



**UN HABITAT**  
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**SWITCH**

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AYUNTAMIENTO

# Communication efforts

# Communication tools



**UN HABITAT**  
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**SWITCH**

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- Printed and electronic daily newsletters
- Video newsletter and recap
- Conference website
- Social media (Blog, Twitter, Facebook)
- Press releases (local and international media)

ALL accessible from:

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

# the conference daily

SUSTAINABLE WATER MANAGEMENT IN  
CITIES: ENGAGING STAKEHOLDERS FOR  
EFFECTIVE CHANGE AND ACTION  
13-17 December 2010 • Zaragoza, Spain

Conference Daily



## A joint effort

Collaboration with Media & Communication representatives present at this conference & inputs and articles from participants, and the great team of reporters documenting all the sessions



### Articles

Life is not possible without water, **Alexsandra HaC** (Lodz, Poland), The Zaragoza volunteers , **Rebecca Munetsi** (Namibia), About lessons learned. **Cheikh Tidiane Fall**, (Senegal), Accra water situation in focus , **Ama Kudom-Agyemang** (Ghana) 'Let us not put the elephant in a small room', says Ugandan Mayor, **Rebecca Munetsi** (Namibia), The Media on Stage, **Cheikh Tidiane Fall** (Senegal), The Southeastern County of Gran Canaria at the International Conference\* **Juan Díaz Sánchez** (Spain)

### Photos

**Dalia Abdel-Salam** (Egypt), **Martina Zambrano** (Spain), **Daniel Marcos** (Spain), **Rebecca Munetsi** (Namibia), **Ama Kudom-Agyemang** (Ghana), **Carolina Tobón**, (Colombia), **Alexsandra HaC** (Lodz, Poland)

Four issues, last one coming up!

Eight interviews

Excellent preparation  
**Andrea van der Kerk**



Printed and  
available  
online at:

[www.un.org/waterforlifedecade/swm\\_cities\\_zaragoza\\_2010/daily\\_newsletter.shtml](http://www.un.org/waterforlifedecade/swm_cities_zaragoza_2010/daily_newsletter.shtml)

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# Video newsletter

[http://www.un.org/waterforlifedecade/swm\\_cities\\_zaragoza\\_2010/video\\_daily.shtml](http://www.un.org/waterforlifedecade/swm_cities_zaragoza_2010/video_daily.shtml)



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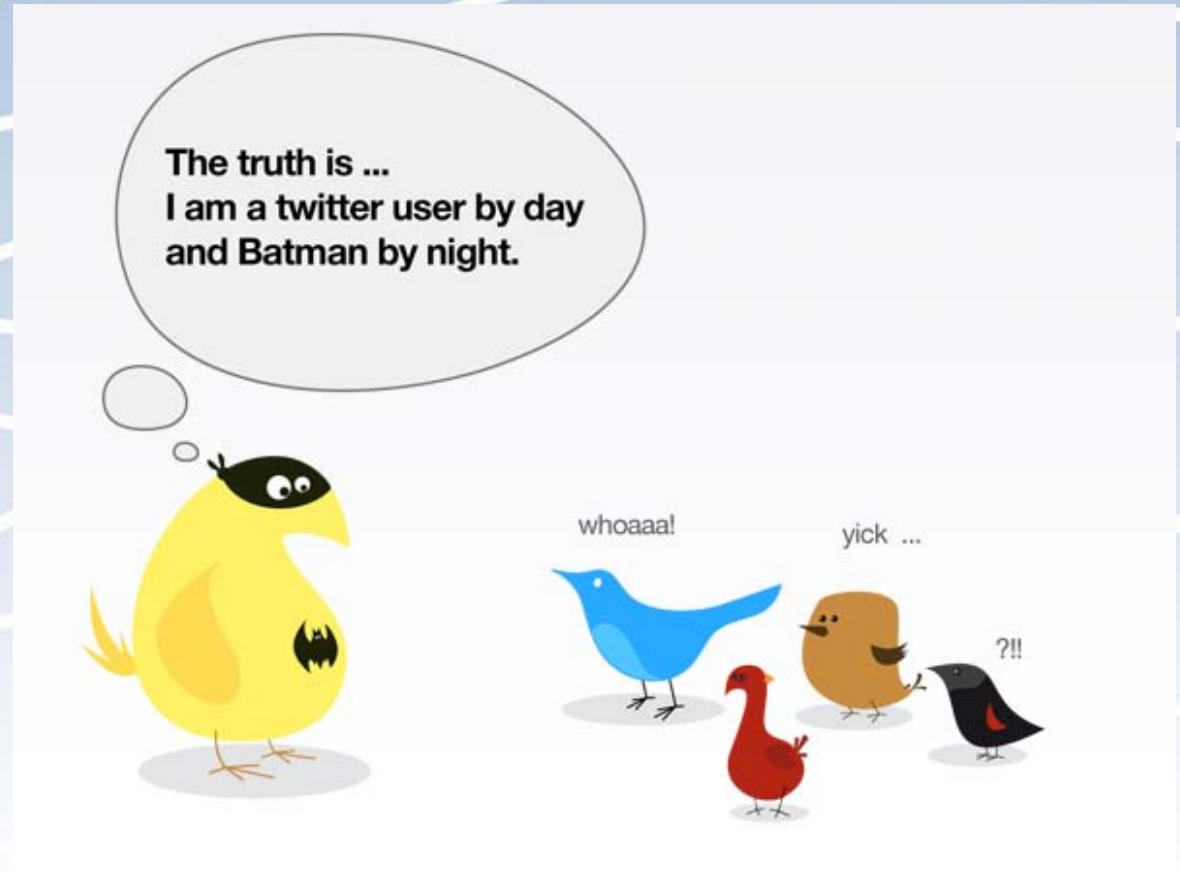


# SUSTAINABLE WATER MANAGEMENT IN CITIES SOCIAL MEDIA EFFORTS

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# Conference Blog: Sustainable Water Management in Cities

Engaging stakeholders for effective change and action

## World Water Day 2011 [Edit this entry](#)

Posted on December 16, 2010 by *Sustainable Water Management*



UN-Water has dedicated World Water Day 2011 (WWD 2011) to the theme 'Water and Urbanization'. The objective of WWD 2011 is to focus international attention on the impact of rapid urban population growth, industrialization and uncertainties caused by climate change, conflicts and natural disasters on urban water systems. It will encourage action by governments, organizations, communities, and individuals around the world to actively engage

in addressing urban water management challenges. World Water Day 2011 will be celebrated from March 20-22 at the Cape Town International Conference Centre (CTICC).

For more information please refer to the [World Water Day 2011](#) website.

Posted in: [Uncategorized](#)

← [The water for life award](#)

[Video interviews of the day](#) →

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### Recent Posts

[Media on stage](#)

[Interviews of the day](#)

[Video interviews of the day](#)

[World Water Day 2011](#)

[The water for life award](#)

### Zaragoza Tweet Stream

Kala Vairavamorthy: moving away from talking to doing. Greed or fear, imperatives for change... #SUWM 41 minutes ago

Kala Vairavamorthy: how to motivate people to create change when they are not motivated... #SUWM 42 minutes ago

RT @ewen\_chats: Ctrovsarial xchg on politic engagemnt: all parties shd b in, supportive or not. Thy r stkhlders not outsiders #SUWM 16 hours ago

RT @aaecad: @xavierbdn

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# BLOG VIEWS



United Nations Office for  
the International Decade for Action  
"Water for People" 2000-2010

United Nations  
Department of Economic  
and Social Affairs  
UNEP/WHO



UN WATER  
UN Water Change Programme  
UN Advisory Board Contributions

UN HABITAT  
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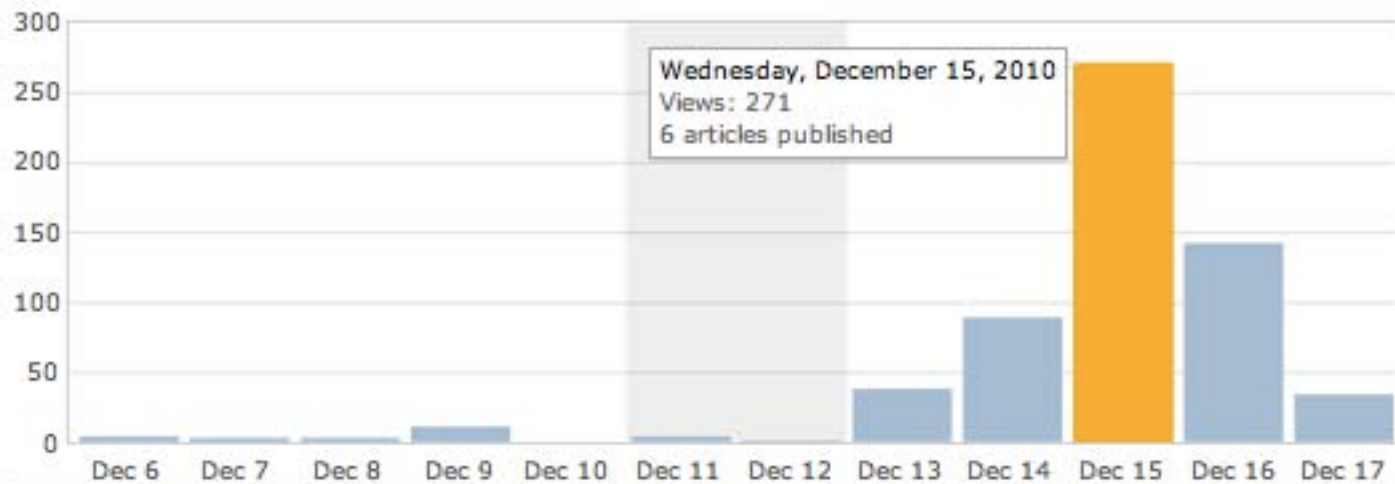
Zaragoza  
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584  
views all-time

18  
[views today](#)

271  
views on yourisest day, [December 15, 2010](#)

## Stats



# TOP POSTS

## Top Posts (the past week)

Conference photos

54 views

Programme

26 views

Background

17 views

Downloads & Links

17 views

CICLO DE DEBATES CIUDADANOS: LA  
CARRERA HACIA LA META DEL 2015: EL  
COMPROMISO CON EL AGUA

17 views

Highlights from the Water Tour

15 views

Life is not possible without water. Lessons  
from yesterday's Water Tour

14 views

Organizers

9 views

## Top Searches

blog + switch conference zaragoza,  
conference blog: sustainable water  
management in cities", sustainable water  
conference zaragoza, blog zaragoza  
conference, elena benedi agua zaragoza

## Most Active (the past day)

The Southeastern County of Gran Canaria  
at the international conference

'Sustainable Water Management in Cities'

5 views

Programme

2 views

Video interviews of the day

1 views

Impressions of the conference by Manuel  
Calderón Chéve

1 views

World Water Day 2011

1 views



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twitter

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**SUWMZaragoza**

That's you!

Lists

**Kala Vairavamoorthy: moving away from talking to doing. Greed or fear, imperatives for change... #SUWM**

31 minutes ago via HootSuite

Kala Vairavamoorthy: how to motivate people to create change when they are not motivated... #SUWM

32 minutes ago via HootSuite

RT @ewen\_chats: Ctroversial xchg on politic engagemnt: all parties shd b in, supportive or not. Thy r stkhldrs not outsiders #SUWM

about 16 hours ago via HootSuite

RT @aaecad: @xavierbdn Buenas tardes, ¿qué tal va todo? @iAgua @sarambientologa @Luci\_Fernandez @SUWNZaragoza @alidapham @Pablo\_PalaciosV

about 17 hours ago via HootSuite

@dijoh2o Hi Dick, pls follow the blog to read more stuff on the conf #SUWM <http://ow.ly/3q9Iz>

about 19 hours ago via HootSuite in reply to di joh2o

New blogpost: Manuel Calderón Chévez, Mayor of the city of León, Nicaragua, shares his views on the conference <http://ow.ly/3q4eH> #SUWM

about 23 hours ago via HootSuite

Listening to Bert Diphooorn @UNHABITAT talk about the World Water Day 2011 Campaign #SUWM

about 24 hours ago via HootSuite

Would b good to integrate more experiences – beyond SWITCH examp. How 2 institutionalize it & hve sustain multistakeholder approaches #SUWM

Name SUWMZaragoza  
Location Zaragoza, Spain  
Web <http://sustainabl...>  
Bio Tweeting from the Sustainable Water Management in Cities Conference in Zaragoza 13-17 December

64 following 36 followers 1 listed

Tweets 93

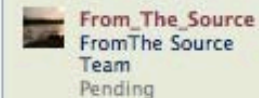
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Following



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More like SUWMZaragoza



From The Source Team Pending



Homayoon Shirzad Follow

view all

RSS feed of SUWMZaragoza's tweets

# TWITTER CONVERSATIONS



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**Mentions**  
(WATERSUMMIT)

**zenrainman**  
11:59am via TweetDeck  
@SUWMZaragoza indeed how do we move from words to action...  
[Show Conversation](#)

**schoon\_water**  
11:42am via CoTweet  
@SUWMZaragoza thank you. See also Sister Cities a new work about clean water and air <http://cot.ag/bFXilC> +  
[Show Conversation](#)

**zenrainman**  
11:05am via TweetDeck  
@SUWMZaragoza yeah sure but what does a right mean?  
[Show Conversation](#)

**schoon\_water**  
Dec 16, 5:41pm via CoTweet  
@SUWMZaragoza what do you think of my latest painting The Creation <http://cot.ag/aWk2ZT> + for the NYC Marathon. Its about clean water and air.  
[Show Conversation](#)

**schoon\_water**  
Dec 16, 5:37pm via CoTweet  
@SUWMZaragoza At World Water Day we clean each year a river in the Netherlands. In 2011 we clean the Amstel see <http://cot.ag/f2A8Kx> +  
[Show Conversation](#)

**dijoh2o**  
Dec 16, 2:16pm via Web  
@SUWMZaragoza Why don't I get URLs where I can hear and find more information from this conference? Or is it only for people at conf?  
[Show Conversation](#)

**dijoh2o**  
Dec 16, 2:12pm via Web  
@SUWMZaragoza Dick de Jong Joining from the Hague: what help for how many stories from journalists have SWITCH cities been able to provide?  
[Show Conversation](#)

**Ruth\_Asante**  
Dec 16, 2:26am via Web  
@alomonarian @RoachMantanna @SUWMZaragoza @TheKiddoO\_ @Klayz @nAomszJCB new song Called A C C R A [http://www.youtube.com/watch?v=y\\_r26SCLe8U](http://www.youtube.com/watch?v=y_r26SCLe8U) +  
[Show Conversation](#)





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Suggest to friends

Remove from my page's favourites

Conference  
Sustainable Water  
Management in  
Cities Engaging  
Stakeholders for  
Effective Change  
and Action  
Zaragoza, Spain  
13-17 December  
2010

Insights

See all

108 Monthly Active Users  
7 Daily New Likes  
1,024 Daily Post Views  
0 Daily Post Feedback

Insights are visible to page admins only.

1 friend likes this.



Conference: Sustainable Water Management in Cities

Wall Info Photos Discussions Boxes Notes +

Share: Status Photo Link Video

Conference: Sustainable Water Management in Cities Spam Settings



Conference: Sustainable Water Management in Cities



16 December 2010

8 new photos

Post insights not yet available, please check back later.

6 hours ago · Like · Comment · Share



Conference: Sustainable Water Management in Cities  
Download the pdf versions of the poster from the SWITCH website: [http://switchurbanwater.lboro.ac.uk/outputs/results.php?pubtype\\_select=4](http://switchurbanwater.lboro.ac.uk/outputs/results.php?pubtype_select=4)



SWITCH CITY POSTERS

10 new photos

86 Impressions · 5.81% feedback

23 hours ago · Unlike · Comment · Share

You, Ulrike Kelm, Ellie Meleisea and Stefanny Vanegas like this.



Andres Molano Tellez

[http://www.eltiempo.com/columbia/bogota/ARTICULO-WEB-NEW\\_NOTA\\_INTERIOR-8601700.html](http://www.eltiempo.com/columbia/bogota/ARTICULO-WEB-NEW_NOTA_INTERIOR-8601700.html)  
10 hours ago · Unlike · 2 people · Flag

Write a comment...



Conference: Sustainable Water Management in Cities



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More adverts



# Conference website

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



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**INTERNATIONAL DECADE FOR ACTION  
WATER FOR LIFE, 2005-2015**

UN-Water

**HOME**

**ABOUT THE DECADE**

- Background
- Logo
- FAQs
- Get involved!

**ISSUES**

- Access to sanitation
- Africa: a region for priority action
- Capacity building
- Disaster prevention
- Financing water
- Gender and water
- Integrated Water Resources Management
- Transboundary waters
- Valuation
- Water and cities
- Water quality
- Water scarcity

**DOCUMENTATION CENTRE**

- UN Publications

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**Zaragoza**

**Sustainable Water Management in Cities:  
Engaging stakeholders for effective change and action**

13-17 December 2010. Zaragoza, Spain

Sustainable, efficient and equitable management of water in cities has never been as important as in today's world. Achieving important internationally agreed goals - in a sustainable manner - including the Millennium Development Goals in developing country cities, requires that we do better than we have in the past. It requires that we institutionalize and act upon lessons learnt in the arena of urban water management and urban development. Capacities to make change happen in water are typically diffused between many different stakeholders including the different publics in our cities. Therefore, increasingly coming to the forefront are the holistic approaches, methods and skills needed to enable successful cooperation and collaboration, including those communication techniques which enable stakeholders to improve their performance, exchange knowledge, views and preferences and act collectively with a feasible vision of the future, promoting effective implementation.

**Conference Home**

**About the conference**

- Organizers
- Objectives
- Key questions
- Expected outcomes

**Agenda**

- Conference programme
- Field visits
- Stakeholder engagement
- Political engagement
- Media engagement
- Side Events
- Open sessions

**Daily updates**

- Video newsletter
- Conference daily
- Presentations
- Press releases

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# Conference website

www.un.org/waterforlifedecade



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|   | PRESENTATIONS FROM SPEAKERS   | TOPICS                   |
|---|---|--------------------------|
| <b>priority action</b>                  |   | Stakeholder engagement   |
| ◆ Capacity building                     |   | Political engagement     |
| ◆ Disaster prevention                   | <b>13th December 2010</b>   | Media engagement         |
| ◆ Financing water                       | >> <a href="#">Action Policy of the Water Cycle Municipal Board</a> , Jose Ramon Enrbalgo [PDF – 693 KB]  | Side Events              |
| ◆ Gender and water                      | >> <a href="#">Landscape interventions in the Ebro River in Expo2008</a> , Francisco Pelicer [PDF – 27.7 MB] (in Spanish)   | Open sessions            |
| ◆ Integrated Water Resources Management |   | <b>Daily updates</b>     |
| ◆ Transboundary waters                  | <b>14th December 2010</b>   | Video newsletter         |
| ◆ Valuation                             | >> <a href="#">Overview of the conference</a> , Josefina Maestu [PDF – 2.07 MB]   | Conference daily         |
| ◆ Water and cities                      | >> <a href="#">Streams to the sea, Stakeholders in the city integrating and strengthening sustainable water management</a> , John Butterworth [PDF – 3.19 MB]                     | Presentations            |
| ◆ Water quality                         | >> <a href="#">Presentations of city experiences: Belo Horizonte</a> , Nilo Nascimento [PDF – 3.45 MB]  | Press releases           |
| ◆ Water scarcity                        | >> <a href="#">Presentations of city experiences: Lodz</a> , Monika Dziegielewska [PDF – 654 KB]  | <b>Follow us</b>         |
| <b>DOCUMENTATION CENTRE</b>             | >> <a href="#">Presentations of city experiences: Zaragoza</a> , Javier Celma [PDF – 2.05 MB]   | Twitter                  |
| ◆ UN Publications                       | <b>15th December 2010</b>   | Facebook                 |
| ◆ UN Photo Library                      | >> <a href="#">Recap and overview</a> , Josefina Maestu [PDF – 545 KB]  | Wordpress                |
| <b>RESOURCES FOR...</b>                 | >> <a href="#">Tools and approaches: Engaging small industries and marginalized communities, the case of Bogotá, Colombia</a> , Monica Sanz [PDF – 3.04 MB]                       | YouTube                  |
| ◆ Kids and Youth                        | >> <a href="#">Tools and approaches: Transitioning and strategic niche management, the cases of Birmingham, United Kingdom and Accra, Ghana</a> , Alison Duffy [PDF – 900 KB]     | <b>Water and cities</b>  |
| ◆ Media                                 | >> <a href="#">Tools and approaches: Visioning and scenario-based planning, the case of Alexandria, Egypt, Accra, Ghana and Lodz, Poland</a> , Carol Howe [PDF – 536 KB]          | Background               |
| <b>RELATED LINKS</b>                    | >> <a href="#">Tools and approaches: Promoting public participation, the case of Belo Horizonte and Brno, Alameda, Brazil</a> , Nilo Nascimento and Erica Krueger [PDF – 3.91 MB] | Media briefs             |
| <b>CONTACT US</b>                       |   | Facts and figures        |
|   |   | <b>Who will be there</b> |
|   |   | Participants             |
|   |   | Speakers                 |
|   |   | <b>Logistics</b>         |
|   |   | Venue                    |
|   |   | Accommodation            |
|   |   | Travel                   |
|   |   | Registration             |
|   |   | Contact us               |