



## Communication activities of the UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC) on Water for Rio+20

	<b>Activities</b>	<b>Outcomes/results/outreach</b>
<b>Contribution to the Mini campaign on water</b>	<ul style="list-style-type: none"> <li>- Preparation of journalists – collaboration to UNIC Mexico media workshop with themes on water at rio+20</li> <li>- Sending information material on water in rio+20, revising texts for mini campaign website</li> <li>- Communication with DPI + UNICs (teleconference; email exchange, information material distribution etc.)</li> <li>- Communication contact for water issues in Rio on Rio+20 website</li> </ul>	<p>Posted in the Rio mini campaign website</p> <p>Posted in the UNIC of Mexico web site</p> <p>Participation in a journalist workshop at UNIC Mexico</p> <p>Participation in a workshop with media and UN-Model representatives at UNIC Paraguay</p> <p>Articles on water in LAC</p> <p>Information material for the media</p> <ul style="list-style-type: none"> <li>- facts and figures</li> <li>- list on UN-Water experts in Rio+20,</li> <li>- interviews</li> </ul>
<b>Web page on water in Rio –before Rio</b>	<p>With sections on</p> <ul style="list-style-type: none"> <li>- UN-Water (linking to corporate page)</li> <li>- Outcome document and key themes in Rio</li> <li>- Information briefs</li> <li>- For the press</li> <li>- Water statements for Rio</li> <li>- Declarations</li> <li>- Issue briefs</li> <li>- Contributions from Major Groups</li> <li>- Publications for Rio</li> <li>- Interviews</li> <li>- Engaging: Commitments, Partnerships</li> </ul>	<p>Posted and regularly updated in the web.</p>

**UN-Water Decade Programme on Advocacy and Communication**

Casa Solans - Avda. Cataluña, 60 - 50014 Zaragoza - SPAIN

Tel: (+34) 976 478 346/7 - Fax: (+34) 976 478 349 / [water-decade@un.org](mailto:water-decade@un.org) / [www.un.org/waterforlifedecade](http://www.un.org/waterforlifedecade)

Web news - as days progressed	<p>News</p> <ul style="list-style-type: none"> <li>- Daily calendar of water-related events in Rio</li> <li>- On negotiated outcomes</li> <li>- On results of major groups</li> <li>- On the dialogues</li> <li>- On partnerships</li> <li>- On results from events</li> <li>- On launching the UN-Water report and Prize</li> </ul>	Posted and regularly updated in the web
SPANISH: Web page and twitter of water in Rio in Spanish	<p>Translations into Spanish of all sections and news</p> <p>Twitter of the decade in Spanish (@Decadadelagua)</p>	<p>Posted in the web (55 Followers</p> <p>Included in 5 lists</p> <p>23 retweets out of 133 tweets)</p>
Twitter in English	<ul style="list-style-type: none"> <li>- Sending twitters on all water related activities, especially on UN-Water related activities including programme and quotes from the Water Day session.</li> <li>- 254 tweets (from 11-25 June)</li> </ul>	<p>121 retweets out of 254 tweets</p> <p>71 new followers</p>
Interviews	4 interviews with UN and stakeholders before and during Rio+20	interviews posted online one interview also posted on UN News
Information products for Rio	<p>Preparation of an information note on “Questions and Answers”</p> <p>Preparation of a Water Calendar for Rio</p> <p>Information note on Rio results on water</p>	Posted online and the Rio website. Distributed to mailing lists.
Publications for Rio	Water Planning in the Green Economy Water and the Green Economy in LAC Toolbox on water and the Green Economy	Posted in the web of the decade and the web of Rio. Distributed to mailing lists.
Media related efforts	<ul style="list-style-type: none"> <li>- Sending information on speakers of UN-Water and on UN-Water activities,</li> <li>- Interview requests – trying (!) to serve the media in their interview requests</li> <li>- Sending press releases and additional information to all media database including journalists from</li> </ul>	<p>Sent out to</p> <ul style="list-style-type: none"> <li>- All UNICS/UNRIC/DPI</li> <li>- Media database in English and Spanish (more than 1000 media contacts worldwide)</li> <li>- Communication/ communicators’ network</li> </ul>

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	<p>all regions of the world and all UNICs</p> <ul style="list-style-type: none"> <li>- Responding to media inquiries</li> <li>- Media clipping analysis on water in Rio+20</li> </ul>	<p>media requests - media enquiries<sup>1</sup></p>
<p>Local outreach: Radio and TV (in collaboration with the MDGs campaign) and stakeholders meeting</p>	<ul style="list-style-type: none"> <li>- WHO dialogue meeting in Zaragoza – 55 publishing in local and national media including interviews, research articles and news agency contributions, radio and TV</li> <li>- On launch of MDG report publication in the most important national and local newspapers, news agencies, TV news, interviews on radio...</li> </ul>	<p>information (press releases, updates, alerts, etc.) was sent out to :</p> <p>Media database for Spanish media (local and national ) including more than 200 personal media contacts)</p>
<p>On-going-after Rio+20</p>	<p>Information note on outcomes for Water at Rio</p> <p>4 interviews on key issues for water in Rio+20</p> <p>News on outcomes of major groups, events, dialogues.</p> <p>Report on UN-water day in Rio+20</p>	<p>Uploaded in web site</p> <p>Sent to distribution lists</p>

### **UN-Water Decade Programme on Advocacy and Communication**

#### **Programa de ONU-Agua para la Promoción y la Comunicación en el marco del Decenio**

Casa Solans - Avda. Cataluña, 60 - 50014 Zaragoza - SPAIN

Tel: (+34) 976 478 346/7 - Fax: (+34) 976 478 349

[www.un.org/waterforlifedecade](http://www.un.org/waterforlifedecade)

Director: Josefina Maestu – [maestu@un.org](mailto:maestu@un.org)

Contact for the media: Ulrike Kelm - [kelm@un.org](mailto:kelm@un.org)

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- <sup>1</sup> Journalist from Egypt representing Al-Ahram and their English edition. He's one of the very few Arab journalists covering sustainable development. The journalists wanted to write a story on water issues in the Middle East, but from the international angle. (no interview partner found)
  - Journalist who writes for national French press (printed and online) – on the Rio 1992 and Rio+20 conference and the difference and progresses made. (no interview partner found)
  - Chinese TV - a documentary film on - How has lack of clean water especially hampers/hampers the development of lower income/poverty level individuals and households? / What is your view on new water technologies (reclamation, refiltration, purification, etc.) and companies? What is their place in developing countries and the economy? / Having been in talks and discussions over the course of Rio20, what would you say water's role/place have been in this convention? Have any significant results come out of the talks? (no interview partner found)
  - Serving 3 African journalists (Ghana, Kenya, Zambia) with information on the water day and water in rio via written material.

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