

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

Annual Report 2009



United Nations Office to Support
the International Decade for Action
'Water for Life' 2005-2015

United Nations
Department of Economic
and Social Affairs
(UNDESA)



United Nations Office to Support
the International Decade for Action
'WATER FOR LIFE' 2005-2015

UN WATER
UN-Water Decade Programme
on Advocacy and Communication

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1. Forewords

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 'Water for Life' 2005-2015



During the last twelve months, the United Nations Decade Office (UNO-IDfA), which implements the UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC), has performed a wide range of activities and tasks and a change of leadership in September 2009.

According to the Decade objectives, Advocacy and Communication aims at promoting **efforts by different stakeholders** to fulfill international commitments and at **sustaining the global attention and political momentum in favor of the water and sanitation agenda at all levels**. The office contributes to increasing visibility of the work of the UN system in water beyond experts and Governments, and focuses on stakeholders, the citizens and **especially the very poor**.

In this sense, the Office focuses in the critical tasks of contributing to more accountable international water governance, increasing transparency of the work of UN-Water members and partners and increasing the local impact of UN Agencies. But more importantly, beyond that there is an important task of also **providing citizens**, who in some cases may not have many other alternatives, with ways to **make their voice heard in the UN system** in relation to water issues. The Office then contributes to improving water governance and responsiveness of the UN system to the general public's concerns.

Transparency, access to information, involvement of stakeholders, public participation, are all important elements throughout UN Agenda 21. The UNECE Convention on access to information, public participation in decision-making and access to justice in environmental matters (Aarhus Convention) builds on principle 10 of the Rio Declaration. This Principle 10 of Agenda 21 establishes that the best form to deal with environmental issues is with the participation of all stakeholders at the appropriate level, including that of women, youth, indigenous people and local communities. All States, **including the UN** and other relevant organizations, could implement activities, such as **public awareness-raising and educational programmes**, to support water user's

groups to optimize local water resources management, develop public participatory techniques and their implementation in decision making, and particularly the enhancement of the role of women in water resources planning and management; **dissemination of information**, including operational guidelines and promotion of education for water users, and the consideration by the UN of the World Water Day.

2009 has been a successful year for the implementation of this mission by the Office. Diverse activities and tasks have been successfully implemented working closely with UN agencies in support to Member States and stakeholders in reaching the Millennium and Water Decade goals in water and sanitation.

Two international events have been organized in Zaragoza, Spain, in the second semester of 2009. In September, an International Media Consultation on Water and Climate Change was carried out with communication professionals, international media representatives and experts on how to communicate on the adaptation to climate change. In December, the Office co-organized a Conference in communication and information practices of Water Operators with UN-Habitat. As the providers of drinking water for the majority of the world's population, water operators have great power to communicate, show by example, and inspire their customers about the urgent need to act in solidarity towards common environmental and development goals. Further to this, in collaboration with Casa Africa, we organized an event to discuss the importance of water in the context of international development cooperation.

The Office has organized two international capacity-building workshops for journalists with partners and stakeholders. In March, the workshop on Water, Sanitation and Health invited journalists from all regions of the world to learn and discuss on these issues in Istanbul, Turkey, parallel to the 5th World Water Forum. This was followed up by a workshop for Latin America and the Caribbean that took place in October 2009, in the Dominican Republic on the themes of water and adaptation to climate change.

In addition to this, the Zaragoza Office provided support to UN-Water in 2009 in several international events such as the 5th World Water Forum, the Stockholm World Water Week or the preparation process of the COP15. The Office has also launched the communication campaign "Water Smart", particularly addressed to water and sanitation operators. With the "Water Smart" campaign, the Office aims to involve water and sanitation operators in raising awareness on the urgency to act to improve water and sanitation through various campaign elements.

The Office relies on knowledge products generated by UN-Water members, contributing thereby to greater public awareness of these products; in this matter, the Office has

a Water Documentation Centre compiling UN publications and information on water and sanitation related issues.

2010 is a new year with challenges on the water and sanitation front and it is also an important year because it is the year of the Mid Term Review of the Decade achievements in water and sanitation. With 2.5 billion people who do not have access to basic sanitation, and nearly 900 million without access to safe drinking water, there is much work still to be done. Water and sanitation are crucial for sustainable development and indispensable for human health and well-being - water is essential for life.

Zafar Adeel

Chair, UN-Water

Director, Institute for Water, Environment and Health (INWEH)

United Nations University



UN-Water has focused its attention on issues related to the global water crisis since its inception in 2003. In the recent years, UN-Water has progressively gained more significance in the United Nations system in achieving better understanding of the water challenges and providing coordinated, cohesive responses. Collectively, the UN-Water members and partners command significant intellectual, technological and financial resources to offer responses to the global water crisis.

The UN-Water membership has accordingly identified three strategic directions. First, UN-Water must continue its work to bring further coherence amongst its members and partners with the aim of better addressing the global water crisis. Second, UN-Water should serve as a facilitator for bringing water as a central issue in the many ongoing global policy debates on the Millennium Development Goals, global financial crisis, climate change, and food security. Third, UN-Water must support better delivery of relevant services by its members and partners at the country level; it can provide the policy guidance as well as examples of how “delivering as one” can be made to work for the member States.

A central element to the success of these strategic priorities is the ability to reach out to various audiences and provide them usable and timely information. It is important to sustain the global attention and political momentum in favour of the water and sanitation agenda at all levels. This is a role that is quite central to the mandate of the UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC). Additionally, UNW-DPAC contributes to increasing visibility of the work of the UN system in water – highlighting the success stories.

The programme office has made significant strides in 2009 to improve on its efficacy and impact. Strengthening its resources to meet the demands placed on its programme is an important step in the right direction. The UN-Water is grateful for the continued support and commitment demonstrated by the Government of Spain. As the UNW-DPAC grows and evolves, there is also a good opportunity to reflect on the strategies for achieving its mandate. Outreach at all levels, particularly to the general public and

policy-makers, is critical. Provision of dissemination and supporting services to all UN-Water members is another key aspect. Based on its mandate and the resources at hand, as well as the anticipated resource and partner mobilization, the programme is well-positioned to meet the growing needs of UN-Water.

It is important to remember the impacts of the global water crisis on people and societies, and how the flow of information and raising the awareness at the societal level can effectively change behaviours. Only by working together with all levels of societies can we mitigate the adverse impacts and achieve success.

2. 'Water for Life' 2005-2015 an International Decade for Action

The International Decade for Action 'Water for Life' 2005-2015 was approved by the United Nations General Assembly through its resolution 58/217 on 9th February 2004. Paragraph 4 "...invites the Secretary-General to take the appropriate steps to organize the activities of the Decade, taking into account results of the International Year of Freshwater and the work of the Commission on Sustainable Development (CSD) at its twelfth and thirteenth sessions". While Paragraph 5: "calls upon the relevant United Nations bodies, specialized agencies, regional commissions and other organizations of the United Nations system to deliver a coordinated response, utilizing existing resources and voluntary funds, to make 'Water for Life' a decade for action".

The **primary goal of the Decade is to promote efforts by different stakeholders to fulfill international commitments made on water and water-related issues by 2015**. Relevant commitments include the Millennium Development Goals to reduce by half the proportion of people without access to safe drinking water and basic sanitation by 2015. The Decade also focuses on encouraging countries to stop the unsustainable exploitation of water resources and to develop integrated water resource management and water efficiency plans by 2005, as agreed at the World Summit on Sustainable Development held in Johannesburg, South Africa. The Decade provides a unique opportunity to build on efforts made to date to protect, use and manage freshwater resources in a sustainable manner.

The central themes for the decade, with the aim of promoting sustainable development and reducing poverty are: scarcity, access to sanitation, water and gender, capacity building, financing, valuation, integrated water resources management, transboundary water challenges, disaster prevention, pollution. Africa is the region for priority action.

3. Office mandate and objectives

Towards 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, implementing the UN-Water Programme on Advocacy and Communication and **aiming at sustaining the global attention and political momentum in favor of the water and sanitation agenda at all levels** during the Decade. Allocated resources are managed by UNDESA through a 10 year framework project implemented on a two year cycle basis.

The Office assists UN-Water with a coordinated communication response to accelerate the implementation of the water and sanitation agenda. To that end, its activities complement and add value to existing programmes and projects of UN-Water organizations. The Office promotes visibility of UN-Water actions at all levels and makes it easier for Member States and a diverse set of audiences to acquire information about UN-Water programmes and projects.

The Office has three main objectives:

- **First:** to contribute to the efforts of UN-Water in coordinating and following-up the implementation of internationally agreed goals in the areas of drinking water, sanitation and integrated water resources management.
- **Second:** to raise awareness and create an enabling environment for achieving the ultimate goal “water and sanitation for all”.
- **Third:** to strengthen the capacities of Member States and other relevant stakeholders in addressing key obstacles impeding the implementation of the water and sanitation agenda.

According to the Office’s mandate these objectives are achieved by:

- Identifying strategic issues and encouraging action-oriented responses at all levels;
- Enhancing coherence, credibility and visibility of the United Nations system in the area of water and sanitation;
- Promoting communication and collaboration with non-United Nations system partners;
- Creating an environment conducive to delivering a coordinated response by all stakeholders at all levels;

- Raising public awareness at all levels to maintain political momentum in favour of the water and sanitation agenda;
- Strengthening the implementation capacities of the Member States;
- Complementing already on-going activities and actions at all levels through further research and dissemination of results; and
- Identifying and formalizing working modalities with key partners and other relevant organizations.

The implementation strategy places special emphasis on promoting greater interaction between governments, United Nations agencies and non-United Nations partners and mobilizing resources, partners and other stakeholders to participate in, and contribute to, the Decade's goals.

4. 2009 Calendar

3-5 February 2009

Participation in the 10th UN-Water Meeting. Perugia, Italy.
Distribution of an information and communication survey among UN-Water members.

16-22 March 2009

5th World Water Forum. Istanbul, Turkey.
Coordination of daily events at the UN-Water Pavilion Meeting Room.
Water, Sanitation and Health workshop for international journalists. "Water: a matter of life and death. Investigating the global sanitation and water crises".

20-22 April 2009

International Meeting on Water and Cooperation in Africa. Las Palmas de Gran Canaria, Spain.

16-22 August 2009

World Water Week. Stockholm, Sweden.
Coordination and operation of the Water Decade/UN-Water stand.

24-25 September 2009

International Media Consultation on Water and Climate Change: "The role of the Information and Communication Community in Enabling Adaptation Strategies to Climate Change in Water Resources Management". Zaragoza, Spain.

27 October 2009

Participation in the Youth Forum "Ríos para vivirlos". Zaragoza, Spain.

28 October-1 November 2009

Information and Communication workshop on Water and Climate Change for Journalists from Latin America and the Caribbean. Punta Cana, Dominican Republic.

3 November 2009

Water Day. Barcelona, Spain. First meeting of new director of UNW-DPAC with Chair of UN-Water.

9-11 November 2009

Participation in the 3rd International Meeting of Water Experts. Water quality management: challenges and prospects. Zaragoza, Spain.

9-13 November 2009

Participation in the 2nd Africa Water Week. Johannesburg, South Africa.
Organization of a side event on "Getting Action on Africa's Water and Sanitation Crisis. The hard questions and how climate change impacts the answers".

16-17 November 2009

Participation in the WWAP preparatory meeting for WWDR4. Perugia, Italy.

23 November 2009

UN-Water programmes directors' meeting to coordinate on future activities and strategies. Bonn, Germany.

24-25 November 2009

Participation in the 8th International Congress on Environmental Journalism: "Water and Information Transparency". Seville, Spain.

25-26 November 2009

Participation in the 3rd International Conference of the Alliance of World Heritage Cultural Landscapes. Use and management of water in World Heritage Cultural Landscapes. Granada, Spain.

3-4 December 2009

1st International Conference of the Global Water Operators' Partnership Alliance "Raising Awareness and Communicating the Urgency to Act". Zaragoza, Spain.

9-10 December 2009

Participation in the OECD/ONEMA workshop "Economic instruments to support water policy in Europe: Paving the way for research and future development". Paris, France.

11 December 2009

Participation in the 6th Conference of the project "Aragon and climate change: Acting with Energy". Zaragoza, Spain.

5. 2009 in review

During the year 2009, major contributions from the Office included surveying UN-Water members on their information and communication strategies; creating a repository of UN water and sanitation-related publications; organizing two major international events and various capacity-building workshops, aimed at reinforcing capacities of the media; producing different information and awareness-raising materials on water and sanitation; and participating in different UN-Water task forces and meetings.

Special mention goes to the **International Media Consultation on Water and Climate Change**, which brought together a wide range of information and media professionals from different regions to discuss information and communication gaps and strategies in the field of water and climate change, and the **1st International Conference of the Global Water Operators' Partnership Alliance**, which provided an opportunity to explore the role of water operators in shaping public opinion and to identify best practices and information-exchange methods.

5.1. Main collaborations with UN-Water members and other partners

| Date | Location | Activity | Partners | Main Target |
|------------------------------|---|--|--|---|
| February-November 2009 | | UN-Water information and communication survey | | UN-Water members |
| 16-22 March 2009 | 5th World Water Forum. Istanbul, Turkey | Water, Sanitation and Health workshop for international journalists. "Water: a matter of life and death. Investigating the global sanitation and water crises". | WSSCC Water Advocates PATH WWC Media 21 | Media practitioners |
| 20-22 April 2009 | Las Palmas de Gran Canaria, Spain | International Meeting on Water and Cooperation in Africa | Casa Africa | Development cooperation agents |
| 16-22 August 2009 | World Water Week. Stockholm, Sweden | Coordination and operation of the Water Decade/UN-Water stand at World Water Week | UN-Water | Visitors to the World Water Week Exhibition |
| 24-25 September 2009 | Zaragoza, Spain | International Media Consultation on Water and Climate Change "Role of the Information and Communication Community in Enabling Adaptation Strategies to Climate Change in Water Resources Management" | UN-DPI Government of Spain Government of Aragon Zaragoza City Council | Media practitioners |
| 28 October - 1 November 2009 | Punta Cana, Dominican Republic | Information and Communication workshop "Water and Climate Change for Journalists from Latin America and the Caribbean" | UNIC Mexico UNA-DR GFDD | Media practitioners |
| 9-13 November 2009 | 2nd Africa Water Week. Johannesburg, South Africa | Side event "Getting Action on Africa's Water and Sanitation Crisis. The hard questions and how climate change impacts the answers" | SIWI | |
| 3-4 December 2009 | Zaragoza, Spain | 1st International Conference of the Global Water Operators' Partnership Alliance "Raising Awareness and Communicating the Urgency to Act" | UN-Habitat, Government of Spain, Government of Aragon, Zaragoza City Council | Water operators |

5.2. Geographical distribution of participants in UNW-DPAC activities* in 2009

Africa

Algeria (2), Angola (1), Burkina Faso (1), Cape Verde (1), Congo (1), Cote d'Ivoire (1), Egypt (2), Equatorial Guinea (1), Eritrea (1), Ethiopia (2), Ghana (2), Kenya (6), Mali (1), Mauritania (1), Morocco (1), Namibia (1), Nigeria (1), Senegal (2), South Africa (1), Tanzania (2), Togo (1), Tunisia (1), Uganda (1), Zambia (1)

Americas

Argentina (2), Bolivia (1), Brazil (4), Canada (2), Chile (1), Colombia (1), Costa Rica (1), Cuba (1), Dominican Republic (17), Ecuador (1), Honduras (1), Mexico (2), Paraguay (2), Peru (1), St. Lucia (1), Trinidad (1), United States of America (12), Uruguay (3), Venezuela (1)

Asia

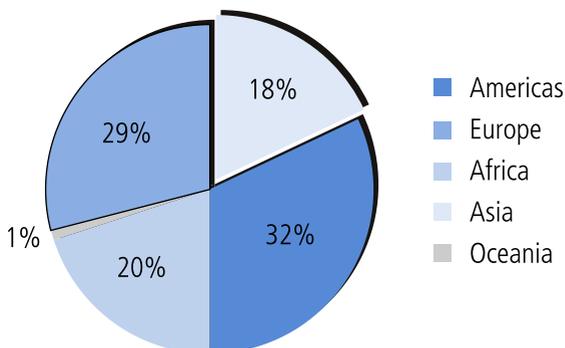
Bangladesh (2), Cambodia (1), China (1), India (3), Indonesia (2), Iran (2), Japan (1), Jordan (2), Lao PDR (1), Lebanon (1), Malaysia (1), Pakistan (5), Philippines (3), Sri Lanka (1), Tajikistan (1), Thailand (2), Yemen (1)

Europe

Albania (1), Germany (1), Belgium (3), Czech Republic (1), France (4), Hungary, Moldova (2), Netherlands (4), Russian Federation (1), Spain (22), Sweden (2), Switzerland (7), United Kingdom (2)

Oceania

Papua New Guinea (1)



* Includes the following activities: Water, Sanitation and Health workshop for international journalists, International Meeting on Water and Cooperation in Africa, International Media Consultation on Water and Climate Change, Information and Communication workshop "Water and Climate Change for Journalists from Latin America and the Caribbean", 1st International Conference of the Global Water Operators' Partnership Alliance.

5.3. Work Plan

ADVOCACY AND OUTREACH

Information and awareness raising activities

- Establishment of the Decade World Water Portal
- Streamlined information, based on new and existing knowledge generated by UN organizations, to media and/or policy makers with regard to sustainable water management and provision of water and sanitation services
- Preparation and dissemination of information and awareness-raising materials

Communication and advocacy activities

- Support to strengthen the relationship between UN-Water and UNW-DPAC, particularly on major events such as the WWD, World Water Week, World Water Fora and other relevant events.
- Organization of international events on water and communication related issues
- Organization of advocacy meetings

Other activities to enhance public awareness and visibility of the Decade and of UN-Water

- Active participation in national and international events
- Relations with the media

CAPACITY-BUILDING RELATED TO COMMUNICATION

Development of a strategy to enhance the capacity of the Media Organization of capacity-building workshops to strengthen advocacy and communication in water and sanitation issues

RESEARCH ON COMMUNICATION

Research on communicating to the poor

DEVELOPMENT OF PARTNERSHIP AND OFFICE CAPACITY

Support to and collaboration with WWAP and UNW-DPC
Involvement in UN-Water Task Forces and Groups
Development of partnerships with other key stakeholders

6. Advocacy and Outreach

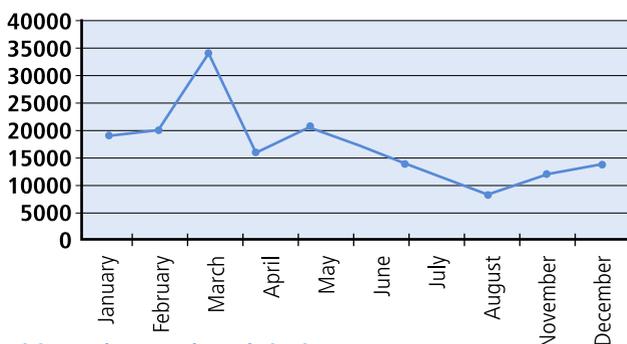
To achieve the established goals it is essential to sustain the global attention and political momentum in favour of the water and sanitation agenda at all levels. This is the reason that lies behind the UNW-DPAC’s commitment to apprise stakeholders of the Decade’s action plan and the steps being taken on the Millennium Development Goals.

UNW-DPAC develops a wide range of advocacy and outreach activities targeted at different audiences. Specific activities include participating in the organisation of World Water Day and of water and sanitation-related International Years, facilitating access to UN-system information and educational materials on water and sanitation, ensuring the production and dissemination of outreach materials such as documentary films or thematic readers and turning the Decade’s website into an information-sharing platform on the Decade’s themes.

6.1. Information and awareness raising activities

6.1.1. Establishment of the Decade World Water Portal

The current online website of the International Decade for Action ‘Water for Life’ is mainly an institutional window presenting the Decade, its mandate, background information, a collection of links and some information resources on water and sanitation issues. The maintenance of the current website has been done in close coordination with the UN Department of Public Information (UN-DPI) in New York. Regular news updates in English, French and Spanish and creation of new thematic contents have been implemented throughout the year 2009; these can be accessed at: www.un.org/waterforlifedecade

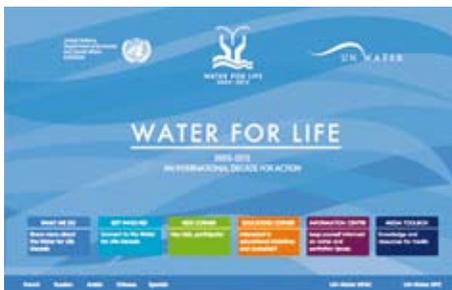


Visits to the Decade website in 2009

*No data available for September and October 2009

During 2009, work on the website has been oriented to the maintenance of the current website and to the creation of a new website responding to the needs of different audiences. The new website is a place for people to be informed about the Decade but also to get involved and learn what is happening around the world. The new website is also a pointing-hub for water-related information generated by the UN-system.

Preparing and implementing the new website has also been a major focus during 2009. The new website targets different audiences and will guide the visitor providing them with the most appropriated information in each case. The new website will particularly focus on the following audiences:



First draft proposal of new web graphic design

Communicators (journalists, media specialists, etc.)

Decision-makers and policy-makers

Educational community

Children and youth.

6.1.2. Streamlined information, based on new and existing knowledge generated by UN organizations

Water Information Centre

The new website also includes a Water Information Centre that will facilitate access and improve visibility of water and sanitation-related information materials produced by the UN system. This tool will also support UN-Water members in the production of new reports and information materials. During 2009 a system to classify, index and organize information materials has been developed. A total of 800 publications have been registered and catalogued to date

UN-Water Information and Communication Survey

At the 10th UN-Water meeting, in February 2009, the Office distributed a survey among UN-Water members to gain additional information for further elaborating and consolidating its information and communication strategies and related work plan points and to reach a consensus on specific actions where the programme could better support UN-Water members. The objective of the survey was to identify potential areas

of collaboration in order to:

- Reinforce communication capacities on water and sanitation
- Enhance the visibility of United Nations system-wide actions on water and sanitation
- Reinforce information capacities on water and sanitation.

Twenty out of twenty-seven UN-Water members responded to the survey. Survey results provide a diagnosis on visibility and access to information and work of UN-Water members and partners as well as on ongoing communication work with media and other audiences. It identifies gaps in these two fields and provides indications on the potential added value to the existing work of UN-Water members' and partners.

In terms of the expectations of UN-Water members', the perceived potential added value of the Office can be summarized as follows:

- As a **space for increasing the visibility** of work and strengths of UN-Water members among different audiences but also within the UN-Water community, providing opportunities to identify possible synergies;
- As a **facility to alert** on:
 - Current and forthcoming activities (e.g. events, training activities, etc.) where it could be interesting for UN-Water members to be involved;
 - New information resources (e.g. publications, websites, etc.) from UN-Water members.
- As a means to **coordinate better** on the presentation and presence of UN-Water at international events
- As an **authoritative source of information** that could be used by external users, but also by UN-Water members for the development of their own products (e.g. reports, research studies, etc.);
- As a **repository of good** communication/dissemination practices on water and sanitation from the UN system;
- As a **partner with whom to share** resources, knowledge and expertise for the organization of joint activities and the development/dissemination of joint information/awareness-raising materials.

A report summarizing main conclusions from survey results was distributed at the 12th UN-Water meeting, Hamilton, Canada, February 2010.

6.1.3. Preparation and dissemination of information and awareness-raising materials

In 2009, several information and awareness-raising materials targeting different audiences, from conference participants to the general public, have been produced and distributed by the Office. Going from simple messages to more elaborated information materials, the office has issued the following resources in 2009:



AMIS POUR LA VIE!

A new issue of a collection of seventeen different **postcards and bookmarks** produced by the Office for the UN-Water Pavilion at Expo Zaragoza 2008. Each postcard and bookmark contains a different key message on water and sanitation issues in English, French and Spanish.

Two different readers, one on water and climate change and another one on water operators and awareness-raising. These readers provide some basic UN references for easy reading and some of the latest and most relevant UN publications on these issues.

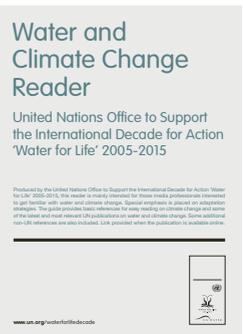
The aim is to increase awareness on key issues and, at the same time, improve visibility and use of UN water and sanitation related publications.

Media toolkits, one for media practitioners to communicate water and climate change and another for water operators to communicate on the urgency to act.

Also, a first **documentary** of a series of documentary films has been produced in collaboration with the UN Department of Public Information. This first documentary focuses on adaptation to climate change in Bhutan and deals with adaptation issues in different sectors including food production, small-scale farmers, and hydropower among others. This first film will be issued in February 2010.

On the occasion of events organized by the Office or where the Office participates, different advertising materials have also been produced, including:

Brochures for events organized by the Office, including the International Media Consultation on Water and Climate Change and the 1st International Conference of the Global Water Operators' Partnership Alliance.



Stand elements and roll-up banners for the UN-Water stand at the Stockholm World Water Week and for events organized by the office.

A **brochure presenting the Office** mandate and work in English and Spanish.

6.2. Communication and advocacy activities

6.2.1. Support to strengthen the relationship between UN-Water and UNW-DPAC, particularly on major events

Communication Action Plan for UN Water

The UNW-DPAC mandate includes providing support to strengthen the relationship between UN-Water members, particularly in major events such as the World Water Day, World Water Week, World Water Fora, and International Years. This support to UN-Water covers the full range of the advocacy and communication strategy in the preparation, implementation and follow-up post-event phase and varies, depending on the needs of the event. These efforts include organization and coordination of a UN-Water stand/pavilion in exhibitions at major events, support in media relations and in the field of information supply, and support in the elaboration of advocacy materials.



World Water Day

2 0 1 0

Clean Water for a Healthy World

Support for World Water Day 2010

The Office has also prepared a proposal of activities to support the UN Environment Programme (UNEP) in preparation of World Water Day 2010 which includes a street exhibition on water quality issues and a communication campaign. An Advocacy Guide has also been prepared and a draft is being currently discussed with UNEP.

Corporate visual identity

The visual identity of the three UN-Water programmes (UNW-DPC, WWAP, and UNW-DPAC) was discussed in the plenary session of the 10th UN-Water meeting held in Perugia, Italy, from 3 to 5 February 2009, and in a meeting among representatives of the three programmes on 23 November 2009. It was agreed that the final visual identity proposed would have an effect on the whole visual identity of the three UN-Water Programmes and to accept the UNW-DPC design proposal for business cards and letterheads as a first step for further elaboration. In 2009,



UNW-DPAC has been working on developing a visual identity manual and a set of derived products (stationary, event products, web design, etc.) in line with what was agreed.

Support to UN-Water during events

The Office has, all along 2009, provided support to UN-Water during different international events and ensured visibility of UN-Water members that could not be present at them.

5th World Water Forum. Istanbul, Turkey, 16-22 March 2009



Decade and UN-Water stand at the World Water Week

UNW-DPAC formed part of the working group for the design and planning of the UN-Water Pavilion at the 5th World Water Forum.

During the Forum, the Office coordinated the time schedule of the meeting room in the pavilion, acting as focal point for all UN-Water members and partners. UNW-DPAC established a daily programme prior to the forum and supervised its correct implementation during the forum week. The daily

programme included 33 meetings and events scheduled to take place on a daily basis from 10 a.m. to 9 p.m.

Within the UN-Water Pavilion, UNW-DPAC shared a small stand with UN-DESA for distribution of information materials, to provide information and act as contact and meeting point for Forum participants and visitors.

UNW-DPAC also co-organized a journalist workshop during the Forum (see section 7.2.).

World Water Week. Stockholm, Sweden, 16-22 August 2009

At the World Water Week, the Office coordinated and operated the Water Decade/ UN-Water stand and ensured distribution of information materials of UN-Water members that did not have a stand. The Office also managed media contacts and communication efforts for UN-Water during the Week.

The Office attended several thematic sessions and bilateral meetings related to the Office's work programme and activity calendar. Among these, a meeting with the Global Water Partnerships' Alliance, meetings of the UN-Water Task Forces on Trans-boundary Waters and on Climate Change, a meeting of water communicators, and a meeting on the communication strategy for WWDR4.



UNW-DPAC stand at the 5th World Water Forum

The Office also provided support to UNEP, the lead agency for the organization of World Water Day 2010, in the preparation of a brainstorming session. The Office prepared a presentation on communication needs and strategies for the upcoming World Water Day.

Water Day. Barcelona, Spain, 3 November 2009

Climate change adaptation is mainly about water...

Water is the primary medium through which climate change influences the Earth's ecosystems and therefore people's livelihoods and well-being. Already, water-related climate change impacts are being experienced in the form of more severe and more frequent droughts and floods. Higher average temperatures and changes in precipitation and temperature extremes are projected to affect the availability of water resources through changes in rainfall distribution, soil moisture, glacier and ice/snow melt, and river and groundwater flows. These factors are expected to lead to further deterioration of water quality as well. The poor, who are the most vulnerable, are also likely to be affected the most.

Water resources and how they are managed impact almost all aspects of society and the economy, in particular health, food production and security, domestic water supply and sanitation, energy industry, and the functioning of ecosystems. Under present climate variability, water stress is already high, particularly in many developing countries, and climate change adds even more urgency for action. Without improved water resources management, the progress towards priority objectives in the Millennium Development Goals, and sustainable development in all its economic, social and environmental dimensions, will be jeopardized.

Adaptation to climate change is mainly about better water management.
Recognizing this and responding to it appropriately present development opportunities. Appropriate adaptation measures include types known: land and water management practices to foster resilience to future climate change, thereby enhancing water security, innovative technologies and integrated solutions are needed at the appropriate scales, for adaptation as well as mitigation. Any adaptation measures, however, need to be assessed for landuse/cover change effects, in particular on the environment and on human health.

Adapting to increasing climate variability and change through better water management requires policy shifts and significant investments that should be guided by the following principles:

1. Mainstreaming adaptation within the broader development context;
2. Strengthening governance of water resources management and improving integration of land and water management;
3. Improving and sharing knowledge and information on climate, water and adaptation measures, and investing in complementary and sustainable data collection and monitoring systems;
4. Building long-term resilience through strategic investments and water infrastructure, including self-financing economies;
5. Investing in cost-effective adaptive water management and technology transfer;
6. Relaying additional funds through increased national budgetary allocations and innovative financing mechanisms for adaptation through improved water management.

The waning of urgency for climate change adaptation and the recognition of the centrality of water (issues, have not yet permeated the political world) and are not systematically reflected in national plans or international investment portfolios for adaptation.

It is imperative for the Parties to the UNFCCC to recognize the pivotal role of water in adapting to climate change in order to increase resilience and achieve sustainable development.

UN-Water's Key Messages on Water and Climate Change

UNW-DPAC supported this event with its involvement in media advocacy related efforts. This included support in the elaboration of a communication strategy and implementation of communication efforts together with SIWI and the Stakeholder Forum. The communication support included contribution to the elaboration of diverse media material including a press kit, press announcements

During the COP15 preparatory meetings of the UN Convention on Climate Change, a special 'Water Day' event was organized by UN-Water together with the Global Public Policy Network (GPPN) - a joint partnership of Stakeholder Forum and Stockholm International Water Institute (SIWI)- to urge negotiators to consider the critical role that water plays in climate change adaptation.

This Water Day aimed at showing that water is an essential and cross-cutting concern for climate change adaptation and mitigation across a range of different issues including livelihoods, ecosystems, transboundary cooperation, gender, and energy requirements.

UNW-DPAC supported this event with its involvement in media advocacy related efforts. This included support in the elaboration of a communication strategy and implementation of communication efforts together with SIWI and the Stakeholder Forum. The communication support included contribution to the elaboration of diverse media material including a press kit, press announcements

and releases, translation into Spanish of the one pager UN-Water's Key Messages on Water and Climate Change for COP 15. Besides, the Office carried out pro-active event announcements through the UNW-DPAC contacts database and diverse contact channels, and offered support for the finalization of the Water Day Report.

6.2.2. Organization of international events on water and communication related issues

In its work plan, the Office is mandated to organize yearly two major international events on water and communication related issues in Zaragoza, Spain, where the Office is located. During 2009, the Office organized the following international events:

International Media Consultation on Water and Climate Change “Role of the Information and Communication Community in Enabling Adaptation Strategies to Climate Change in Water Resources Management”. Zaragoza, Spain. 24-25 September 2009.



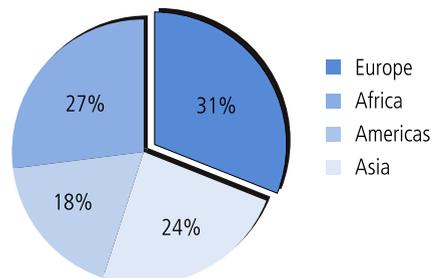
Open session

Climate change is at the top of the public debate and the international agenda. The focus in the international debate is mainly on the contribution of the energy sector and other sectors in preventing and mitigating the emissions of carbon and other greenhouse gases. Meanwhile, at regional and local level, the evidence of the devastating effects of climate change on people and ecosystems around the world is shown increasingly in water-related disasters. The media role in increasing awareness of water-related impacts of climate change, needs to be linked also to providing information on what can be done (what each of us can do) to avoid or adapt to these changes.

So far, water resource issues have not been adequately addressed in climate change analyses and climate policy formulations. Adaptation to changes in water availability and quality will have to be made, not only by water management agencies but also by individual users. Although there is much ex-

Climate change is at the top of the public debate and the international agenda. The focus in the international debate is mainly on the contribution of the energy sector and other sectors in preventing and mitigating the emissions of carbon and other greenhouse gases. Meanwhile, at regional and local level, the evidence of the devastating effects of climate change on people and ecosystems around the world is shown increasingly in water-related

Media participating at the Consultation





Working session

perience with adaptation to changing demand and legislation, little is known about how such organisations and individuals will be able to adapt to a changing climate. Media practitioners have a key role to play in influencing public perceptions and behaviours with respect to adaptation to climate change.

In this context, the Office organized, in cooperation with the United Nations Department for Public Information (UN-DPI), with the support of the Government of Spain, the Government of Aragon, and the City of Zaragoza, an International Media Consultation on Water and Climate Change at the premises of the University of Zaragoza.

The consultation offered a platform to share knowledge among media and information professionals on the importance of adapting to climate change, on effective means to communicate on the issue, and on good practices where media have been effective in promoting/improving adaptation to climate change in integrated water resources management.

The consultation brought together a wide range of information and media professionals from different regions, representatives and experts from the UN system -including representatives from the UN Information Centres-, representatives from international organizations and intergovernmental organizations, and representatives from national governmental organizations.

As a result of the consultation, main gaps and challenges on information and communication in water and climate change were identified. The consultation provided valuable guidelines for improving communication in this field and elaborated some recommendations to the United Nations system in this regard.

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



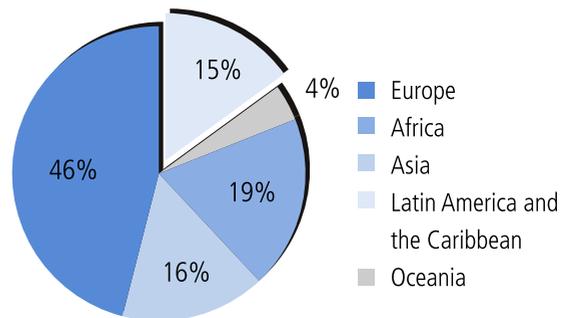
Conference participants

As the providers of drinking water for the majority of the world's population, water operators have great power to communicate, show by example, and inspire their customers about the urgent need to act in solidarity towards common environmental and development goals. Increasingly, water operators' are engaging in awareness campaigns, international development, corporate social responsibility efforts, and sharing their skills through water operators' partnerships.

The role of water operators as leaders in the efforts to attain the Millennium Development Goals and other international commitments on water and sanitation was the focus of this 2-day meeting. The meeting focused on communication strategies and water operators' partnerships as the essential tools of water operators in playing their full role in this urgent global effort.

Co-organized by the Office and UN-Habitat, the meeting brought together representatives from water and wastewater operators and water operators' federations from Africa, Asia, Europe, Latin America and the Caribbean, and Oceania, representatives from the UN system, representatives from regional NGOs platforms and members of the Global Water Operators' Partnership Alliance (GWOPA) and its steering committee, representatives from support mechanisms, and representatives from civil-society organizations, including trade unions, consumer and citizen associations.

Participant water operators



The meeting was structured around an opening session followed by three consecutive thematic panels, two working sessions and a subsequent synthesis and closing session.



Opening session

The meeting was an opportunity to analyze the efforts of water operators in attaining the Millennium Development Goals and other international commitments on water and sanitation, explore the role of water operators in shaping public opinion, and identify best practices and information-exchange methods. During the meeting, a communication campaign for water operators on the urgency to act, the Water Smart Campaign, was launched by the Office.

6.2.3. Organization of advocacy meetings

International Meeting on Water and Cooperation in Africa. Las Palmas de Gran Canaria, Spain. 20-22 April 2009.



Opening session

During 2009 the Office organized, in collaboration with Casa Africa, an advocacy meeting on water and cooperation in Africa.

The meeting offered a platform to exchange views on the role of international cooperation in the field of water governance in Africa.

Sessions were organized in order to:

- Identify and evaluate existing coordination, information exchange and monitoring mechanisms.
- Identify gaps and key obstacles impeding the achievement of water and sanitation targets in the African region.
- Examine actions implemented by cooperating actors on non-covered needs in the areas of water governance, water supply and sanitation in Africa.

Participants included senior government officials representing the ministries responsible for strategic planning in water and sanitation sectors and provision of water and sanitation services from African countries; representatives from intergovernmental cooperation institutions from Africa and governmental cooperation institutions from Spain, including AMCOW, AfDB and the Spanish Agency for Cooperation and Development; representatives from NGOs, such as the Gender and Water Alliance (GWA) and the African Civil Society Network on Water and Sanitation (ANEWS); representatives from the UN system; and representatives from water operators, such as the African Water Association (AFWA).

As a result, the meeting provided a set of recommendations in order to reorient and maximize effectiveness of cooperation efforts in the water and sanitation fields in Africa.

Side event “Getting Action on Africa’s Water and Sanitation Crisis. The hard questions and how climate change impacts the answers”. Johannesburg, South Africa. 12 November 2009.

Side event
Africa Water Week
November 12, 2009
11:30 to 13:00

Getting action on Africa's water and sanitation crisis
The hard questions... and how climate change impacts the answers
A discussion between the media, the experts, and the audience

**Thursday
November 12, 2009**
11:30 to 13:00
Location:

Sponsors:

- United Nations Office to Support the Water Decade (UNW-ODA)/United Nations Water Decade Programme on Drinking and Conventionalized (UNW-DPC): www.un.org/waterforpeople
- Stockholm International Water Institute (SIWI): www.siwigo.org

Please join us...and help find answers that will get action for Africa

During the 2nd Africa Water Week, 9-13 November 2009, the Office organized, together with SIWI, a side event on “Getting Action on Africa’s Water and Sanitation Crisis. The hard questions and how climate change impacts the answers”. The side event was aimed at highlighting key issues and questions for journalists and provided an opportunity for interactive discussions between journalists, experts and the audience on the different themes of the water week (sanitation, financing, transboundary water, climate change adaptation).

The discussion was facilitated by Michael McWilliams, from SIWI, and Josefina Maestu, director of UNW-DPAC. Two journalists, Tony Wende, from CNN, and Ochieng Ogodo, from the Kenyan Science Journalists organization addressed questions to the experts in the panel: Mike Muller and Martin Walshe, from GWP, and Lovy Rasolofmanana, from WaterAid Madagascar

The discussion was facilitated by Michael McWilliams, from SIWI, and Josefina Maestu, director of UNW-DPAC. Two journalists, Tony Wende, from CNN, and Ochieng Ogodo, from the Kenyan Science Journalists organization addressed questions to the experts in the panel: Mike Muller and Martin Walshe, from GWP, and Lovy Rasolofmanana, from WaterAid Madagascar

During the debate some key concerns were raised such as the role of media and the need to improve how they can help communicate these issues from the general public to governments.

6.3. Other activities to enhance public awareness and visibility of the Decade and of UN-Water

6.3.1. Active participation in national and international meetings

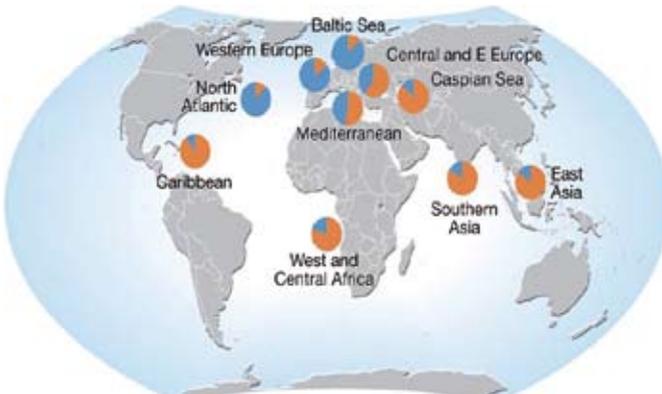
Youth Forum “Ríos para vivirlos”. Zaragoza, Spain, 27 October 2009.



On 27 October, the Office participated in a meeting of the international project “Ríos para vivirlos”. This initiative aims at sensitizing youth to the importance of protecting river ecosystems and focuses on the Ebro river basin. Secondary education students from Spain and France participate in the project. During the meeting, representatives from each participant organization, including the

United Nations, were asked to respond to the students’ requests concerning actions implemented to ensure that rivers health is protected. The Office presented main initiatives and actions from the UN system in this field and the activity of the Office.

3rd International meeting of water experts. Water quality management: challenges and prospects. Zaragoza, Spain, 9-11 November 2009.



The meeting, organized by the Water Institute of Aragon, gathered renowned water experts from different organizations such as the OECD, UNESCO or SIWI, to discuss key water quality issues. The Office participated with a presenta-

tion on the linkages between water quality and the achievement of the Millennium Development Goals, it also included a review of main mechanisms developed or promoted by the UN system to address the water quality issue.

8th International Congress on Environmental Journalism: Water and Information Transparency. Seville, Spain, 24-25 November 2009.



This Congress, convened by the Spanish Association of Environmental Journalists, congregated around 150 participants to discuss on communication, transparency and water-related issues. The Office participated in the panel “The role of media in communicating climate change adaptation” with a presentation summarizing main outcomes of the International Media Consultation on Water and Climate Change held in September in Zaragoza and outlining major information, communication and awareness-raising activities of UN-Water members on climate change.

3rd International Conference of the Alliance of World Heritage Cultural Landscapes. Use and management of water in World Heritage Cultural Landscapes. Granada, Spain, 25-26 November 2009.

This International Conference was designed to discuss the concrete challenges of water management in World Heritage Cultural Landscapes. The Office participated with a presentation on “Cultural landscapes and water: ways for environmental awareness” during panel entitled “Essence, Image, Aesthetics, Enjoyment and Awareness”. The presentation addressed the issue of water use and management in cultural landscapes while raising the need of introducing sustainable water consumption patterns through awareness-raising. The presentation also analyzed the educational materials produced by the UNESCO World Heritage Centre to finally outline the intimate linkage developed along the twentieth century between the origin of environmental awareness and the protection of landscapes and highlighted the role of the Office in



Conference participants

maintaining the political momentum on water and sustainable development agenda.

The meeting offered an excellent opportunity to get familiar with different information, awareness-raising and educational initiatives in this field.

6th Conference of the project “Aragon and climate change: Acting with Energy”. Zaragoza, Spain. 11 December 2009.

Organized by the Department of Environmental Quality and Climate Change of the Government of Aragon and the Institute for Environmental Sustainability of the University of San Jorge, Zaragoza, the 6th edition of this conference focused on communication and climate change. The conference addressed how the issue of climate change is covered in the media and how this should be conveyed. The office contribution examined how climate change adaptation issues are conveyed specifically by international media and validated the conclusions of the International Media Consultation on Water and Climate Change. Also the presentation introduced the mandate of the Office in awareness-raising and public information.

Economic instruments to support water policy in Europe: Paving the way for research and future development. Paris, France, 9-10 December 2009.



Positioned at the interface between science and policy, this workshop provided an opportunity for economists, practitioners, policy makers and researchers to dialogue on the design and implementation of new economic instruments in the field of water. The objectives

of the workshop were: sharing experiences in policy application of economic instruments as a means of detecting main policy demands in terms of economic knowledge and expertise, identifying key factors for success for an effective implementation of economic instruments in the water sector, identifying ways these instruments provide incentives to behavioral change and pointing out to policy-relevant issues that require further research.

The Office participated in the workshop with a presentation on the role of economic instruments in river basin management plans.

6.3.2. Relations with the media

During 2009, UNW-DPAC has communicated on key issues and main activities of the Office through press conferences, radio and TV interviews and dissemination of press releases. Relevant actions have included organization of press conferences announcing events organized by the Office or where the office has participated, and interviews on the Millennium Development Goals and the role of the Office.

7. Capacity-Building Related to Communication

The lack of technical and institutional capacities has been identified as one of the key obstacles for the implementation of the water and sanitation agenda. One side of the UNW-DPAC mandate therefore consists of reinforcing the capacity of primary stakeholders -UN Member States- the media and other communicators, especially in the developing world.

UNW-DPAC faces this challenge by organizing capacity-building activities such as the implementation of a capacity-building programme for media and the organization of capacity-building workshops aimed at different target audiences.

7.1. Development of a strategy to enhance the capacity of the Media

During 2009, the Office has focused on preparing a strategy to enhance the capacity of the media (TV, radio, press and internet) to report on water and sanitation issues. To orient this strategy, the Office prepared an information and communication survey that was distributed among UN-Water members. Survey results highlight key capacities that should be reinforced within the media community. The International Media Consultation on Water and Climate Change, organized by the Office in September 2009 allowed to go a step further and start developing a media toolbox on water and sanitation.

Also, close cooperation with selected UN Information Centres (UNICs) has allowed to start defining the structure of a training programme for journalists, with a special focus on journalists from developing countries, and UN staff.

7.2. Organization of capacity-building workshops to strengthen advocacy and communication in water and sanitation issues

During 2009 UNW-DPAC organized a series of capacity-building workshops aimed at developing the capacities of journalists to report on water and sanitation related issues. The main objective of this series of workshops is to improve dissemination of credible and reliable information through the public at large, especially in developing countries, and to ensure getting water issues high on the political agenda. Specific objectives of these workshop series are the following:

- To enhance capacity, skills and professionalism of journalists worldwide to enable them to report accurately, in-depth, quantitatively and ethically on water and sanitation issues
- To provide a better understanding of water and water related issues and to increase awareness on sustainable development issues, especially in developing countries
- To provide network opportunities and stimulating professional co-operation for increased information exchange and sharing of experiences.

With these objectives in mind, the Office organized the following capacity-building workshops in 2009:

Water, Sanitation and Health workshop for international journalists. “Water: a matter of life and death. Investigating the global sanitation and water crises”. Istanbul, Turkey. 16-22 March 2009.

**5th WORLD WATER FORUM
I S T A N B U L 2 0 0 9**



This first workshop was held on the occasion of the 5th World Water Forum and organized by UNW-DPAC in collaboration with the World Bank Water and Sanitation Programme (WSP), the Water Supply and Sanitation Collaborative Council (WSSCC), the World Water Council (WWC), Media 21, PATH, and Water Advocates.

A total of 35 journalists from different regions of the world participated. UNW-DPAC financed the participation of six journalists from Africa, Asia, the Middle East and Eastern Europe.

Water, sanitation and health issues were the focus of this one week workshop. The workshop built media capacity and bolstered coverage of the impacts that climate change, shifting demographics, and water supply and sanitation programs have on the health of the world's poor. It also highlighted how achieving the Millennium Development Goal targets on water and sanitation is critical for reaching development targets on poverty reduction, education and child mortality for example.

The workshop was also an opportunity for participants to meet with leading water and sanitation experts and practitioners, researchers, policy makers, representatives from the private sector, UN experts and specialized media.

Thanks to media representation at the workshop, the issue of water and sanitation was widely covered during and after this week.

Information and Communication workshop on Water and Climate Change for Journalists from Latin America and the Caribbean. Punta Cana, Dominican Republic. 28 October-1 November 2009.



Workshop participants

This workshop, jointly organized by UNW-DPAC and the network of the UN Information Centres (UNICs) for Latin America and the Caribbean in collaboration with the Dominican Association of the United Nations (UNA-DR) and the Global Foundation for Democracy and Development (GFDD), was part of the programme of the “5th International Conference of the Americas”.



Working session

A total of 28 journalists from the region participated in the workshop, where they met renewed international experts, different stakeholder groups’ representatives and representatives of the UN system, including UN-Water.

The focus of the workshop was on water and climate change issues. With a view on the forthcoming COP15 meeting, the workshop aimed at

facilitating learning on the nature of climate change impacts on water, drawing lessons from good information and communication practices, and practicing lessons learnt during interview situations. Main outcomes of the International Media Consultation on Water and Climate Change, organized by the Office in September 2009, were an input to this workshop.

With this second workshop, the Office effectively engaged the network of UNICs in its training programme. This practical exercise was an opportunity to test training methods and strategies.

Specific outcomes of the workshop includes, besides wide media coverage on related issues, a further elaborated media toolkit, the creation of a social network platform for communicators, and the establishment of a network of LAC journalists on water, climate and environmental issues.

8. Research on Communication

Despite being an undeniably fundamental factor for development, water still needs to be generally recognized as such. UNW-DPAC examines how communication and advocacy can be used as efficient tools to promote positive changes and a better recognition of the role of water resources for development.

Communicating the results of UN studies and assessing their communication impact, developing guidelines to put best communication practices into action and providing methodological support for their implementation, and evaluating the consideration water receives in development agendas are some of the projects that UNW-DPAC undertakes in this domain. During 2009, research has focused on pro-poor communication strategies.

9. Development of Partnerships and Office Capacity

During 2009, UNW-DPAC has reinforced collaboration with UN-Water members and established new institutional relationships with key partners for the implementation of its activities. Two new personnel were hired and a second edition of the internship programme implemented.

9.1. Support to and collaboration with the UN-Water Programmes WWAP and UNW-DPC

The Office has provided support in communication strategy development matters to the World Water Assessment Programme (WWAP), which included forming part of the communication team for the elaboration of the communication strategy (continuous contact, meeting in 2009 Stockholm World Water Week).

The Office has also provided support to activities of UNW-DPC, particularly to the UNW-DPC/UN-Habitat/UNESCO journalist workshop. This workshop took place in December 2009 in Montevideo, Uruguay. Support included collaboration in theme proposal for the workshop, attending conference calls on planning issues, suggesting

participants, five of which attended the workshop, opening of the UNW-DPAC journalist network platform to participants of the Uruguay workshop.

Mutual regular contact is maintained with WWAP and UNW-DPC officers on communications and other matters (information material, event and conference calendar, publication of events on websites of sister programmes, planning of common events, among others).

Specific meetings during 2009 include the following:

Participation in the WWAP preparatory meeting for WWDR4. Perugia, Italy. 16-17 November 2009.

This meeting facilitated contacts with other UN agencies and identification of additional opportunities for collaboration. The focus of this meeting was the preparatory process for WWDR4. Participant agencies raised the need of linking the WWDR effort to an appropriated communication and advocacy strategy. In this context, the Office proposed to provide support in the following areas:

- Identifying specific audiences for message reports to be prepared by WWAP
- Help in preparing a communication campaign to promote these messages and other products developed to consolidate the communication and advocacy strategy (videos on case studies, targeted exhibits, organization of side-events at major international conferences, etc.)
- Help in advertising the work of WWAP among specific key audiences
- Contribute to the "Valuing water" chapter of WWDR4.

Participation in the UN-Water programmes directors' meeting to coordinate on future activities and strategies. Bonn, Germany. 23 November 2009.

This meeting provided an opportunity to identify potential areas for cooperation and synergies between WWAP, UNW-DPC and UNW-DPAC, including a mutual representation of the three offices (through a shared PPT presentation, visual identity, websites, etc.).

9.2. Involvement in UN-Water Task Forces and Groups

The Office makes part of various UN-Water Task Forces and Groups and, during 2009, has contributed to the following ones:

Task Force on Climate Change. Apart from following up on activities of the taskforce and informing the task force about relevant activities organized by the Office in this domain (e.g. Media Consultation on Water and Climate Change), the Office provided support to the task force translating into Spanish the UN-Water's Key Messages on Water and Climate Change for COP 15.

Task Force on Indicators, Monitoring and Reporting. The Office has made regular follow-up of activities of the taskforce and prepared some ideas on how to improve visibility of work of the taskforce.

Task Force on Sanitation. The Office has attended conference calls of the task force and provided support to the work programme development for 2010. The Office has also ensured distribution of information materials from the task force at events such as the World Water Week, Stockholm, August 2009.

Task Force on Transboundary Waters. The Office has attended conference calls of the task force, provided support for mapping exercise and to the work programme development for 2010. The Office has also ensured distribution of information materials from the task force at events such as the World Water Week, Stockholm, August 2009.

Task Force on Country-level coordination. The Office did participate in the meeting of the task force that took place during the World Water Week, in Stockholm.

Water Wiki Advisory Group. The office has made regular follow-up of this activity, provided comments to the work programme and responded to survey distributed.

9.3. Development of partnerships with other key stakeholders

In 2009, UNW-DPAC formalized terms of collaboration with the following organizations:



Casa Africa

CASA AFRICA

Letter of agreement from Casa Africa for the organization of the International Meeting on Water and Cooperation in Africa, from 20 to 22 April 2009, Las Palmas de Gran Canaria, Spain. Casa Africa is a public consortium established as a result of a joint effort on the part of the Spanish Ministry of Foreign Affairs and Cooperation (MAEC), the Spanish Agency for International Cooperation for Development (AECID), the Canary Islands

Regional Government and the islands regional administrations aimed at promoting awareness of the respective realities of Spain and Africa and enhancing overall Spanish-African cooperation and African-European dialogue between both cultures.



Instituto Cervantes

After a meeting to discuss potential areas of collaboration, the Office received a Letter of Agreement from the Instituto Cervantes, Spain, to organize in 2010 a series of awareness-raising activities on water and sanitation through its network of centres around the world and in collaboration with the network of UN Information Centres.



Water Supply and Sanitation Collaborative Council, Water Advocates, PATH, and the World Water Council

Memorandum of understanding (MOU) establishing collaboration for the joint organization of the Water, Sanitation and Health workshop for international journalists "Water: a matter of life and death. Investigating the global sanitation and water crises", Istanbul, Turkey, 16-22 March 2009. MOU establishing terms of collaboration between UNW-DPAC and the Water Supply and Sanitation Collaborative Council, Water Advocates, PATH, and the World Water Council.

Zaragoza
AYUNTAMIENTO



Municipality of Zaragoza

Establishment of terms of collaboration with the Zaragoza Water and Environment Documentation Centre.



Organisation for Economic Co-operation and Development (OECD)

Establishment of specific areas of potential collaboration in the framework of the Office's mandate and the OECD 2009-2010 Horizontal Water Programme.



Cruz Roja

Spanish Red Cross

Establishment of terms of collaboration for the preparation of a series of street exhibits on water quality during 2010. These exhibits will be mainly targeted at poor people from rural areas and small urban centres in Africa and Latin America and the Caribbean.



UN-Habitat

Establishment of terms of collaboration for the joint organization of the 1st International Media Consultation on Water and Climate Change, Zaragoza, Spain, 24-25 September 2009.



United Nations Information Centers (UNICs)

Letter of Agreement from the United Nations Information Centre (UNIC) in Mexico to define cooperation for the organization of the Information and Communication workshop for Journalists from Latin America and the Caribbean, 28 October-1 November 2009, Punta Cana, Dominican Republic. In this context, the UNIC Mexico acted as Chair of the UN Communications Group for LAC and coordinated support to other UN agencies and information centres in the region.

Contact has been also established with other UN Information Centers (UNICs) for the organization of joint activities in the framework of the Office's mandate.



University of Zaragoza

In October 2009, UNW-DPAC signed a framework agreement with the University of Zaragoza, Spain. This agreement establishes the terms of collaboration between both organizations in order to facilitate participation of university students in the Office's internship programme and the use of university facilities for international events organized by the Office.

Throughout 2009 a Permanent Core Group was established among UNW-DPAC, the Ebro River Basin Confederation, the regional Government of Aragon and the Zaragoza City Council to support and promote joint activities during those international events organized by the Office to be held in Zaragoza.

The Office has also initiated discussions with different potential partners to explore possibilities of collaboration. These include, among others, initial contacts with UNESCO-IHE for the joint organization of a meeting of the Sustainable Water Management Improves Tomorrow's Cities Health (SWITCH) project in October 2010.

10. UNW-DPAC team



Josefina Maestu Unturbe
Coordinator/Director



Helena Caballero Gutiérrez
Adviser Water and Environment



Ulrike Kelm
Communications and Media Expert



Maria del Pilar Gonzalez Meyauri
Information Management and Awareness Raising Expert



Mónica Garcés Solano
Administrative Assistant



Sara Delgado Castillo
Office Assistant

11. UNW-DPAC budget

The Office is jointly financed by the Government of Spain, the regional Government of Aragon and the Zaragoza City Council through a technical cooperation trust fund agreement which allocates, every two years, a total of 2.7 million USD to the project.

12. Summary of main activities in 2008

The Office was set up in October 2007, and 2008 was a year dedicated to an important extent to organizing the office and to providing support to the UN information and communication activities at EXPO Zaragoza 2008.

12.1. Organizing the Office

Staff and facilities

- Preparing terms of reference for the project staff and inviting applications. Finalizing selection of staff and recruitment arrangements.
- Procuring and installing Office/technical equipment.

Preparation of Work program and plans

- Developing of work programme for the first phase and initiating its implementation.
- Developing a communication and outreach plan.
- Identifying specific issues and themes around which capacity-building workshop need to be organized and identifying workshops participants and resource persons.

Maintaining liaison with the water-related programmes of other United Nations entities

- Liaison with UNW-DPC and WWAP.
- Liaison with UN-Water members: UN-Water meetings in 2008 (Rome, January 2008).

Stockholm, August 2008) and establishing regular communication with UN-Water members.

- Inter-agency collaboration was particularly productive with 3 agencies and programmes (UNCCD, UNDP/HDR, IAEA).

12.2. Activities at Expo Zaragoza 2008

The activities of the Office at EXPO Zaragoza 2008 included:

- Organizing and staffing the UN Pavilion at EXPO Zaragoza 2008 and translating/disseminating UN-relevant water materials/information in all official UN languages; Supervising, editing and disseminating the UN-Water pavilion Catalogue produced for Expo Zaragoza 2008; A series of bookmarks and postcards promoting the Decade was produced and distributed; Dissemination of publications received from UN-Water Members; Preparation/dissemination of a UN-Decade information package.
- Providing information to Member States about UN-actions to accelerate the implementation of the water and sanitation agenda: 105 countries (UN Member States) were present at Expo Zaragoza; most of them contacted the Decade's Office during the Expo period. Information about UN-Water was distributed to them, meetings were planned and organized. In several cases, possible National Focal Points could be identified.
- Improving local visibility of the office and the Decade through missions in Spain; activities organized in Expo Zaragoza; water-related photo exhibition; photos in large format projected every evening in a very centric place of the city of Zaragoza, etc.



Visitants to the UN-Water Pavilion at Expo Zaragoza 2008

- Outreach to other professionals groups with interest in the theme and in particular teachers/education professionals: educational events addressed to teachers and students were organized at the UN-Water pavilion at Expo Zaragoza.

12.3. Implementing other information and advocacy activities

Using Mass communications channels such as the print media, vernacular press, TV and radio:

- Several articles and interviews were published in general and specialized broadcasting and digital media about the role of the Office and the activities of UN-Water.
- Water-related film projections were organized. In particular, two films were well disseminated by the Office: "The dream of water"; produced by WWAP, this documentary presents the living conditions of five children around the world and its relationship to water. "Mundos de agua"; produced by a Spanish production company and the Spanish public television, this series of 26 documentaries presents the diversity of water-related ecosystems around the world.
- The Office provided UN key messages on water and sanitation issues to illustrate a photo exhibition on water prepared by the mode magazine "Elle".

Celebration of World Water Day

Support was provided to the celebration of World Water Day through the participation in a World Water Day event organized at country level in Bilbao, Spain. A presentation on UN water/sanitation-related actions was made by the Office.

Summarizing the results of existing studies and databases on best practice and establishing an internal database of publications produced by UN-Water members.

13. List of abbreviations

| | |
|------------------------|---|
| AfDB | African Development Bank |
| AMCOW | African Ministers' Council on Water |
| ANEW | African Civil Society Network on Water and Sanitation |
| COP | Conference of Parties |
| FUNGLODE | Fundación Global Democracia y Desarrollo |
| GFDD (FUNGLODE) | Global Foundation for Democracy and Development |
| GPPN | Global Public Policy Network |
| GWA | Gender and Water Alliance |
| GWOPA | Global Water Operators' Partnerships Alliance |
| GWP | Global Water Partnership |
| IHP | International Hydrological Programme |
| LAC | Latin America and the Caribbean |
| LoA | Letter of Agreement |
| MoU | Memorandum of Understanding |
| NGO | Non Governmental Organization |
| OECD | Organization for Economic Co-operation and Development |
| ONEMA | Office National de l'Eau et des Milieux Aquatiques |
| SIWI | Stockholm International Water Institute |
| UNA-DR | Dominican Association of the United Nations |
| UNDESA | United Nations Department of Economic and Social Affairs |
| UNDP | United Nations Development Programme |
| UNDPi | United Nations Department of Public Information |
| UNEP | United Nations Environment Programme |
| UNESCO | United Nations Educational, Scientific and Cultural Organization |
| UN-HQ | United Nations Headquarters |
| UNIC | United Nations Information Centre |
| UNO-IDfA | United Nations Office to Support the International Decade for Action 'Water for Life' 2005-2015 |
| UNW-DPAC | UN-Water Decade Programme on Advocacy and Communication |
| UNW-DPC | UN-Water Decade Programme on Capacity Development |
| UNWTO | United Nations World Tourism Organization |
| WB-WSP | World Bank - Water and Sanitation Programme |
| WOP | Water Operators' Partnership |
| WSSCC | Water Supply and Sanitation Collaborative Council |
| WWAP | World Water Assessment Programme |
| WWC | World Water Council |
| WWD | World Water Day |
| WWDR | World Water Development Report |

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

A Decade for Water, a Decade for Life

Towards 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. Located in Zaragoza, Spain, and led by the United Nations Department of Economic and Social Affairs (UNDESA), the Office implements the UN-Water Programme on Advocacy and Communication (UNW-DPAC) aiming at sustaining the global attention and political momentum in favour of the water and sanitation agenda at all levels during the Decade.

United Nations Office to Support
the international Decade for Action
'Water for Life' 2005-2015

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