In order not to overwhelm the casual audience, each photograph was accompanied by a small text on the study and the geographical location. But in each case there was also a QR code which allowed those who were interested to 'go deeper', via a mobile device, and learn about thematic areas (eg. Water and Gender or Integrated Water Resources management) as it pertains to the case in question, or to see a more complete, technically orientated version of the case study, links to videos and audio and more.

This 'iceberg effect' is in keeping with the Office website and water library. Through its vast library of original, cutting edge content, the Office ensures that while initial engagement may be shallow (eg. Via social media), no audience with a developing interest is ever left with nowhere to go. The Office believes that outreach and communication in the sector should continue to focus on hooking interest (with images, infographics, interesting facts), and then on developing the interest and awareness of those who 'go deeper' by clicking links and asking questions.

Travelling Exhibit

The **Water for Life Voices Exhibit** successfully closed on 14 April 2015 in the UNHQ in New York. **The Opening of the Exhibit** took place on 30 March with the participation of Cristina Gallach the UN USG of the Department of Public Information, Blanca Jimenez, Secretary of UNESCO's IHP and the Ambassadors and Representatives of Spain, Korea and Tajikistan, among others. The digital exhibit has travelled in April to Daegu's World Water Forum where it was displayed at the Spanish Stand — **Full Exhibit**. There are plans for display at Madrid **UNWTO** and Valencia **UN Logistics base** and during the celebrations of the 70 Anniversary of the UN. In June, the full exhibition will be displayed in Dushanbe, Tajikistan, during the **High-Level International Conference** on the Implementation of the International Decade for Action "Water for life" 2005-2015 to be held in Dushanbe on 9-11 June 2015.

The Decade's Logo Users

To date at the end of the decade more than 26 civil society international organizations and 100 national initiatives have joined the Water for Life Decade's Logo Campaign and have been doing activities to promote the international water agenda. Only in 2014 and 2015; 26 organizations joined the campaign. The publication on the civil society contributions includes a summary of them.

Publication available at: <http://www.pdf-archive.com/2015/08/11/decade-s-logo-ok-baja/>

Other activities in host country

- **Talk with Albert Solé on the documentary film "The Dream of Water"**

Date: 15 May 2014

Place: Environmental Centre of the Ebro River Basin. Zaragoza, Spain

Organizer: Environmental Centre of the Ebro River Basin

On 15 May Albert Solé, director of the documentary film "The dream of water", gave an open discussion on his work, at the Environmental Centre of the Ebro River in Zaragoza, Spain. The Director explained how the film was created, shot and the central ideas it aimed to communicate. 'The dream of water' is a documentary film produced by UNESCO and Expo Zaragoza 2008, narrated by children from different regions of the world it demonstrates the water-related problems they deal with every day. In Benin, West Africa Crepin explains how pollution is reducing its lake's fishing. In the Netherlands, Muriel tells us how they have to evacuate her home to reinforce the dike that protects them from the sea. Nandini, in Mumbai, tells us about his daily odyssey to provide water for his family. In the Gaza Strip, Isam and Anath explain how the distribution of drinking water adds tension to one of the most unstable parts of the world meanwhile in the Atacama desert, Julio shows us how they have decided to fight the drought with imagination.

— Access the documentary

- **Presentation of the Documentary: Water: our life, our future**

Date: 11 November 2014 at 19.00 hrs.

Place: Madrid, Auditorium of the National Museum of Natural Sciences

Organisers: United Nations Office to Support the International Decade for Action "Water for Life 2005-2015", in collaboration with Society of Friends of the National Natural Science Museum, the National Museum of Natural Sciences (MNCN).

The Municipality of eThekweni, Durban, South Africa, won the category 2 'Best participatory, communication, awareness-raising and education practice' 1st edition of 'Water for Life' UN-Water Best Practices Award with the initiative 'A Participatory and Learning Based Approach to Raising Awareness on Water and Sanitation'. This video presents the different components of the initiative and explains what worked and what didn't when trying to improve access to clean water and sanitation in the municipality. The video was presented by Amalia Navarro, Coordinator, Communications and Partnerships, Europe and Latin America, United Nations Millennium Campaign.

- **Presentation of the Documentary: Bringing the las Piñas-Zapote River in The Philippines back to life**

Date: 13 November 2014 at 19.00 hrs.

Place: Madrid, Auditorium of the National Museum of Natural Sciences

Organisers: United Nations Office to Support the International Decade for Action "Water for Life 2005-2015", in collaboration with Society of Friends of the National Natural Science Museum, the National Museum of Natural Sciences (MNCN).

The 'Las Piñas-Zapote River System Rehabilitation Program' in The Philippines, won the category 1 'Best water management practices' 1st edition of 'Water for Life' UN-Water Best Practices Award. This video introduces the initiative which, implemented by the Villar Foundation, has succeeded in bringing Las Piñas-Zapote River and its tributaries back to life, allowing wealth generation from waste that once polluted the river and creating work and housing for a population that used to live in shacks. The video was presented by Josefina Maestu, Director of UNW-DPAC.

- **Smart Aquae Campus and Aquae Campus Event**

5-6 June 2014

Islands, Spain

In the framework of World Environment Day, Aquae Foundation has launched a digital platform: The Smart Aquae Campus. With this platform, Aquae Foundation promotes two major initiatives to raise public awareness on how we care for the Earth and our responsibility for change: the "Aquae Innova Award" and contest on innovation "Tree of Life". As World Environment Day is dedicated to Small Island Developing States (SIDS), on 5 and 6 June the Encounter Aquae Campus Event was held on the Canary Islands. With these two initiatives, Aquae Foundation intended to create a meeting place where people, groups and institutions can get together to share their vision of the world and their views and proposals to care for the planet and its sustainable development. Josefina Maestu, Director UNW-DPAC, participated on 6 June in the presentation of Innova Aquae award and the Tree of Life initiatives received.

— More information on the Smart Aquae Campus

- **Lectures series "Knowledge and Values" and Summer course "Water as an economic resource"**

31 July-1 August 2014

Santander, Spain

The Menendez Pelayo International University organized a series of lectures on the issue "Knowledge and Values". Josefina Maestu, Director of the UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC), participated in these lectures on 31 July at 19:00h with a presentation on "Water cooperation in the world". Within the program of the 2014 summer courses, UNW-DPAC also participated in the course "Water as an economic resource" with a presentation on "Value and water allocation formulas" on 1 August at 11:00h and in the roundtable debate at 12:30h.

— More information

- **Conference on Cooperation for innovation in the Rural Development Programme: irrigated agriculture**

Date: 29 June 2015

Place: CITA, Avda Montanyana 930, Zaragoza

Organisers: Center for Research and Food Technology (CITA) and the Ebro Water Partnership

The Research Group for Irrigation, Agriculture and Environment (CSIC-CITA) of the Aula Dei campus in Zaragoza organized the "Conference on Cooperation for innovation in the Rural Development Programme: irrigated agriculture" with the collaboration of the Ebro Water Partnership. This conference aimed to establish the needs and challenges that arise in relation to improved water management, irrigation and innovation in both rural development programs and the second cycle of hydrological planning. Josefina Maestu, Director of UNW-DPAC, participated in this event with a keynote presentation on "Innovation in the framework of Sustainable Development Goals".

- **XXVIII Meeting of UNESCO Associated Schools Network in Spain: The Strait, crossroads of civilizations**

Date: 5-8 July 2015

Place: La Línea de la Concepción (Cádiz) Andalucía, Spain

Organisers: UNESCO Associated Schools Network in Spain

UNESCO Associated Schools Network in Spain organizes the XXVIII Meeting of UNESCO Associated Schools Network in Spain: The Strait, crossroads of civilizations. The aim of the meeting was to focus on the International Year for the Rapprochement of Cultures (2013-2022), one of the areas of work of the UNESCO associated schools plan considered of great interest to face the current challenges in a global world. In the framework of the 70th anniversary of the United Nations, Josefina Maestu, Director of UNW-DPAC, participated on 7 July with a presentation on "The organization of the United Nations system".

- **Towards fair water for men, rivers, towns and villages**

Place: Auditorium of the E.T.S. Agricultural Engineering (Avenida de Madrid, 57 34004 Palencia)

Dates: 5,12,19 & 26 November and 3 & 4 December 2015

Organizers: Buendia Center, University of Valladolid

Buendia Center of University of Valladolid organized the course "Towards fair water for men, rivers, cities and towns" with the aim to reflect about water in its various forms and places : in the city, in industry, in agriculture, in nature, in the near and distant countries, and in politics. The course was divided into five thematic units. Each unit is held every Thursday evening and ends with a panel discussion with all speakers involved. Josefina Maestu, director of UNW-DPAC, participated in a roundtable on 3 December with the theme "Access to water as an essential element for development."

Flyer: <http://www.buendia.uva.es/Ficheros/0/Documentos/dapticodef-agua-justa-palencia.pdf>

More information: <http://www.buendia.uva.es/hacia-un-agua-justa-para-hombres-rios-ciudades-y-pueblos>

8.3. Media

Both traditional and digital media, and journalists, provide a perfect platform to communicate water and sanitation messages to a wide and varied audience. In 2014 and 2015 The Office focussed on a stronger level of media interaction and advocacy.

A key aspect of the Decade's engagement with journalists was to encourage and support independently managed journalist networks in the developing world. By supporting their work by facilitating interviews, giving them ideas of trends (in media or water), keeping them up to date with UN events (such as World Water Day), supporting them with editorial contacts and opportunities, and not least facilitating funding for them to travel to conferences and workshops, the Office aims to get water and sanitation more into the public domain in a format and style that will be read, understood and acted upon far beyond the scope of people who might visit UN websites.

More information on media programme:

http://www.un.org/waterforlifedecade/media_programme.shtml

Journalist workshop at World Water Day 2014 on "Water and Energy"

Tokyo, Japan - 20-22 March 2014

This workshop, organized on the occasion of World Water Day, gathered 25 journalists from 11 different Asian countries, including Bangladesh, Cambodia, China, India, Korea, Pakistan, The Philippines, Sri Lanka, Thailand, Uzbekistan and Vietnam. Journalists expected to share their reporting experiences with other colleagues and learn from each other. Issues such as hydropower, the water-energy nexus and accessing accurate sources of information were part of their learning expectancies.

The workshop, which included a visit to the city of Kumamoto on the 23rd March for some selected journalist, was organized around a training and panel session on the 21st and a series of editorial sessions on the 22nd. During the training and panel sessions, journalists were especially concerned with the disconnection between both sectors (water and energy) and its consequences, the monetization of water services, the dams debate, water trading, appropriate technologies and pitches for convincing governments.

After the workshop, journalists evaluated the activities ranking high the selection of experts participating; the working group sessions, which allowed them to share their views and argue on what to report on as well as experiencing cross-cultural and cross-country interactions; the opportunities provided for interviewing high-profile experts and the documents and information provided. As a result of the workshop, the participating journalists have created a collaborative network where they will continue exchanging their experiences and ideas for continuing reporting on water and energy issues.

Media contribution to the implementation of the Sustainable Development Goals related to water

Zaragoza, Spain - 16 January 2015

Sustainable water management is a sociopolitical issue – and the media can play an important role. They convey information and knowledge, which contribute to educating and sensitizing the general public. But they can also serve as watchdogs by bringing attention to problems and holding those responsible accountable.

The media have an important role in taking the voices of people and civil society to governments. The role of the media may be to raise the volume - shock and inspire, educate and inform. Make politicians and water planners more in touch with ordinary people; those who face the daily challenges.

The role of the media and communicators as information multipliers is paramount to public advocacy and awareness-raising.

During the Zaragoza Conference Media session

Interacting with and debating media professionals is necessary in order to understand their information needs and gaps and also to promote a critical dialogue on the role of the media with different types of stakeholders, thus ensuring balanced coverage of water and sanitation issues.

Journalist participation: Ten funded participant journalists were invited to take part in the conference, along with two journalists who self-funded. These journalists were active participants in the Media and Communicators session. As all were coming in from distant places, the Office made efforts to establish with each journalist i/ Specialisms ii/ Briefed them on key participants as they were relevant to these specialisms. This enabled the journalists to 'hit the ground running', as the Office had already preintroduced or established interview times for each of them. Each journalist also became something like their own 'national hub' for news on the conference, with live radio, recorded radio and TV being produced by them on site, in addition to news wire stories, features and other pieces. The full scope of these is still ongoing.

Media and Communicators Session: Following a presentation from one of the architects of the SDGs, Joakim Harlin, journalists saw a series of presentations on various aspects of communication in Asia and Africa. These led to a series of roundtable discussions on barriers and solutions to these. The afternoon session began with an overview of water campaigns within the UN and beyond. Then a series of presentations on UN campaigns in more specific detail, and some from beyond the UN system. Again, this led to a series of roundtable discussions about the effectiveness and targeting of these campaigns, how they could be improved, and how media communicators to engage advertising professionals to produce pro-bono work. Presentations by: Joakim Harlin (UNDP); Daniella Bostrom (UN-Water); Christina Samson (Open Defecation); Kristine Bender (WATERisLIFE); Fredrick Mugira (African Journalists Network); Celine HerveBazin (author: Water Communication); Divine Ntiokam (CSAYN); Gareth George (UNW-DPAC).

Discussion session on 'The post-2015 agenda on water and sustainable development'

Date: 16 January 2015

Place: TRYP Hotel, Zaragoza, Spain

Debate session on 'Water and Sustainable Development in the media: Where do we stand?'

Date: 16 January 2015

Place: TRYP Hotel, Zaragoza, Spain

Debate session on 'Tools and sources for reporting on water and sustainable development'

Date: 16 January 2015

Place: TRYP Hotel, Zaragoza, Spain

Discussion session on 'Water communication campaigns and lessons learned'

Date: 16 January 2015

Place: TRYP Hotel, Zaragoza, Spain

Session Report:

http://www.un.org/waterforlifedecade/waterandsustainabledevelopment2015/pdf/sesiones/MEDIA_Communication_Session_Report_revised.pdf

Information materials for journalists

The media need to identify relevant and reliable information to report on water and sanitation issues. The Office supports the accessibility of reliable information on water and sanitation and ensures improved reporting on water issues by providing communication channels through a variety of UN publications and media sources which include:

- The Decade's Weekly http://www.un.org/waterforlifedecade/decade_weekly.shtml
- A summary of UN water related news and events
- A UN Documentation Centre on Water and Sanitation <http://www.unwaterlibrary.org>
- Water for Life Voices campaign <http://www.waterforlifevoices.org/>
- Water for Life Voices exhibition (online version) <http://www.un.org/waterforlifedecade/waterforlifevoices/fullexhibition.shtml>
- Photo gallery from events of the Office and from the field <https://www.flickr.com/photos/126315907@N02/>

The Office also produces a series of information briefs intended to introduce the media to thematic issues and to provide them with reliable information resources. The media briefs often provide statistics in support of research, questions to encourage debate and discussion and a summary of the key issues surrounding the topic.

Press box: For the first time, we provided journalists with a press box, meaning that once that had received the link contained in the email press release, they had a constantly updating source of information on the conference. The initial press box contained: A selection of free to use images; Two Press releases; Banner images for promoting the conference online; The latest agenda; Some historical/practical details about Casa Solans (location of the Office) and ETOPIA (the conference venue). Later updates brought journalists more photographs, key quotes and happenings at the Conference and the latest Conference Dailies.

Support to media networks

Key to efforts in 2015 have been empowering journalists to write in their own media – Recently journalists have been encouraged to engage with UN days and events, which has allowed us to reshare their stories and broaden their audience. In recent weeks the Office has helped journalists' networks to collaborate with other networks such as the Guardian Development Blog <http://www.theguardian.com/global-development> to further facilitate this.

The Office has also been active in aiding journalists trying to produce stories, by facilitating interviews, suggesting saleable angles for stories and providing support and background materials and images as appropriate.

Media Networks

Africa Media Network: <https://washjournalists.wordpress.com/>

Latin-American Media Network: <http://practicalaction.org/>

Asia Media Network: <https://www.facebook.com/groups/WaterJournalistsAsia/>

Office Network – Water Journalist Hub:

<https://groups.google.com/forum/?hl=en#!forum/water-decade-journalism-hub>

Climate Smart Youth network Africa:

<https://groups.google.com/forum/?hl=en#!forum/csayn-exec>

Other media activities in host country

International Conference. Journalism in crisis, emergencies and disasters

Date: 17-19 June 2015

Place: Auditorium of the Campus Madrid Puerta de Toledo, Universidad Carlos III, Madrid

Organiser: Indagando TV and Universidad Carlos III de Madrid

The International Conference. Journalism in crisis, emergencies and disasters was organized by Indagando TV and Universidad Carlos III with the aim to analyze the role of communication and journalism in health crises and update knowledge for effective news coverage in such situations. Josefina Maestu, Director of UNW-DPAC, participated on 17 June in the debate: "What is the response to a disaster? Different models".

Documentary on las Piñas-Zapote River in Ecozine Festival

Date: 19 May 2014 Time: 19:30

Place: Paraninfo building, University of Zaragoza, Spain

The documentary 'Bringing the las Piñas-Zapote River in The Philippines back to life' was aired at the Ecozine film festival which takes place from 15 to 22 May 2014 in Zaragoza, Spain. The 'Las Piñas-Zapote River System Rehabilitation Program' in The Philippines, won the category 1 'Best water management practices' 1st edition of 'Water for Life' UN-Water Best Practices Award. This documentary introduces the initiative which, implemented by the Villar Foundation, has succeeded in bringing Las Piñas-Zapote River and its tributaries back to life, allowing wealth generation from waste that once polluted the river and creating work and housing for a population that used to live in shacks. The projection took place at Sala Pilar Sinués in the Paraninfo building at the University of Zaragoza, Spain, under the "Water films" section.

- Ecozine Festival programme
- Documentary "Bringing the las Piñas-Zapote River in The Philippines back to life"

9. Products

9.1. UN Documentation Centre on Water and Sanitation

Strengthening implementation capacities of stakeholders at all levels towards achieving the time-bound goals, targets and actions agreed by the international community in the water and sanitation fields requires easy access to high-quality, understandable, reliable, relevant and timely information and knowledge at different levels.

A tremendous amount of valuable water and sanitation related information is generated every year by different agencies, programmes and initiatives of the UN-system. Unfortunately this information is widely dispersed, making it difficult for stakeholders to understand where to find what they need and access relevant information in time to make informed decisions. Often, stakeholders are not familiar with the mandate of each agency, its main areas of competence and specific focus.

The UN Documentation Centre on Water and Sanitation (UNDCWS) acts as a clearinghouse for UN information for different target audiences, including the general public, on water and sanitation-related information materials produced by the UN system (programmes, agencies, etc.). The specific objectives of UNDCWS are:

- To increase dissemination, improve visibility and facilitate the searching of UN information materials on water and sanitation;
- To increase and facilitate online and off-line access to UN information materials on water and sanitation;
- To support capacity-building activities of UN-Water members and at country level;
- To support UN-Water members in the production of new reports and information materials;
- To improve UN information practices on water and sanitation.

In order to achieve these objectives, the UNDCWS project builds on three main components:

- 01** A network of twin libraries and documentation centres;
- 02** An online repository;
- 03** A UN information working group.

The online module of UNDCWS was launched on 24 October 2012 on the occasion of UN Day and the World Development Information Day. The online repository has been developed by The Office with the support of the Municipality of Zaragoza in Spain, and is available in English <http://www.unwaterlibrary.org> and in Spanish <http://www.bibliotecaonagua.org> but

publications are accessible in different languages when available (including the six official UN languages: Arabic, Chinese, English, French, Russian and Spanish).

The online UNDCWS currently provides access to the most recent publications but the repository is growing every day with publications from all UN agencies, programmes and initiatives.

The Documentation Centre helps different target audiences include for example: the media – for searching for useful information to report on water and sanitation, for those searching for valuable resources for their research, for students looking to increase their knowledge-base and for policy and decision makers searching for relevant and timely information to make informed decisions.

Publications are searchable by keyword using a search engine or by category. Categories can be combined to refine search results. Currently, the documentation centre provides the following search categories:

- By theme. The list of themes is based on different UN thesauri and classification systems and regularly updated to respond to new priorities (e.g. Post-2015 agenda);
- By region. Search can be restricted to a specific region;
- By country. Search can be restricted to a specific country;
- By basin. Search can be restricted to a specific basin (e.g. river, aquifer, lake, etc.). The documentation centre has established a standard code-system for basins which aims to serve as a reference for other organisations working with information on basins;
- By UN agency/programme;
- By purpose. This allows easy identification of materials for training, advocacy, education, etc.
- By target audience. Specific target audiences can identify products targeted to their needs (e.g. media, educators, policy-makers, water managers, local governments, trainers, health professionals, etc.);
- By type of resource. Allows identification of specific types of information resources (e.g. atlas, case study, convention, fact sheet, good practices, indicators, etc.);
- By language. The system is currently accessible in English and Spanish (all publications are described in both languages) but publications are registered in all languages available (PDFs are accessible in all languages available for a single publication);
- By date. Search can be restricted to a specific year and/or month.

An RSS feed allows the latest publications to be displayed on different websites. The RSS feed can be adapted to different needs and users (e.g. displaying the latest publications from a specific UN agency or programme).

Since its launch the online repository has been visited by 40,573 unique visitors and 137,829 page views have been registered as of 16 November 2015.

9.2. “Water for Life” UN-Water Best Practices Award

The purpose of the ‘Water for Life’ Award is to promote efforts to fulfil international commitments made on water and water-related issues by 2015 through recognition of outstanding best practices that can ensure the long-term sustainable management of water resources and contribute to achieving internationally agreed goals and targets from the Millennium Development Goals (MDGs), Agenda 21 and the Johannesburg Plan of Implementation.

The prize is awarded annually in two categories: ‘Best Water Management Practices’ and ‘Best Participatory, Communication, Awareness-raising and Education Practices’. Every year, special emphasis is being put on the theme selected for the next World Water Day.

2014 and 2015 saw the 4th and 5th editions of the Award.

Additional information on 2014 and 2015 award winners at:

<http://www.un.org/waterforlifedecade/winners2014.shtml>

<http://www.un.org/waterforlifedecade/winners2015.shtml>

The 2015 edition focused on water for sustainable development and was

awarded to the project Cultivando Agua Boa (Category 1), while ‘Social arts for community mobilization and safe water access – ONE DROP Project India’ and ‘DWS/WESSA Eco-Schools Project, South Africa’ shared the award for Category 2.

The 2014 edition focused on water and energy and was awarded to the project ‘IWMI-Tata Water Policy Programme, India’ (Category 1) and to the project ‘NEWater Programme, Singapore’ (Category 2).

9.3. Documentary films and videos

• Water for Life Award Videos

'Water for Life Voices' @ the NASDAQ Tower Times Square, New York

The Office produced a video to celebrate the Water for Life Award winners 2015 and to launch the Water for Life Voices Exhibition.

Water for Life Award Presentation Videos 2014 and 2015

The Office has produced videos to unveil the award winners for the official prize-giving events in Tokyo and New York, respectively, in 2014 and 2015.

2015 video: <https://www.youtube.com/watch?v=KWXFMN0dm6w> and <http://webtv.un.org/search/water-for-life-photo-stories-displayed-at-un-headquarters/4144755660001?term=2015-03-31>

2014 video: <https://www.youtube.com/watch?v=KWXFMN0dm6w>

• Video interviews

The series of video interviews includes interviews with conference participants and presenters at the Office and UN-Water events.

List of video interviews

2014

Interview Mr. Saïd Chadli https://www.youtube.com/watch?v=mYKomsR9n00&list=PL-GvpSAto6vryS4_ndSlYZeG2CA9fqr-e&index=1

Interview Mr. Igor Volodin https://www.youtube.com/watch?v=46gvVUYyW88&list=PL-GvpSAto6vryS4_ndSlYZeG2CA9fqr-e&index=2

Interview Ms. Barbara Anton https://www.youtube.com/watch?v=DrgAkH42P_U&list=PL-GvpSAto6vryS4_ndSlYZeG2CA9fqr-e&index=4

Interview Ms. Anna Delgado

https://www.youtube.com/watch?v=0TOSpn0ssC4&index=5&list=PL-GvpSAto6vryS4_ndSlYZeG2CA9fqr-e

2015

Interview Mr. Gavin Power of UN Global Compact talks about the CEO Water Mandate https://www.youtube.com/watch?v=9i0gtM8Kl_c&index=2&list=PL-GvpSAto6vqSmbGhT-DqQl20aUA-oEW56

Interview Mr. Leo Heller, special Rapporteur on the human right to safe drinking water and sanitation

<https://www.youtube.com/watch?v=IJQ3qo2vac4&index=3&list=PL-GvpSAto6vqSmbGhT-DqQl20aUA-oEW56>

Interview Mr. Pablo Lloret, FONAG Ecuador

<https://www.youtube.com/watch?v=v9GvfL6DHDE&index=4&list=PL-GvpSAto6vqSmbGhT-DqQL20aUA-oEW56>

Interview Mr. Pedro Domaniczky, Director of Coordination, Itaipu Binacional, Paraguay

<https://www.youtube.com/watch?v=D7Hu59OnPil&index=5&list=PL-GvpSAto6vqSmbGhT-DqQL20aUA-oEW56>

Interview Mr. Franz Rojas, Expert, Bolivia

<https://www.youtube.com/watch?v=nkaTnpDgxJc&index=6&list=PL-GvpSAto6vqSmbGhT-DqQL20aUA-oEW56>

Interview Ms. Denise Soares, Instituto Mexicano de Tecnología del Agua (IMTA), Mexico

<https://www.youtube.com/watch?v=8DFehd0Y3Ls&index=7&list=PL-GvpSAto6vqSmbGhT-DqQL20aUA-oEW56>

Interview Ms. Ursula Schaefer-Preuss on the Global Water Partnership

<https://www.youtube.com/watch?v=yh6udkWXqK4&index=8&list=PL-GvpSAto6vqSmbGhTDqQL20aUA-oEW56>

Interview Ms. Ruth Mathews on the Water Footprint Network

<https://www.youtube.com/watch?v=wsYMyVWkZuc&index=9&list=PL-GvpSAto6vqSmbGhTDqQL20aUA-oEW56>

Interview Ms. Khin NiNi Thein on the National Water Resources Committee, Myanmar

<https://www.youtube.com/watch?v=TRGAMYSsJzc&index=10&list=PL-GvpSAto6vqSmbGhTDqQL20aUA-oEW56>

• UN-Water Conference session videos

The series of videos from the UN-Water Zaragoza conferences present discussions and debates from UN-Water conferences, dialogue and interview sessions organized at international events.

January 2014: International Annual UN-Water Conference, Partnerships for improving water and energy access, efficiency and sustainability.

http://www.un.org/waterforlifedecade/water_and_energy_2014/index.shtml

January 2015: International Annual UN-Water Zaragoza Conference, Sustainable Development: From Vision to Action

http://www.un.org/waterforlifedecade/waterandsustainabledevelopment2015/recording_session

• Video on the Water Decade

Summary video of the Water Decade achievements, and contributions.

<http://www.un.org/waterforlifedecade/index.shtml>

9.4. Water for Life Decade's website

The Office is responsible for managing the 'Water for Life' Decade's website with support from the UN Department of Public Information in New York.

In May 2012, a newly designed interface was launched. The new interface pays special attention to the user's navigation experience as well as to accessibility, usability and cross-platform compatibility issues.

The Decade's website has become a place to track the Decade's progress but also for people to get involved and learn what is happening around the world. The Decade's website is also a hub for water and sanitation related information generated by UN agencies and programmes and more specifically those of the Decade Programmes. Updates of the News and Events of UN-Water members have been included up to 31 of March 2015. Updates of news and events on the Office's activities have continued to December 31 2015.

• New sections

During the 2014--2015 period, a number of new sections have been created, including the following:

The Water for Life Voices website

Gathering the voices of business, civil society, experts, academics, UN figures and the general public, the website puts into words the progress of the Decade, and lays out thoughts on progress. Add your own voice to the growing tide! And watch out for several special edition Decade for Action: Action Heroes!

<http://www.waterforlifevoices.org/>

A section on **the Water for Life Voices campaign** which features the voices of experts, civil society, business and voices from the field. It also features access to all the full case studies which were included in the Water for Life Voices Exhibition in New York.

<http://www.un.org/waterforlifedecade/waterforlifevoices.shtml>

A section called "**Toolbox**" which gathers best practices from implementation from a sustainable development perspective.

Link: <http://watersdgttoolbox.org/>

A section called "**Platform of Best Practices**" with cases selected through the UN-water Zaragoza Conferences and the UN-Water Best Practices Award.

Link: <http://www.unwaterbestpractices.org/>

The **Decade's Programme** section has been expanded and contains new sections on activities and products from the programme.

Link: <http://www.un.org/waterforlifedecade/unwdpac.shtml>

International Conferences 2014 and 2015 sections added. A dedicated section for the International Annual UN-Water Zaragoza Conferences in 2014 and 2015 themed Water and Energy and Water and Sustainable Development which took place in Zaragoza, Spain, in January 2014 and January 2015 respectively, provides access to all sessions, cases and resources on water and energy and water and sustainable development for and from the conference.

Available at: http://www.un.org/waterforlifedecade/water_and_energy_2014/index.shtml

and

<http://www.un.org/waterforlifedecade/waterandsustainabledevelopment2015/index.shtml>

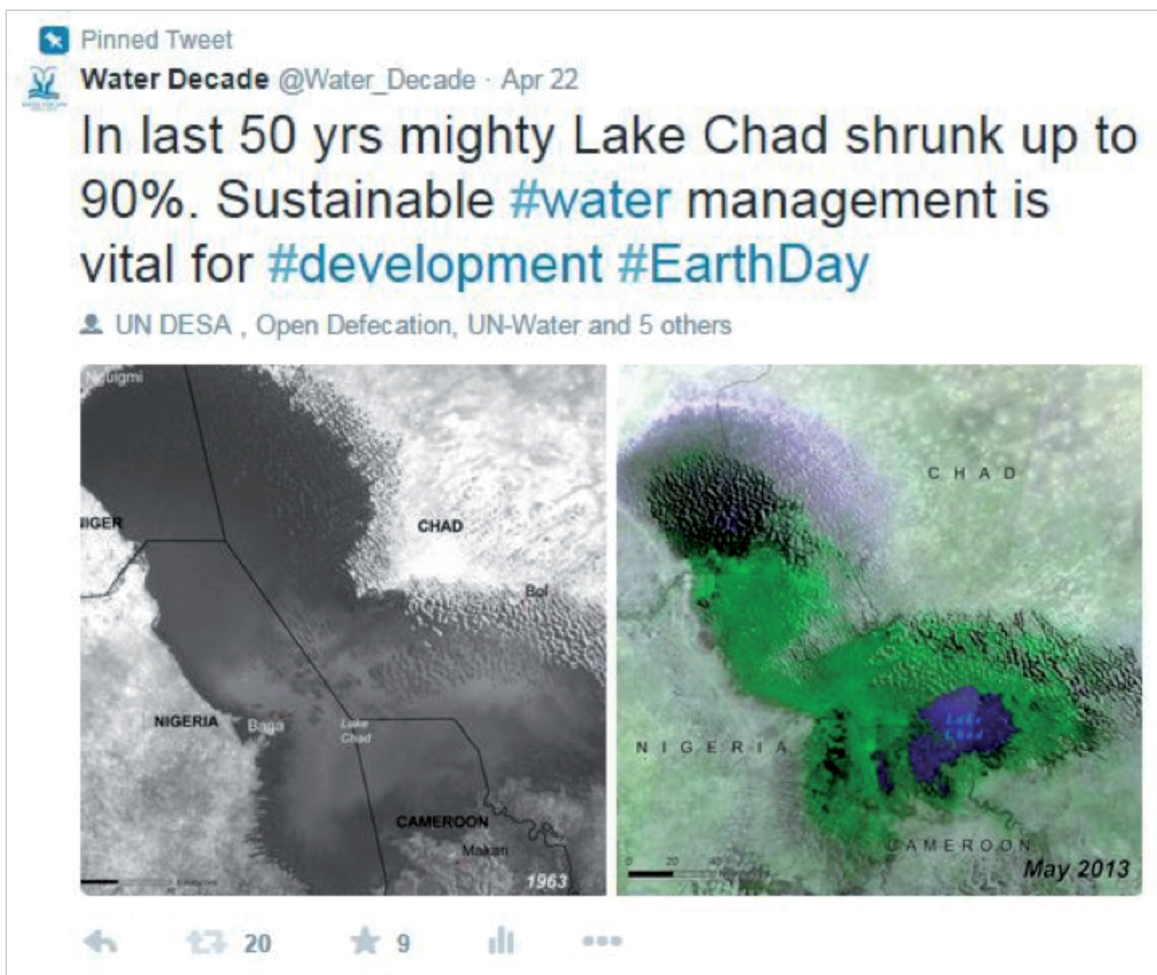
• Trends on Decade's website

Date	Unique visitor	Visits	Page views
16-Nov-14	51,620	63,055	145,555
16-Nov-15	69,925	82,536	172,464
Total:	121,545	145,591	318,019

9.5. Social media

Social media is vital for engagement in a world where up to 60% of adults in the developed world today spend all their working hours connected to the Internet. But it is important to avoid shallow engagement. There is little point in followers retweeting trite water messages that lack content and fail to expand their knowledge or awareness of the real issues. The Office aims to use social media as a portal to rich content. The Office believes it is more important to spark the interest and begin an engaged dialogue with one curious person than to see an empty water message reshared 1,000 times.

We have found that in practice the aspects shown in the example below represent a good way to engage:



Notable features: Hashtags (#) used to highlight common search terms – to drive more impressions.

An interesting, surprising but easily digestible fact, supported by an image.

Tagging the photograph with our partners, such as UN-Water, so that they will be notified and can reshare as necessary.

Engagement with events (in this case Earth Day) to drive engagement and position the Office as an active participant in global issues.

Click-through – interested parties could click through the photograph image to see a full case study on the Office website. Hopefully, this is just the front door to more people discovering all the important content on the Decade website.

This tweet saw these interactions:

Tweet Activity

In last 50 yrs mighty Lake Chad shrunk up to 90%. Sustainable #water management is vital for #development #EarthDay pic.twitter.com/byGs63aoG7

Impressions	4,775
number of times users saw the Tweet on Twitter	
Engagements	148
number of times users interacted with the Tweet	
View details	

Of those 148 engagements (meaning someone read the tweet and then engaged further):

Impressions	4,775
Number of times users saw the Tweet on Twitter	
Embedded media clicks	64
Clicks to view a photo or video in the Tweet	
Permalink clicks	23
Clicks on the Tweet permalink (desktop only)	

This highlights the fact that well-planned, sensibly executed social media can be a key driver for traffic to the website. It can be a gateway into what is a technical, and somewhat dry area.

During the Zaragoza conference 2015 we were able to track all engagement and deliver materials digitally to attendees' media devices each day. In theory, today, the Office could manage conferences entirely paper-free which would save on precious resources and budgets. Collecting data on interactions also allows us to see what engagements are most interesting, most read, most interacted with and more. All this data will help to improve engagements in the future.

The Office maintains several social media channels, in order to communicate with different audiences. These include:

• Twitter

[@Water_Decade](#)

Keeping followers up to date with the latest news on the Water Decade, it has risen from 1,211 followers in January 2012 to 5,569 in November 2014 and to 6,745 in November 2015.

[@undcws](#)

Functioning as a publication alert service by keeping followers informed on the latest publications on water and sanitation from UN agencies it has seen a rise from 739 followers in January 2012 to 4,968 in November 2014 and to 5,321 in November 2015

[@wateremergency](#)

Serves to keep followers aware of the latest water and sanitation related emergencies and relief actions reported by the UN, has risen from 299 followers in January 2012 to 1275 in November 2014 and to 1,390 in November 2015.

[@unwaterdpac](#)

Provides followers with updates on The Office activities and has risen from 241 followers in January 2012 to 674 in November 2014 and to 751 in November 2015.

[@unwatervideos](#)

Provides followers with the latest water and sanitation videos produced by United Nations agencies and has risen from 97 followers in January 2012 to 386 in November 2014 and to 434 in November 2015.

[@Decadadelagua](#)

Providing the Spanish language version of and has risen from 26 followers in June 2012 to 1,842 in November 2014 and to 2,243 in November 2015.

Total followers as of November 2014: 14,714

Total followers as of November 2015: 16,884

• Facebook

The UN-Water 'Water for Life' Best Practices Award Facebook account provides information on the latest news about the award (candidates, winners, jury and TAC, composition, etc.). The number of fans has risen from (UN-Water "Water for Life" Best Practices Award): From 56 fans in July 2012 to 1,127 fans in November 2014 and to 2,213 fans in November 2015.

www.facebook.com/waterforlifeaward

• Youtube

The Office channel provides access to videos produced for the Water Decade. The channel also provides a platform for events organized by The Office (video interviews, dialogue sessions, conference coverage etc).

<http://www.youtube.com/unwdpac>

- **Slideshare**

The Slideshare channel provides access to presentations from Conferences organized by The Office.

<http://www.slideshare.net/WaterforLife/>

- **Flickr**

This Flickr channel offers a repository of photographs to support journalists and other UN agencies when disseminating information on the Office activities.

<https://www.flickr.com/photos/126315907@N02/>

9.6. Publications

• Bimonthly Publications Review

A publications review containing the latest water and sanitation-related UN publications produced by UN agencies and programmes is sent to subscribers every two months in English and Spanish. Subscribers to the UN Bimonthly Publications Review hit 6,799 as of November 2015.

Bimonthly publications review available at:

<http://www.un.org/waterforlifedecade/bimonthly.shtml>

• Decade's Weekly

Launched in May 2013, the Decade's weekly brings subscribers every week the latest updates from the Decade as well as news and events on water and sanitation from the UN system. As of 16 November 2015, the weekly had 6,971 subscribers.

http://www.un.org/waterforlifedecade/decade_weekly.shtml

• Readers Series

Depending on the Decade's agenda of activities and events, The Office regularly produces 'readers' on different water-related issues. These readers provide basic briefings on key areas and some of the latest and most relevant United Nations publications on specific water and sanitation related themes.

Reader on Water and Energy:

http://www.un.org/waterforlifedecade/pdf/01_2014_water_and_energy_reader_eng.pdf

Reader on Water and Sustainable Development:

http://www.un.org/waterforlifedecade/pdf/Reader_Water%20and%20sustainable%20development.pdf

• Information Briefs

Depending on UN thematic priorities and activities organized by The Office, it produces a series of information briefs aimed at different audiences and introducing an issue, the main challenges, tools, proposed solutions, etc.

Information brief on Water and Energy

Water and energy are basic components of life, economic growth and human progress. This is a reality for the poor as securing access to both water and energy is still the cornerstone of alleviating poverty and breaking up the vicious circles and backwardness it creates. As well as for those already on the road towards development, where most of the growing demand for energy and food arises, and where making water and energy more abundant and accessible is an integral part of economic progress that comes through important challenges such as matching limited water and energy supplies with increasing demands and managing food security.

Information brief on Water and Energy Efficiency

Historically, efforts to improve water and energy (W&E) efficiency have been widely pursued separately. Improving efficiency from both the supply and the demand sides would allow countries to reduce resource scarcity and maximize the benefits provided by existing W&E infrastructure. Water efficiency is a multi faceted concept. It means “doing more and better with less” by obtaining more value with the available resources, by reducing the resource consumption and reducing the pollution and environmental impact of water use for the production of goods and services at every stage of the value chain and of water service provision.

Information brief on Securing Access to Water and Energy

Regardless of their stage of development, its location and even their resource endowments, every society faces problems with securing access to water and energy. For the poorest, where fulfilling the Millennium Development Goals is still pending, securing access to both water and energy is the cornerstone of alleviating poverty and breaking up the vicious circles of poverty and backwardness. In transition economies, making water and energy more abundant and accessible is an integral part of economic progress that comes about with important challenges such as matching limited water and energy supplies with increasing demands and managing food security.

Information brief on Water and Energy Sustainability

Development is a double-edged sword. Reducing poverty, triggering economic growth and building up a more inclusive society are outstanding collective achievements that come with new and bigger social and environmental challenges and with the need to reconcile the different objectives in the continuous quest of a sustainable development path . Success in economic growth requires harnessing the potential of ecosystems to satisfy the demands of water and energy which are essential for life as well as for the functioning of the many production and consumption processes where water and energy intervene as irreplaceable inputs.

Information brief on Water and Sustainable Development

Water is a finite resource that is fundamental to human well-being and only renewable if well managed. Smart water management is a pre-condition of sustainable development. Managed efficiently, water plays a vital role in strengthening the resilience of social, economic and environmental systems in the face of rapid and unpredictable changes. This information brief presents the role of water in achieving sustainable development. .

Information brief on Implementing improvements in water quality and protecting ecosystem services

Water is essential for life. The amount of freshwater on Earth is limited, and its quality is under constant pressure. Preserving the quality of freshwater is important for the drinking-water supply, food production and recreational water use. Water quality can be compromised by the presence of infectious agents, toxic chemicals, and radiological hazards. This information brief presents why water quality matters, as well as the current commitments, challenges and tools for implementation in relation to water quality and protection of ecosystem services.

Information brief on Implementing Water, Sanitation and Hygiene (WASH)

One of the world's most urgent issues is lack of safe water, sanitation and hygiene. Water-related improvements are crucial to meet the development goals, reduce child mortality, and improve health in a sustainable way. In July 2014 the UN Open Working Group (OWG) proposed a Sustainable Development Goal (SDG) to "Ensure availability and sustainable management of water and sanitation for all". This information brief presents the current commitments to progress, challenges and tools for implementation in relation to WASH.

Information brief on Implementing Risk Management in Water and Sanitation

Over the centuries, societies around the world have and learned to coexist alongside the risk of natural disasters. Today's climatic changes mean that we live in a world where these risks are aggravated. Additionally, a globalised economy brings with it the risk of socioeconomic disasters created by fluctuations in the global financial market. By developing solutions to manage increasing risk we can help protect the poor and vulnerable communities who bear the brunt of the effects of natural disasters. We need new strategies and a better capacity to absorb change. This information brief presents the need to manage water risks, as well as the current commitments, challenges and tools for implementation in relation to risk management in water and sanitation.

Information brief on Implementing Water Resources Management

Freshwater is central to all development efforts. Yet it faces growing pressures across the world – from urbanization and overconsumption, to underinvestment and lack of capacity, poor management and waste, and the demands of agriculture, energy and food production. While it is generally considered that there is enough freshwater on the planet for 7 billion people it is distributed unevenly and too much of it is wasted, polluted and unsustainably managed. This information brief presents the current commitments, challenges and tools for implementation in relation to water resources management.

• Reports

Secretary General's Report on the Water Decade

This document provides a review of the implementation of the International Decade. It is based on the contributions of a wide range of stakeholders, including governments, civil society groups, private sector organizations and UN entities during the March 2015 High Level Event interactive Dialogue organized by the President of the General Assembly in New York and the June 2015 High Level Conference on the Implementation of the Decade, as envisaged in Resolution A/RES/69/215, as well as on specific reports prepared by UN-Water, the United Nations Office to support the International Decade for Action: Water for Life, 2005-2015, implementing the UN-Water Decade Programme of Advocacy and Communications, and the UN-Water Decade Programme on Capacity Development.

Partnerships for improving water and energy access, efficiency and sustainability, June 2014

This report summarizes the key concepts, challenges, tools and experiences related to water and energy and highlights lessons learnt on promoting partnerships. It also provides a summary of the discussions which took place at the 'International Annual UN-Water Zaragoza Conference 2014' held in Zaragoza, Spain.

Water and Sustainable Development: From Vision to Action - Means and tools for Implementation and the role of different actors. June 2015-

This report summarizes the key concepts, challenges, tools and experiences related to implementation of the water related sustainable development goals and highlights lessons learnt. It also provides a summary of the discussions which took place at the 'International Annual UN-Water Zaragoza Conference 2015' held in Zaragoza, Spain.

Report available at:

<http://www.pdf-archive.com/2015/08/17/waterandsd-vision-to-action/>

Monograph on Water and Energy

December 2014

The Office produced, in collaboration with the World Council of Civil Engineers and Aquae Foundation, a monograph which summarizes United Nations contributions and key experiences on water and energy.

Monograph available at:

<http://www.fundacionaquae.org/sites/default/files/wm-ii-eng.pdf>

Monograph on Water and Sustainable Development

December 2015

The Office produced, in collaboration with the World Council of Civil Engineers and Aquae Foundation, a monograph which summarizes United Nations contributions and key experiences on water and Sustainable Development.

Monograph available at:

<http://www.wcce.biz/index.php/documents-press/publications/wm-water-monographies>

The Water for Life Award Winners 2011-2015

The UN-Water 'Water for Life' Best Practices Award aim to acknowledge and promote efforts to fulfil international commitments made on water and related issues by 2015, by recognizing outstanding best practices that can ensure sustainable long-term management of water resources and help achieve the water and sanitation targets of the Millennium Development Goals (MDG), Agenda 21 and the Johannesburg Plan of Implementation. This document features case studies of the winning projects, as well as interviews with key figures involved in their implementation and design.

Publication available at:

<http://www.pdf-archive.com/2015/08/11/water-for-life-interior-definitivo-completo-baja/>

Civil Society Contribution to the Water Decade

The Water for Life decade logo programme was created to ensure solidarity in global water efforts. It was intended to support organisations as a symbol of trust for use in promoting the following activities: information, fundraising and use by a commercial entity.

The logo is a declaration of support for the principles of the Water Decade – It means facing the challenge to focus attention on action-oriented activities and policies that ensure and achieve the Water for Life Decade goals.

It means sustained commitment, cooperation and investment from stakeholders from all parts of the world. The document shows the incredible range of activities undertaken during the Decade. With images, interviews and quotes from logo users, and a list of all the projects and initiatives that were approved for its use.

Publication available at:

<http://www.pdf-archive.com/2015/08/11/decade-s-logo-ok-baja/>

The implementation of the Water for Life Decade 2005-2015 "Progress, Achievements, Lessons Learnt and Good Practices"

Since the year 2015 terminates the International Decade for Action —Water for Life, a comprehensive assessment of the activities, identifying the difficulties and problems in the implementation of the goals of the Decade, as well as planning further activities for the post — 2015 period is of crucial importance. What has been achieved? What types of actions have been more effective over the Decade? How we can move forward on the basis of what we have learned?. These questions are addressed in this publication from the outcomes of the session on implementation at the Dushanbe Conference 2015.

Publication available at:

http://waterforlifeconf2015.org/eng/wp-content/uploads/2015/01/Implementation_Decade-1-2.pdf

Women as Agents of Change in Water

Women for Water Partnership, in collaboration with UN-Women and UNW-DPAC. 2015

With the role of women being acknowledged internationally and increasingly at national levels as well, the challenge now is to move from principle to practice: How to ensure the meaningful participation of women, both in their individual capacity and as major group in society, in situations where there is a traditional gender divide and women are not part of decision-making processes on matters that concern them? The publication provides examples of where women have contributed to the Water for Life decade. It also demonstrates which roles they and their organisations play, how women's meaningful participation can make a difference, and what the pre-conditions are to use effectively their added value in processes of water cooperation.

Publication available at:

<http://www.pdf-archive.com/2015/08/11/womenforwater-binnenwerk-27meia/>

Water Cooperation: views and progress

In 2014, the two most comprehensive water conventions went global. This document details the progress that has been made during the Decade, with the development UN Convention on the Law of the Non-Navigational Uses of International Watercourses (UN Watercourses Convention) and the UNECE Convention on the Protection and Use of Transboundary Watercourses and International Lakes during that period. There are details of lessons learned, progress and an extended look to the future of transboundary water agreements in an increasingly globalised planet.

Publication available at:

<http://inweh.unu.edu/wp-content/uploads/2015/09/Water-Cooperation-Views-on-Progress-and-the-Way-Forward.pdf>

A Ten Year Story

This publication explains what has changed and the lessons learned during the last ten years on Water Supply and Sanitation, Women Engagement, Integrated Water Resources Management and Water Cooperation and Global Actors and Processes. It includes testimonies of people who have benefited from the improvements.

Publication available at:

<https://www.un.org/waterforlifedecade/index.shtml>

• Tool Papers

For the purposes of the Conference and in preparation for World Water Day 2015, the UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC) has produced a series of information briefs on the implementation of the different sub-themes of current proposals of the water related sustainable development goals.

Economic and Financial Instruments for the Implementation of the water-related Sustainable Development Goals

The Millennium Development Goals provided a lever to mobilise and increase the financial resources available to provide access to water and sanitation for the poor. All types of finance – public, private, domestic and international – have increased since 2002 (IMF, 2014). But financing needs for poverty eradication and water development still are significant. The financial resources required are as high as the challenges they are expected to help coping with. But the emerging patterns of resource flows highlight the increasing opportunities for mobilizing financing needed to support the achievement of sustainable development.

Tool papers available at:

http://www.un.org/waterforlifedecade/waterandsustainabledevelopment2015/tool_papers.shtml

Governance challenges and suggested tools for the implementation of the water-related Sustainable Development Goals

Implementing the water-related SDG will require countries to translate global goals into concrete actions on a number of water topics: access to drinking water and sanitation; water resources management; water quality and wastewater treatment; and water-related disasters. However, to do so and achieve the targets set by the SDG up to 2030,

countries will have to address a number of governance gaps related to water policy design, regulation and implementation. There are a wide variety of guidelines, instruments, and publication that support better governance in the water sector.

Technology Challenges and tools for the implementation of the water related sustainable development goals and targets

As stated by the UN Secretary General in the synthesis report on the Post 2015 Agenda (paragraph 124), 'there are a number of on-going international initiatives aimed at accelerating the development, diffusion and transfer of appropriate, especially environmentally sound, technologies. Thus far, however, ambition has not matched the challenges at hand. Although technical achievement has been rapidly increasing in developing countries, the gap by comparison with developed countries remains large'. The discussion is being framed around technology development, transfer, adoption and/or dissemination and gives a very careful attention to the integration of scientific with indigenous and local knowledge as an important element of policies and programmes to manage natural resources in an environmentally and economically sustainable and culturally appropriate manner.

9.7. Media Programme

• The Media Programme

Media activities and interaction with media are an essential component of The Office's activities. Media professionals are important actors, supporting awareness and improved understanding of water issues. The Office seeks to engage media in water activities together with communities, businesses, governments and other stakeholders.

Empowering and supporting the capacities of media professionals allows The Office to improve reporting on water and sanitation issues. The Office implements media workshops and maintains strong media networks to allow media professionals to interact and support each other.

Key efforts in 2015 have been empowering journalists to write in their own media – UN websites are important, but independent media are often seen as more trustworthy, and are certainly more likely to reach a wider audience, especially in the developing world. In recent weeks the Office has worked to help its journalists' networks collaborate with The Guardian Development Blog <http://www.theguardian.com/global-development> to further facilitate this.

Recently journalists have been encouraged to engage with UN days and events, which has allowed us to reshare their stories and broaden their audience. During the 2014 celebration of World Water Day in Japan the Office organized a Journalists workshop on water and energy in Tokyo, Japan.

More information:

http://www.un.org/waterforlifedecade/wwd2014_media_workshop.shtml

The Office has also been active in aiding journalists trying to produce stories, by facilitating interviews, suggesting saleable angles for stories and providing support and background materials and images as appropriate.

Journalist Training Programme

The Office Journalist Training Programme provides a platform for discussing a broad range of issues, actions and to improve journalists' understanding and reporting skills regarding water and sanitation issues. The ultimate goal is to expand and improve media coverage of water and sanitation related issues, including human rights, climate change, and the green economy, among others. Through our network, journalists gain enhanced commitment, perspectives, technical knowledge and access to information so they can report effectively on one of the most urgent challenges of our time.

The training programme includes training workshops and special activities for journalists on water and sanitation related issues. It also recognises those journalists who make public awareness of water and sanitation and their related development issues a priority. Themed workshops for professional journalists have been held regularly since 2008 covering subjects related to WASH issues and other areas pertaining to The Office's mandate on water and sanitation.

http://www.un.org/waterforlifedecade/media_programme.

Interacting with and debating media professionals is necessary in order to understand their information needs and gaps and also to promote a critical dialogue on the role of the media with different types of stakeholders, thus ensuring balanced coverage of water and sanitation issues.

Discussion session on ‘The post-2015 agenda on water and sustainable development’

Date: 16 January 2015

Place: TRYP Hotel, Zaragoza, Spain

Debate session on ‘Water and Sustainable Development in the media: Where do we stand?’

Date: 16 January 2015

Place: TRYP Hotel, Zaragoza, Spain

Debate session on ‘Tools and sources for reporting on water and sustainable development’

Date: 16 January 2015

Place: TRYP Hotel, Zaragoza, Spain

Discussion session on ‘Water communication campaigns and lessons learned’

Date: 16 January 2015

Place: TRYP Hotel, Zaragoza, Spain

Session Report:

http://www.un.org/waterforlifedecade/media_programme.

The media also need to **identify relevant and reliable information** to report on water and sanitation issues. The Office supports access to reliable information on water and sanitation and ensures improved reporting on water issues by providing access to UN staff for interviews and communication channels through a variety of UN publications and media sources. These include the [Decade’s Weekly](#), a summary of UN water related news and events, and the [UN Documentation Centre on Water and Sanitation](#).

Facilitating access to reliable information for media

The Office produces a series of media briefs intended to introduce the media to thematic issues and to provide them with reliable information resources. The media briefs often provide statistics in support of research, questions to encourage debate and discussion and a summary of the key issues surrounding the topic.

The Office also provides **communication and media support to UN-Water**, which comprises briefing the media in relation to UN-Water events and activities, organizing press conferences and preparing press releases. The Office maintains and collaborates closely with the UN agencies communication Departments and specially the United Nations Information Offices.

The Office endeavours to reach audiences through multiple channels. An emphasis on communication has produced media interaction, including the following interviews during 2014 and 2015:

Reporter	Date	Description	Person/Event	Media	Status/link
Subhra Priyadarshini		Taming the perverse water-energy balance		Nature India	http://www.nature.com/nindia/2014/140327/full/nindia.2014.44.html
Syful Islam		Deep-rooted nexus between water, energy highlighted		The Financial Express	http://www.thefinancialexpress-bd.com/2014/03/23/25000
Syful Islam		Rainwater harvesting, recharging aquifers a must: Dr. Shimada		The Financial Express	http://www.thefinancialexpress-bd.com/2014/03/29/25908
Xinhua		India, Singapore win 2014 UN "Water for Life" award		China.org	http://www.china.org.cn/world/Off_the_Wire/2014-03/21/content_31859014.htm
Xinhua		India, Singapore win 2014 UN Water for Life award		The Hindu	http://www.thehindu.com/news/international/world/india-singapore-win-2014-un-water-for-life-award/article5813697.ece
Marianne de Nazareth		It's water day, every day		The Hindu	http://www.thehindu.com/features/metroplus/society/its-water-day-every-day/article5809991.ece
Seangly Phak		Lack of electricity, water and toilets. On World Water Development Report (Article in Khmer)		The Phnom Penh Post	http://www.postkhmer.com/national/1-national-news/112290-2014-03-24-03-36-29
Peng Qian		Rising global energy demand stresses fresh water resources: UN report		Xinhua English News	http://news.xinhuanet.com/english/world/2014-03/21/c_133203468.htm

Reporter	Date	Description	Person/Event	Media	Status/link
Malaka Rodrigo		UN warns water energy needs coming to crunch- point		The Sunday Times	http://www.sundaytimes.lk/140323/news/un-warns-water-energy-needs-coming-to-crunch-point-90171.html
Malaka Rodrigo		War for water in Kithulgala		The Sunday Times	http://www.sundaytimes.lk/140316/news/war-for-water-in-kithulgala-89392.html
Malaka Rodrigo		Little water for Hydropower, Irrigation and Drinking; CEB pleads deities for rain		Window to Nature	http://window2nature.wordpress.com/2014/04/07/as-drought-continues-ceb-switches-to-88-4-per-cent-thermal/
Malaka Rodrigo		Off to Kumamoto to see Japan's famed cherry blossoms		The Sunday Times	http://www.sundaytimes.lk/140406/plus/off-to-kumamoto-to-see-japans-famed-cherry-blossoms-91446.html
Abu Bakar Siddique		UN: Fresh water sources to suffer from energy need		Dhaka Tribune	http://www.dhakatribune.com/safety/2014/mar/22/un-fresh-water-sources-suffer-energy-need#sthash.qmjv1cwY.gbpl
Natalya Shuleipina		On World Water Day 2014 (Article in Russian)		Sreda.Uz	http://sreda.uz/index.php?newsid=1164
Darshana Ashoka Kumara		On World Water Development Report (Article in national language. Sri Lanka)		Randora.lk	http://www.randora.lk/index.php/opinion/editorial/item/2530-world-water-development-report
Darshana Ashoka Kumara		News items aired over the SLBC's main news bulletin		Radio Sri Lanka	

Reporter	Date	Description	Person/Event	Media	Status/link
Darshana Ashoka Kumara		Sri Lanka: In The Mid Of Water-Energy Nexus		Counter-currents.org and Sri Lanka newspaper	http://www.countercurrents.org/kumara030414.htm
Abhijit Ghorpade		Change in climate and its worst effect		Loksatta News	http://www.loksatta.com/vishesh-news/change-in-climate-and-its-worst-effect-419663/ (In Marathi language)
Sangeetha Rajeesh		<ul style="list-style-type: none"> Rising energy demand will strain global water resources 		Rural 21	http://www.rural21.com/english/news/detail/article/rising-energy-demand-will-strain-global-water-resources-00001087/
Sangeetha Rajeesh		<ul style="list-style-type: none"> World Water Development Report 2014 launched 		Rural 21	http://www.rural21.com/english/publications/detail/article/world-water-development-report-2014-launched-00001089/
Sangeetha Rajeesh		<ul style="list-style-type: none"> Publication du rapport mondial sur la mise en valeur des ressources en eau 2014 (WWDR 2014) 		Rural 21	http://www.rural21.com/english/news/detail/article/publication-du-rapport-mondial-sur-la-mise-en-valeur-des-ressources-en-eau-2014-wwdr-2014-0000108/
Juan Bernabeu	1/9/2014		Unas palabras introduciendo la conferencia (25 segs). Pilar. Hecho	Aragón Radio	

Reporter	Date	Description	Person/Event	Media	Status/link
Alejandro Alcalde	1/10/2014			REE. Programa Radiografía Exterior	
Carmen Ruiz	1/13/2014		Con Josefina en Aragón TV. Lunes 13/01/2014 a las 8:40 en los estudios. Entrevista 09:00 para televisión	Aragón TV	
Lorenzo Río	1/13/2014		Con Josefina en Aragón Radio a las 11:10 en estudios para entrada en directo a las 11:20. Pendiente confirmar con Diego Rodríguez para intervención	Aragón Radio	
Nuria Mejias	1/13/2014		Entrevista a Josefina	RTVE. Informe Semanal. Especial para el Día Mundial del Agua	

Reporter	Date	Description	Person/Event	Media	Status/link
	1/13/2014			Canutazo a los medios con Liana Ardiles, Josefina, etc.	
Maria Dolores Albiac	14 y 15/01/2014			RTVE. Las Naciones Unidas en Marcha	
Ruben Cruz	17/03/2014		Con Josefina con motivo del Día Mundial del Agua el lunes 17/03/2014 a las 10:30	La Razón	
Ramiro Aurín	17/03/2014		Con Josefina sobre el premio el 25/03/2014	Gestiona Radio	
Alejandro Alcalde Gimenez	17/03/2014		28/03/2014 a las 11:00. No se hizo	Radio Exterior de España	
	21/04/2014		21 de abril: Intervención en telediario min 35	TVE	http://www.rtve.es/alacarta/videos/telediario/telediario-15-horas-21-04-14/2522356/

Reporter	Date	Description	Person/Event	Media	Status/link
	16/05/2014		Entrevista a Josefina 16/05/2014 a las 16:00	Heraldo Aragon	http://www.heraldo.es/noticias/aragon/zaragoza/zaragoza_provincia/zaragoza/2014/05/20/la_onu_estudia_mantener_oficina_del_agua_zaragoza_288226_301.html
	28/05/2014		Entrevista a Víctor Viñuales de ECODES 28/05/2014 a las 9:30 con motivo del 9 Diálogo del Agua en Casa Solans	RTVE	http://www.rtve.es/alacarta/audios/radiografia-externior/radiografia-externior-hombre-agua-futuro-del-planeta-02-06-14/2593616/
Jose Maria Coto	05/06/2014		Entrevista a Josefina Maestu 13:30 05/06/2014		
	06/06/2014		Entrevista a Josefina Maestu 06/06/2014 a las 9:30		
Verónica Royo	03/07/2014		Visita-grabación de Casa Solans y entrevista corta a Josefina sobre el hol de la oficina. Jueves 3 de julio a las 12:00	Aragón TV. Programa Aragón en abierto	

Reporter	Date	Description	Person/Event	Media	Status/link
Belén Álvarez y Sonia	10/07/2015		Entrevista a Josefina sobre lo que la oficina ha hecho y cómo se ve el futuro. 10 de julio a las 17:00	Aragón TV. Informativos	
Ilse Mijnhart	August 2014		Interview with Josefina Maestu	Women for Water Partnership	http://www.womenforwater.org/openbaar/index.php?alinealD=433
Ramiro Aurin	September 2014		Entrevista a Pilar Gonzalez sobre las actividades de la oficina	Punto Radio	
Marina Fortuno	17/10/2014		Con Josefina el 17/10/2014 a las 12:00 con motivo de la presentación de la memoria de la oficina	Cadena Ser Zaragoza	
Carlos Espatolero	18/10/2014		Con Josefina el 18/10/2014 entre 9:30 y 10:30	Aragón Radio	

Reporter	Date	Description	Person/Event	Media	Status/link
	17/10/2014		Extracto rueda de prensa en informativo de las 14:00h del 17/10/2014 (mins. 20:11 a 20:50)	Aragón TV	
Anna Bonet	30/10/2014		Con Josefina el 30/10/2014 a las 12:00	Programa Aqua	http://olottv.xiptv.cat/aqua/capitol/l-x27-aigua-un-be-de-tothom .
	December 2014		campaña de las voces del agua para el boletín internacional del ayuntamiento de Zaragoza, diciembre 2015	Ayuntamiento de Zaragoza Área de Presidencia, Economía y Hacienda Servicio de Zaragoza Activa, Fomento y Turismo Relaciones Internacionales	http://www.zaragoza.es/contenidos/zaragozainternacional/newZ20.pdf

Reporter	Date	Description	Person/Event	Media	Status/link
	12/12/2014		"El binomio Agua – Energía, acción prioritaria de la agenda internacional", artículo de Josefina Maestu , 12/12		http://www.fundacionaquaee.org/blog/el-binomio-agua-energia-accion-prioritaria-de-la-agenda-internacional
	17/12/2014		"El Ayuntamiento trabaja para que la Oficina del Agua se instale definitivamente en Zaragoza", artículo 17/12		http://www.aragondigital.es/noticia.asp?notid=127383
	18/12/2014		La Oficina de Naciones Unidas de la Década del Agua, premio Agua al Mejor Organismo Internacional, 18/12	Responsable de Contenidos	http://www.iagua.es/premios-2014/

Reporter	Date	Description	Person/Event	Media	Status/link
Natalia Fondevila	Aragón Radio	09/01/2015	Entrevista en Despierta Aragón a Josefina Maestu, "Visita a la Oficina de las Naciones Unidas de la Casa Solans de Zaragoza", 9/01		http://www.aragonradio.es/podcast/emision/visita-a-la-oficina-de-las-naciones-unidas-de-la-casa-solans-de-zaragoza/
Jimmy Okello	15/01/2015	Coverage of welcome remarks Josefina Maestu Tryp Hotel	Josefina Maestu	Radio	Edited finished posted to Dropbox, (COMNETU) and Radio Apac
Jimmy Okello	15/01/2015	Recordings of Implementing Water related SDGs	Minna Hanski Luis Simas Iskander Abduller Raimund Mair	Radio	Scripting and Editing to be done to produce 10 – 15 Minute Audio program, work in progress to be completed deadline 25/01/2015
Jimmy Okello	15/01/2015	Recordings of Water related SDGs	Richard Connor Joakim Harlin Karin Lexen	Radio	Scripting and Editing to be done to produce 10 – 15 Minute Audio program, work in progress to be completed deadline 25/01/2015
Jimmy Okello	15/01/2015	Implementation Challenges and tools	Jose Gesti Hanna Leckie Elisa Tonda	Radio	Scripting and Editing to be done to produce 10 – 15 Minute Audio program, work in progress to be completed deadline 25/01/2015
Jimmy Okello	15/01/2015	Best practices and lessons learned	Ursula Schaefer Alice Bouman Gavin Power Barbara Anton	Radio	Scripting and Editing to be done to produce 10 – 15 Minute Audio program, work in progress to be completed deadline 25/01/2015

Reporter	Date	Description	Person/Event	Media	Status/link
Jimmy Okello	15/01/2015	Interview	Luis Simas	Radio	Editing
Jimmy Okello	16/01/2015	Interview	Joakim Harlin	Radio	Editing
Jimmy Okello	16/01/2015	Interview	Barbara Anton	Radio	Editing
Jimmy Okello	16/01/2015	Interview	Jean Marc Faures	Radio	Editing
Jimmy Okello	17/01/2015	Targeted Interviews, unconfirmed	Jack Moss Thomas Chirambo Alice Bouman-Dentener	Radio	Unconfirmed
Fazila Dahall	15/01/2015	Live interview	Shauna Curry Josefina Maestu	Radio	https://www.dropbox.com/s/c908g1v70rqbt0n/UN%20WATER%20AFRICAN%20DIALOGUE%2015012015%20%20.mp3
Fazila Dahall	21/01/2015	Radio programme	Joakim Harlin Josefina Maestu	Radio	http://www.channelafrica.co.za/sabc/home/channelafrica/multimedia/details?id=ffe23c5d-3590-4ebe-923b-9bec8a989212&title=Tam%20Tam%20Express
Kate Obande	17/01/2015	Hard news	Joakim Harlin Fazila Dahall	Online newspaper	http://leadership.ng/news/402432/capacity-development-key-achieving-goals
Kate Obande	16/01/2015	Hard news	Ilias Sawadogo	News agency	http://www.nannewsnigeria.com/youth-parliament-urges-devt-partners-mobilise-youth-achieve-sdgs
Kate Obande	16/01/2015	Hard news	Ilias Sawadogo	News agency	http://www.nannewsnigeria.com/youth-parliament-urges-devt-partners-mobilise-youth-achieve-sdgs

Reporter	Date	Description	Person/Event	Media	Status/link
Kate Obande	15/01/2015	Hard news	Josefina Maestu	News agency	http://www.nannnewsnigeria.com/water-scarcity-key-challenge-health-development-africa-un
Joyce Chimbi (byline Miriam Gathigah)	15/01/2015	Hard news	Thomas Chiramba Nataliya Nikiforova	News agency	http://www.ipsnews.net/2015/01/africa-must-prioritise-water-in-its-development-agenda/
Joyce Chimbi (byline Miriam Gathigah)	26/01/2015	Hard news	Dismas Wangai Mary Rusimbi Alice Bourman-Dentener	News agency	http://www.ipsnews.net/2015/01/africas-rural-women-must-count-in-water-management/
Joyce Chimbi (byline Miriam Gathigah)	26/01/2015	Hard news	Dismas Wangai Mary Rusimbi Alice Bourman-Dentener	News agency	http://allafrica.com/stories/201501270824.html
Ranjita Biswas	17/01/2015	Hard news		News agency	http://www.newkerala.com/news/2015/fullnews-7547.html
Ranjita Biswas	17/01/2015	Hard news		News agency	http://indiablooms.com/ibns_new/financedetails/1430/water-for-the-future.html
Marianne De Nazareth	20/01/2015	Feature	NiNi Thein Jeff D'Lemos	Crowd funded alternative opinion blog	http://www.countercurrents.org/hazareth200115.htm
Fredrick Mugira	27/01/2015	Hard news	Iskander Abdullaev Hongpeng Liu Jong Ho Ahn	Online newspaper	http://en.people.cn/n/2015/0127/c98649-8841804.html

Reporter	Date	Description	Person/Event	Media	Status/link
Kaye Lafond	16/01/2015	News roundup		Water and Development blog	http://www.circleofblue.org/waternews/2015/the-stream/stream-january-16-humans-degrading-systems-sustain/
Joe Turner	21/01/2015	Hard news	Joakim Harlin Luis Veiga da Cunha Roger Falconer	News and analysis site	http://www.scidev.net/global/mdgs/news/st-investment-water-sdg-targets.html
Rubina Abu Zeinab Chahine	22/01/2015	Opinion		Newspaper, and online edition	http://www.dailystar.com.lb/News/Lebanon-News/2015/Jan-22/284918-the-year-2015-a-beginning-and-a-deadline.ashx
	15/01/2015	Diary		Online news site	http://www.ansamed.info/ansamed/en/news/sections/politics/2015/01/15/ansamed-tomorrows-events-in-the-mediterranean_bf7e0bb3-f65e-4dd2-b1b7-30d912af6df9.html
	16/01/2015	Diary		Online news site	http://www.ansamed.info/ansamed/en/news/sections/diary/2015/01/16/ansamed-todays-events-in-the-mediterranean_38171fe2-57cd-4fff-94e3-4507e3af3e44.html
	12/01/2015	Diary		Online news site	http://www.ansamed.info/ansamed/en/news/sections/politics/2015/01/12/ansamed-weekly-diary-from-january-12-to-january-18_e0203988-b512-4848-8acb-136fad93c963.html

Reporter	Date	Description	Person/Event	Media	Status/link
Celine Herve-Bazin	12/01/2015	Blog		Blog/ commercial professional site	https://turningstoriesintowater.wordpress.com/2015/01/12/un-water-water-communication-is-stepping-into-the-agenda/
Global Water Partnership	19/12/2014	Pre-conference		GWP website	http://www.gwp.org/en/gwp-in-action/Events-and-Calls/GWP-at-the-UN-Water-Zaragoza-Conference/
Foundation for Water Research	01/01/2015	Pre-conference		FWR Website	http://www.euwfd.com/eventsdiary/#p=2
International Institute for Sustainable Development	01/01/2015	Pre-conference		IISD website	http://water-iiisd.org/events/2015-zaragoza-conference/#more-253415
UN Water	15/01/2015	Hard news	Michael Jarraud	UN Water website	http://www.unwater.org/news-events/news-details/en/c/274945/
Sustainable Development.UN	01/01/2015	Diary		UN sustainable development website	https://sustainabledevelopment.un.org/sdinaction/newsletter/jan2015#4
World Water Development Report	01/01/2015	Hard news		UNESCO WWAP website	http://www.unesco.org/new/en/natural-sciences/environment/water/wwap/
UN	01/01/2015	Diary		UN Website	http://www.un.org/waterforlifedecade/pdf/2015_un_water_zaragoza_conference_leaflet_low_res.pdf
Women for Water Partnership	17/01/2015	Briefing		WfWP website	http://www.womenforwater.org/openbaar/index.php?alineaid=466

Reporter	Date	Description	Person/Event	Media	Status/link
Women for Water Partnership	20/01/2015	Lessons Learnt	Alice Bouman-Dentener	WfWP website	http://www.womenforwater.org/openbaar/index.php?alinealD=469
Women for Water Partnership	20/01/2015	Conference expectations	Alice Bouman-Dentener	WfWP website	http://www.womenforwater.org/openbaar/index.php?alinealD=465
European Innovation Partnerships	01/01/2015	Conference expectations		EIP Website	http://www.eip-water.eu/2015-un-water-annual-international-zaragoza-conference-water-and-sustainable-development-vision
10 Times	01/01/2015	Diary		10 Times event website	http://10times.com/water-zaragoza
Sustainable Sanitation for All	26/05/2014	Diary		SuSanA Website	http://m.forum.susana.org/forum/categories/156-conferences-seminars-and-workshops/8736-2015-un-water-annual-international-zaragoza-conference-15-17-january-2015
United Nations Office for Disaster Risk Reduction	01/01/2015	Briefing		UNISDR Website	http://www.unisdr.org/we/inform/events/38991
World Water Council	15/01/2015	Briefing		WWC Website	http://www.worldwatercouncil.org/events/all-events/event/2015-un-water-annual-international-zaragoza-conference/
China Water Risk	01/01/2015	Briefing		CWR Website	http://chinawaterrisk.org/events/2015-un-water-international-zaragoza-conference/

Reporter	Date	Description	Person/Event	Media	Status/link
Aqua Publica, European Association of Public Water Operators	01/01/2015	Diary		EAPWO website	http://www.aquapublica.eu/?2015-UN-Water-Annual-International
Aqua Publica, European Association of Public Water Operators	17/01/2015	Diary		EAPWO website	http://www.aquapublica.eu/spip.php?page=evenements&lang=en&date=2015-01-17
UN Water Facebook	13/01/2015	Briefing		Facebook	https://www.facebook.com/unwater/posts/607419282697614
Federal Ministry for the Environment, Germany	01/01/2015	Diary		BMUB Website	http://www.bmub.bund.de/en/service/events/details/event/2014-un-water-annual-international-zaragoza-conference/
Unlocking the Potential of groundwater for the Poor (UPGro)	21/01/2015	Interview/ discussion	Jose Gesti, John Chilton, Sharon Velasquez-Orta	UPGro website	http://upgro.org/2015/01/21/upgro-invited-by-unicef-to-present-at-the-un-zaragoza-conference/
EUCC Coastal and Marine	18/01/2015	Report		EUCC website	https://euccnews.wordpress.com/2015/01/18/report-from-un-water-annual-international-zaragoza-conference-water-and-sustainable-development-from-vision-to-action-14-to-17-january-2015-zaragoza-spain/
Post 2015 UNSSC	01/01/2015	Diary		UNSSC website	http://post2015.unssc.org/calendar/view.php?view=month

Reporter	Date	Description	Person/Event	Media	Status/link
World Council of Civil Engineers	01/01/2015	Diary		WCCE website	http://www.wcce.biz/index.php/agenda/international-agenda/regional-information-europe/61-water-energy-management-and-innovation-in-latin-america
Obasanjo Foundation	15/01/2015	Briefing		Facebook	https://www.facebook.com/Obasanjofoundation/posts/1019927131355169
Waterlex	16/01/2015	Report		Waterlex website	http://www.waterlex.org/?p=2824
United nations Regional Information Centre for Western Europe	12/01/2015	Diary		UNRIC Website	http://www.unric.org/en/week-ahead-the-un/event/1866-2015-un-water-annual-international-zaragoza-conference-on-water-and-sustainable-development-from-vision-to-action-
UNESCO	01/01/2015	Briefing		UNESCO Website	http://en.unesco.org/events/2015-water-annual-international-zaragoza-conference-water-and-sustainable-development-vision
Open Defecation Campaign	14/01/2015	Briefing		OD Website	http://opendefecation.org/news/2015/01/14/2015-un-water-annual-international-zaragoza-conference/
Ciudades Sustainable	09/2014	Call for participants		Google+	https://groups.google.com/forum/#!topic/Ciudades-Saludables/A3iVwqg08yc
Global Water System Project	01/01/2015	Briefing		GWSP Website	http://www.gwsp.org/products/archive/unwater-conference-2015.html

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International Waters Learning Exchange and Resource network	01/01/2015	Briefing		IWLEARN Website	http://iwlearn.net/news/iwlearn-news/partners/2015-un-water-annual-international-zaragoza-conference-water-and-sustainable-development-from-vision-to-action-15-17-january-2015/image/image_view_fullscreen
UNW-DPC	01/01/2015	Diary		UNW-DPC website	http://www.unwater.unu.edu/article/read/unw-dpc-at-the-international-zaragoza-conference
Dutch Water Sector news	20/01/2015	Report		DWS website	http://www.dutchwatersector.com/news-events/news/12867-un-water-conference-zaragoza-economic-growth-both-blessing-and-curse.html
UNDP Capacity Development in Sustainable Water Management (CAP-net)	07/01/2015	Briefing		CAPNET Website	http://www.cap-net.org/2015/01/07/2015-un-water-annual-international-zaragoza-conference-water-and-sustainable-development-from-vision-to-action-15-to-17-january-2015-zaragoza-spain/
European Population Alliance	01/01/2015	Diary		EPA website	http://www.europeanpopulationalliance.org/page.php?id=events
IMDea Water	12/2014	Diary		IMDea website	http://www.water.imdea.org/news/2014/new-sources-water-reuse-framework-sustainable-management-side-event-organized-imdea-water

Reporter	Date	Description	Person/Event	Media	Status/link
The Water Network	12/2014	Diary/Briefing	Ruth Mathews Alberto Garrido Lasha Witmer Giuseppe Frapporti Arjen Hoekstra Michael Spencer	Water Network website	http://water.tallyfox.com/groups/water-footprint-and-virtual-water-trade/blog/side-event-2015-un-water-international-conferenc
GWP	12/2014	Diary		GWP website	http://www.gwp.org/gwp-in-action/Events-and-Calls/
UN Environment Programme	12/2014	Diary		UNEP Website EventID=26501	http://www.unep.org/ecalendar/contents/details_view.asp?
Global Water Solidarity	16/01/2015	News Report		GWS website	http://www.globalwatersolidarity.org/press-and-media/news/545-undp-global-water-solidarity-launches-its-new-web-space-to-support-and-facilitate-local-level-decentralized-water-solidarity-for-the-post-2015-development-agenda
World Water Week, Stockholm	12/2014	Briefing		WWW website	http://programme.worldwaterweek.org/event/world-water-day-3923
Association for European Life Science Universities	01/01/2015	Diary		Ica-is website	http://www.ica-ls.com/

Reporter	Date	Description	Person/Event	Media	Status/link
PTB National Meteorological Institute, Germany	01/01/2015	Diary		PTB Website	http://www.ptb.de/cms/en/fachabteilungen/abtq/fb-q5/candela/quality-infrastructure-news/qj-deutsch.html?tx_t3blog_pi1%5BblogList%5D%5BshowUid%5D=118&tx_t3blog_pi1%5BblogList%5D%5Byear%5D=2014&tx_t3blog_pi1%5BblogList%5D%5Bmonth%5D=12&tx_t3blog_pi1%5BblogList%5D%5Bday%5D=12&cHash=791e1ed6e8481c80561f1bf4c6e3c4a5
Global Water Jobs	01/01/2015	Diary		GWJ website	https://www.globalwaterjobs.com/Events/event_496.html
ENVIS Centre on NGO and Parliament	01/01/2015	Diary		ENVIS Website	http://www.wfenvi.nic.in/Viewevents.aspx?id=4387
Ministry of Foreign Affairs, Tajikistan	15/01/2015	Report/Speech		MFAT Website	http://mfa.tj/en/speeches-articles-interviews/address-of-the-minister-of-foreign-affairs-of-the-republic-of-tajikistan-to-the-participants-of-the-un-water-zaragoza-conference-water-and-sustainable-development-from-vision-to-action.html
ICIS	01/01/2015	Diary		ICIS website	http://iciscenter.org/materials/
Mediawire	01/01/2015	Diary		Mediawire website	http://mediawireglobal.com/events-calendar-2015
UN-Department for Economic and Social Affairs	01/01/2015	Diary		UN-DESA website	http://fiplv.com/2015/01/04/desa-news-volume-19-no-01-january-2015/
Selar PMF	01/01/2015	Diary		Selar website	http://selar.pmf.kg.ac.rs/sites/iselar/Lists/Announcements/DispForm.aspx?ID=16&ContentTypeId=0x010400F63EB05A12AC604DAB624EFD04A30119

Reporter	Date	Description	Person/Event	Media	Status/link
PAP/RAC Coastal management Centre	01/01/2015	Diary			http://www.pap-thecoastcentre.org/#
Sanitation and Water for All	06/01/2015	Report		SWA Website	http://sanitationandwaterforall.org/news/decemberjanuary-issue-of-sw-as-newsletter-is-out-now
International Association for Hydrogen Energy	01/01/2015	Diary		IAHE Website	http://www.iahe.org/whcwhctc.asp
ESCAP/K-Water	01/01/2015	Published report		Waterforum Website	http://www.waterforum.jp/apwf/archive/documents/2014/1208/3-2.pdf
Pacific Institute	16/01/2015	Report		Pacinst website	http://pacinst.org/news/new-guidance-available-for-companies-to-help-them-respect-human-rights-to-water-and-sanitation/
Plumbing Africa	12/01/2015	Briefing		Plumbing Africa Website	http://www.plumbingafrica.co.za/index.php/newspage/local-news/88-news/local-news/725-the-zaragoza-conference
Barbara Lopi	29/01/2015	Bridging Waters, Documentary film		DVD	https://vimeo.com/110232184 (Promo only)
Marianne De Nazareth	January 2015	Feature	Goa Rivers	Eco Earth Care Optimised	
Marianne De Nazareth	February 2015	Feature	Slow and steady loris	Eco Earth Care Optimised	

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Alex Fernández Muerza	Eroski Consumer	07/02/2015	Entrevista a Josefina Maestu, "Cada dólar invertido en servicios básicos del agua supone un beneficio de cinco dólares y medio", 7/02		http://www.consumer.es/web/es/medio_ambiente/urbano/2015/02/06/221424.php
Meenakshi Shedde	01/02/2015	Opinion column	Water as Liquid Gold	Mid Day	http://www.mid-day.com/articles/water-as-liquid-gold/15954191
Ranjita Biswas	February 2015	News feature	Water Wars: An Empty Cup	Trans World Features	http://www.twfindia.in/environment-details/5/water-wars-an-empty-cup.html
Ranjita Biswas	March 2015	News feature	Water Wars: An Empty Cup	India Blooms	http://www.indiablooms.com/ibns_new/life-details/F/612/water-wars-an-empty-cup.html
Ranjita Biswas	March 2015	News feature	Water Wars: An Empty Cup	The City News	http://www.24dunia.com/english-news/entertainment-news/showgroup/20373912.html#.VNh09-aUcl8
Ranjita Biswas	08/02/2015	News feature	Water Wars: An Empty Cup	The City News	http://thecitynews.in/water-wars-empty-cup/
Ranjita Biswas	08/02/2015	News feature	Water Wars: An Empty Cup	The City News	http://thecitynews.in/water-wars-empty-cup/
Ranjita Biswas	08/02/2015	News feature	Water Wars: An Empty Cup	New Kerala	http://www.newkerala.com/news/2015/fullnews-16579.html

Reporter	Date	Description	Person/Event	Media	Status/link
Ranjita Biswas	15/02/2015	News feature	Water Wars: An Empty Cup	The Statesman	
Ranjita Biswas	15/02/2015	News feature	Water Wars: An Empty Cup	The Statesman	
Ranjita Biswas	April-June	Opinion column 2015	There's Just No Scope for Complacency	Vidura: Press Journal of India	
Zeeshan Shah	March 2015	News	Pakistan may not meet Global MDGs for 2015	Corporate Ambassador	http://corporateambassador.net/?p=1266
	April 2015	Online news	WESSA wins Water and sanitation award	Scenic South	http://scenicsouth.co.za/joint-department-of-water-and-sanitationwessa-water-action-project-wins-united-nations-award/
	April 2015	Online news	Department wins UN Award	News-it	http://www.newsit.co.za/2015/03/28/department-wins-coveted-un-water-award/
	April 2015	Video news	Award Ceremony	United Nations	https://www.youtube.com/watch?v=KWXFMN0dm6w
	April 2015	Online news	UN Water Best Practices Awards	Infrastructure	http://www.infrastructure.ws/tag/united-nations-water-for-life-best-practices-award/
	April 2015	Social	Webcast	UN Webcast	https://www.facebook.com/UNwebcast/posts/974305732581644

Reporter	Date	Description	Person/Event	Media	Status/link
	April 2015	Social	ONE DROP Wins UN Award	ONE DROP	https://www.facebook.com/ONEDROP/posts/10152727241192826
	April 2015	Online news	Agua Buena Wins UN Award	iAgua	http://www.iagua.es/noticias/itaipu-binacional/15/04/06/cultivando-agua-buena-programa-que-cambiara-vida-millones
	April 2015	Video reportage	Water for Life Voices Exhibition at UNHQ	UNTV	http://webtv.un.org/search/water-for-life-photo-stories-displayed-at-un-headquarters/4144755660001?term=2015-03-31
	April 2015	Video reportage	Opening Ceremony of Water for Life Voices Exhibition	UNTV	http://webtv.un.org/search/opening-ceremony-of-the-exhibit-water-for-life-voices/4144345889001?term=2015-03-30
	April 2015	Online news	ONE DROP wins UN Award	La Presse	http://affaires.lapresse.ca/tetes-daffiche/201504/09/01-4859609-prix-de-lonu-pour-one-drop.php
	April 2015	Online news	Major Awards for World Class Water Projects	iAgua	http://www.iagua.es/noticias/agua-fuente-vida-2005-2015/15/04/17/se-entrega-premio-onu-agua-mejores-practicas-agua
Asian Journalist Network	Ongoing	News		Facebook Page	https://www.facebook.com/groups/WaterJournalistsAsia/?fref=nf
African WASH Journalists Network	Ongoing	News		Wordpress	https://waterjournalistsafrica.wordpress.com/
PRENSA	13/05/2015	News	Analysis of the Global Water Crisis	RTVE	http://www.rtve.es/rteve/20150513/portada-analiza-desafios-para-garantizar-agua-toda-poblacion-mundial/1143840.shtml

9.8. Communication activities and Exhibits

Communication and outreach is a key area for the Office and we continue to attempt to bring new and innovative thinking to the way we go about communicating the issues and successes in the world of water. Sharing best practices from this approach with journalist networks will also help them to directly engage a wider audience.

The purpose of this is to continue to galvanise public opinion in the service maintaining public interest in the service of water issues. An engaged and passionate public is key for maintaining pressure on governments and the private sector in ensuring good water practices and the fulfilment of the human right to water and sanitation is implemented.

In addition to some key events at the end of the Water Decade, these communications taken the forms listed below:

- Development of infographics and video materials
- Water for life Voices website
<http://www.waterforlifevoices.org/>
- Water for life logo users campaign
<http://www.pdf-archive.com/2015/08/11/decade-s-logo-ok-baja/>
- Support to World Water Day and World Toilet Day
<http://www.unwater.org/worldwaterday> <http://www.un.org/en/events/toiletday/>
- Educational materials for UNESCO Schools on the occasion of the 70th anniversary of the UN

Concluding the Decade for Action

Events to celebrate the end of the Water Decade were split into two parts: a largely fixed exhibition of the Decade's work at UNHQ, and a more interactive web campaign to support and promote the exhibit and the Decade's end, and reveal what comes next. This is how we did it:

01 #WaterforlifeVoices - Exhibit at UNHQ in NY on 22 March 2015

The UN celebrated the end of the Decade for Water 2005-2015 at UN Head Quarters in New York on World Water Day 2015. Celebrations included an exhibition to take stock, observe our shared successes and contribute to the road map for the future #post2015. See here for more information.

Title: *Water for Life Voices*

Audience: We provided an outlet so that policy makers could listen to the voices of those affected by water issues. Decision makers, politicians, global leaders at UNHQ will comprise the audience.

Objective: Engage, surprise and educate the audience of the Decade's impact.

Theme: Human stories. We wanted to view the foci of the Decade through the experiences of human beings, those affected by water issues whose lives have changed during the past ten years. Particularly, to present these experiences in relation to the Decade's two cross-cutting themes, **water cooperation** and **women's engagement**.

Visual schemes: The Exhibit's presentation was modeled on water and the natural world, such as reflections of the sky in water and also pollution. Ultimately this became a feature of the presentation of the information – the iceberg effect. Through the use of QR codes, we empowered visitors to go deeper into the stories that were – presented. Through the use of a media device, anyone interested in a specific photo or short case study could use the QR code to access the full (technical) details behind it, even going into thematic areas (eg. 'Water and Cities' or 'Open Defecation') and the websites of the UN and non-UN actors behind the successes.

Visual style: Portraits, close-ups, dynamic shots, and vibrant colour presented the voices.

Portrayal of emotions: The tone was positive, and joy, introspection, enquiry and pride flourished.

Material consideration: We used Water for Life (NGO's) the Drinkable Book and filter paper from these to create posters/panels and postcards. We also used standard

Composition: The exhibition consisted of 72 photographs, quotes, sounds and videos. The audio component were musical and sounds of water, multimedia and voices from people – unfortunately due to the special constraints these were not able to be used in the exhibit. These elements communicated three core motifs. First, **looking back:** including stories about how lives changed for the better with regard to water and sanitation during the Decade. Second, **looking forward:** voices of hope sharing views on how people would like to see water and sanitation in the future, and room for improvement. Third, **people's contributions:** voices of pride expressing stories on actions the person made and what s/he can do to create the desired future. The Exhibit especially portrayed the Decade's themes. These include water and cities, and water and energy. For more details of the themes and links to focus areas please see here for more information. Yet more prominence was given to how progress has been facilitated for water cooperation, and women's participation.

02 You make the Decade: “#WaterforLifeVoices” Campaign

Slogan: *“Our future can be greater than our past!”* This was a rallying cry for those working on the campaign, a core value, rather than something we shared directly.

What did we want to do?

2015 was a crucial year for the international water and sanitation community. 22 March 2015 represented the end of the United Nations Decade for Water (2005-2015). In 2015, 'Water and Sustainable Development' was the theme for World Water Day. Further, the intergovernmental negotiations of the post-2015 development agenda concluded in September.

We wanted to conclude the Decade with a celebration of the progress made under the Decade for Water, while road mapping a direction for water #post2015.

The scope

Despite the Decade's successes, this campaign was planned to exemplify the Decade's "can-do" positivity while highlighting the remaining work in sanitation, women, development, IWRM and water cooperation.

This was the end of our Decade, now a new generation will take over. The UN Conference on Sustainable Development (Rio+20) in 2012 recognized that "water is at the core of sustainable development as it is closely linked to a number of key global challenges." Secretary General Ban Ki-moon reiterated this belief and it appeared as a central piece of the UN-Water's advice for water's role in the post-2015 development agenda.

Appropriately, the theme for 2015 World Water Day was Water and Sustainable Development. **Communication Objectives.**

We created an umbrella campaign where various stakeholders—policy, public, sectoral—could raise awareness of water-related issues. Inside and outside the UN and the water sector, individuals and organizations were granted ownership to engage with proposed activities and materials.

We wanted to ensure that the culmination of the Water Decade activities maintained the identity and reinforced World Water Day, while being flexible enough to raise the profile and build on the diverse campaigns covering issues relating to water. This included the UN Sanitation for All: 5 year Sanitation Drive, World Toilet Day and the End Open Defecation Campaign. These included clear contributions to the MDGs and the post 2015 Campaigns.

Specifically, the Activities of the Campaign aimed to:

1. Celebrate the progress made during the Water for Life Decade for Action for people
2. Showcase future challenges and the roles of different people
3. Drive awareness of water and sanitation issues and engagement on the importance of water's role in the post-2015 development agenda
4. Provide a medium for showcasing solutions to water issues (eg. Water for Life Award winners and others identified by UN agencies)
5. Continue to provide umbrella communications support for the many UN agencies and affiliates working on water issues, including contributions to the MDGs Campaign

Branding

Water is a hugely diverse area. The only essential constant is people; those living in the developing world, in areas most affected by water issues and those who can improve the way they use water as consumers and producers in the developed world – water issues touch everyone. People and water are the two resources most necessary for sustainability. We felt the best way to unite water's disparate issues was to focus on the constant, to **focus on the people.**

What is the most effective and engaging way to look back at our successes and discuss the future? The best way is through narratives, letting the voices of people express their

genuine feelings. We wanted the voices of different people affected by water issues to be heard! For example, we think conversations between people of different generations talking about the past and future could help present the issues in a human way. Merely communicating past successes is not an incentive to engage and prepare for the future. In fact, **the end of the Water Decade is a beginning**, one which requires everyone to help and demanded to be presented as such.

Your WaterForLifeVoice! We wanted to hear from people whose lives have changed through actions for water over the last 10 years, their hopes and fears for the future and what they have done and can do about it. We also need to hear where we can still improve. This is also about people in the developed world who are taking action on water: by consuming less or bringing to light relevant issues.

The quotes and conversations from people in the developing world will be the 'tip of the iceberg' because deeper, more technical case study information is available under the surface. By following QR codes, interested parties can find in-depth interactive case studies and supplemental information referred to in the quotes and conversations.

Who did we reach to?

Politicians and decision makers; community experts like scientists, economists and NGO workers; young, passionate people like youth parliament and social media users; children, teachers and old people; finally, traditional and non-traditional media.

Reaching all ages and strata across the developing and developed world required a multi-pronged yet tonally consistent campaign. We avoided technical reports and created something emotive, placing people before demographics. Ultimately, this increased accessibility to a larger audience.

Recognizing that water is broad and complicated, we aimed to be succinct and simple. This was based on an 'easy to understand' medium that could be implemented by NGOs, water practitioners and traditional media as they collected voices and even helped exchange voices on issues and solutions.

How did we converse?

Actually, we preferred to listen and provide an outlet for the general public so policy makers can more easily hear the voices of those affected by water issues. To this effect, we social media to share all of the many voices and facilitate conversations. Hashtags, requests for photos, videos and quotes from people, setting up video and photo contests for media, tweets (links to World Water Day, MDGs Campaign My World 2015, haikus, etc.) were used to facilitate conversation. Also, highlighting and collecting main stories from opinion leaders and UN Ambassadors and other traditional media approaches were used. Conversations included responses between parties. Thus some of the methods to share voices were also be used to facilitate responses.

Our message was **emotional** and **practical**; used to inspire, amuse and provoke thought and discussion. Further, it stepped beyond the social network into the real world to engage our logo bearers and communities.

Who spoke for us?

Sharing and spreading the voices of citizens on their past achievements and their suggestions for solutions needed to solve water issues was a collective effort. The efforts of many spoke of the Decade's achievements and work, such as:

- Young people sharing messages, collecting voices, watching our videos, suggesting solutions
- Businesses serving as a platform to collect voices and share its efforts
- NGOs/Academia helping provide the quotes and conversations from the developing world
- Children/Elderly debating and conversing
- Women reminding us that WASH issues are not yet gender equal and of the importance of women's empowerment
- Water for Life logo users campaigning and sharing plans for the end of the Decade, and collecting voices
- Water for Life Best Practices Awards winners showcasing their case studies and providing requested photographs and quotes from those who benefitted
- Media networks already engaged in water collecting voices (quotes, photos and videos)

Creating incentives

We invited participants and supporters of the campaign to share with decision makers their views and to be part of the solution to these worldwide issues. The overall incentive is to do something important and empowering to benefit the world.

9.9. Organisation of events and strategic Conferences

The Office has been organising the annual UN-Water International Conferences since 2009. These conferences have grown to be a preparation for World Water Day (or other strategic events such as Rio+20). They are now the main place where the UN-Water members specialised Agencies, Departments and Programmes actually meet to discuss issues of substance among themselves and with key stakeholders. The Conferences gather practitioners who are engaged in implementing actions necessary for the implementation of the international water and sanitation agenda. The outcome of the conferences in 2009, 2010, 2011, 2012, 2013, 2014 and 2015 have included specific toolkits and conclusions on how to move forward, while illustrating where water issues are happening in different world regions. The work involves developing concepts and coordinating and developing content, following up and providing advice to participants, organising logistics, managing participants, fund raising, communications and reporting. Communications have included the preparation of Conference Dailies, organising and implementing interviews, webcasts, media kits, press releases and press conferences, and implementing video interviews.

The Office has also been engaged in the organisation of strategic events at the World Water Week and other Fora in 2010, 2011, 2012, 2013, 2014 and 2015. This has involved developing the concept, managing and following up with speakers, as well as preparing session reports. The main ones in 2014 and 2015 have been:

2014

- **Jan:** UN-Water Annual Zaragoza International Conference: Partnerships for improving water and energy access, efficiency and sustainability. 250 participants
- **March:** Award Ceremony and Journalist workshop for 25 journalists from the Asian region at Unite Nations University headquarters in Tokyo, Japan with UNU.
- **April:** 2014 International Workshop on Tools for Improving Drinking Water Quality and International strategic meeting on improving access to water, sanitation and hygiene (WASH) in health facilities, with WHO at the Ministry of Health in Madrid, Spain.
- **May:** National Capacity Development Training of Trainers (TOTs) Workshop on Developing and Implementing Mitigation and Preparedness Water Scarcity and Drought (WS&D) Management Plans, with UN-DESA at the CIHEAM, in Zaragoza, Spain.
- **Sept:** UN-Water Stakeholder Dialogue at Stockholm World Water Week: The Water, Energy and Food-Nexus and the Post- 2015 Development Agenda (supporting UNW-DPC)

2015

- **Jan:** UN-Water Annual Zaragoza International Conference: From Vision to Action: Water and Sustainable development.
- **March:** "Water for Life Voices" Exhibition Opening and UN-Water Best Practices Award Ceremony in UN Headquarters, New York.
- **June:** Session at the High-Level International Conference on the implementation of the International Decade for Action "Water for Life", 2005-2015 in Dushanbe, Tajikistan.
- **September:** Meeting of innovating and pioneering experiences of social participation in water management. Building a global network, in Foz de Iguassu, Brazil with Itaipu binational and ECODES.
- **November:** Challenges and Initiatives for the Implementation of the Water-related SDGs in Water-scarce Countries: Learning from Mediterranean and Latin American Countries at UN Headquarters in New York, USA with UN-DESA.
- **November:** Second UN Special Thematic Session on Water and Disasters organized by the UN Secretary-Generals' Special Envoy for Disaster Risk Reduction and Water and High-level Experts and Leaders Panel on Water and Disasters (HELP) at UN Headquarters in New York, USA with GWP.

10. Internship programme

The Office internship programme is designed to provide a framework which allows students from diverse backgrounds to gain insight into the work, strategy and procedures of the United Nations, the 'Water for Life' Decade and the Office, while contributing their varied and individual skill-sets to further developing themselves and the work of The Office. It is intended that this experience be mutually beneficial, providing interns with invaluable experience and allowing The Office to benefit from the unique skills and experience of professional-minded students from a variety of specialised backgrounds.

The programme operates all year round, providing successful applicants with an opportunity to engage in different projects. Candidates are selected according to their strongest attributes and posted to projects where they can utilize their competencies.

On completion of an internship, interns receive a certificate stating their involvement with The Office, which provides evidence of their experience.

More information on the internship programme at: http://www.un.org/waterforlifedecade/unwdpac_internship.shtml

Interns at the Office during the 2014-2015 period

Julia Purdy, USA

Anna Ohlin, Sweden

Jacob Deutmeyer, USA

Beatriz Mayor, Spain

International Decade for Action 'Water for Life' 2005-2015

A Decade for Water, a Decade for Life

Contributing to the primary goal of the Water for Life Decade, Spain has agreed to provide resources to the United Nations to establish an Office to support the International Decade for Action (UNO-IDfA). Located in Zaragoza, Spain, and led by the United Nations Department of Economic and Social Affairs (UNDESA), the Office implements the UN-Water Decade Programme on Advocacy and Communication (The Office) aimed at sustaining global attention and political momentum in favour of the water and sanitation agenda at all levels during the Decade.

The designations employed and the materials presented in this publication in no way represent opinions of the Secretariat of the United Nations or the UNO-IDfA 'Water for Life' 2005-2015 concerning the legal status of any country, territory, city or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

**United Nations Office to support
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