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# **Framework Agreement of Partnership between Water Operators and the United Nations Office to Support the International Decade for Action ‘Water for Life’ 2005-2015 / UN- Water Decade Programme on Advocacy and Communication (UNO-IDfA/UNW-DPAC)**

## **“Water Smart” Communication Campaign**

### **Introduction**

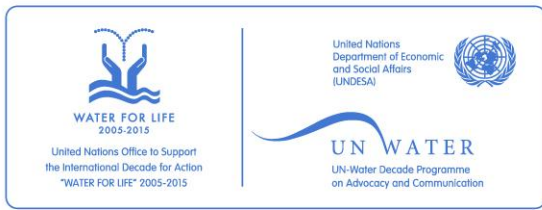
The purpose of this Agreement is to define the terms of the partnership of the convening parties for the successful implementation of the “Water Smart” Communication Campaign.

Water Operators are central to achieving global goals of environmental protection and universal access to water and sanitation services. As 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 together to achieve common environmental and development goals.

### **Background**

The decision to launch the Water Operators Communication Campaign, “Water Smart”, stems from concerns about the risk of missing the water and sanitation targets of the Millennium Development Goals. It is essential to improve access to safe water supply and basic sanitation reconciling human needs with the protection of the water environment. Achieving this goal will be impossible unless citizens recognize and understand better the links between their own actions and the sustainability of the natural environment. We need to reach users to raise awareness, improve water use and hygiene. To do so the Water Operators are key partners.

The Water Operators’ communication channels play an important role in promoting, informing and educating for improving access and for a more responsible and sustainable use of water. The communication campaign “Water Smart” is conceived with the aim of reaching a high level of impact and exposure with the general public, using sustainable marketing techniques. Through the proposed partnership, the campaign will achieve maximum impact with minimum cost and minimum emissions.



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## Terms of the Partnership

In the context of the agreement:

The Water Operator agrees to join the campaign and to choose the activities that best suits its situation and communication needs. The Operator agrees to participate in at least two activities per year in order to maintain the partnership status. The Operator agrees to carry out a specific activity on World Water Day 2010 (22 of March 2010) on water quality.

UNO-IDfA/UNW-DPAC agrees to provide the products (\*) for the water operator to implement the WATER SMART campaign, including the use of the logo of the Water Decade, information and materials (pop-ups and messages), activity and event concepts.

## Registration form

*Name of the water operator:*

*Country:*

*Mailing address:*

*Telephone (please include country code):*

*Web address:*

*Type of company (public, private, public-private partnership)*

*Person filing (Name and position):*

*Signature*

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Water Operator

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UNO-IDfA/UNW-DPAC

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(\*) UNO-IDfA/UNW-DPAC will upload materials for the WATER SMART campaign in the web page of the **International Decade for Action 'Water for Life' 2005-2015** and will create a specific site with password for the partner operators.