

## Casa Solans

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water-decade@un.org un.org/waterforlifedecade

In cooperation with:



01

## First International Conference of the Global Water Operators' Partnerships Alliance

## Raising Awareness and Communicating the Urgency to Act

3-4 December 2009. Zaragoza, Spain

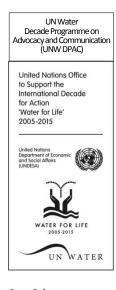
08:30 - 9:10	Registration
9:10 - 11:00	Opening Plenary Session
9:10 – 9:40	Opening Remarks by the Authorities: Mr. Alfredo Bone, Regional Minister of Environment, Mr. Rafael Romeo, President of Ebro River and Mr. Jerónimo Blasco, Counsellor of the Zaragoza City Council
9:40 - 9:55	Introduction on Objectives and Structure of the Conference by Ms. Josefina Maestu, Coordinator of UNO IDfA/UNW DPAC.
9:55 - 10:30	Presentation of the Global Water Operators' Partnerships (WOPs) Alliance by Dr. Faraj El-Awar, Programme Manager, Global WOPs Alliance
10:30 - 11:00	Launching the UN program/communication campaign for Water Operators in preparation for the World Water Day 2010. Federica Pietracci, Major Groups Programme Coordinator, UN DESA.
11:00 - 12:15	Session 1: WOPs as a platform for developing Communication a Corporate Social Responsibility Strategies. Round table presentations - Mr. Cheikh Tidiane Fall, Directeur de la Communication et de Coopération, Sénégalaise Des Eaux - Mr. Siemen Veenstra, Project Director, Vitens-Evides Internati (Netherlands) Open debate.
12:30 - 13:30	Lunch
13:30 - 17:30	Session 2: Communication and Information Practices
13:30 – 15:10	Round table presentations of existing information and communicat practices.  - Mr. Andries Motsele, Brand Manager Coordinator of Rand W Johannesburg, South Africa.  - Ms. Pilar Gomez, Head of Department Image and Public Relationships, Canal de Isabel II, Madrid.  - Mr. Gesrner Oliveira. Companhia de Saneamento Basico do Estado de São Paulo (SABESP), Sao Paulo.
15:10 – 15:30	Presentation of the elements of the Water Operators' Communication

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15:30 - 16:00  Coffee Break  16:00 - 17:30  Working Groups Session 1 to discuss communications practices.  17:30 - 19:00  Side Event and Technical Visit  Communication Strategy of the Wastewater Treatment Plan of the Region of Aragon. Mr. Rafael Izquierdo, Director of Water Institute of Water of Aragon Government.  Visit to Zaragoza Purification Plant: "Integrated Water Cycle. Educational 18:00 - 19:00  and communication strategies of the Municipality City Council". Jovier Celma, Director of Environment and Sustainability Agency of Zaragoza.  04 December 2009, Friday  8:30 - 9:00  Presentation of Conclusions on the Working Groups Session 1  9:00 - 15:00  Session 3: Connecting WOPs Support Mechanisms: linking financial, legal and implementing plotforms  09:00 - 10:30  Presentation of "available water and sanitation related funding/supporting mechanisms for WOPs from the North"  - Mr. Pierre Marie Grondin, Director, p.5-Eau  - Ms. Anemari Ciurea, Water Operators Partnerships Coordinator, IWA  Debate.  10:30 - 11:00  Coffee Break  11:00 - 12:30  Panel discussion on "How do you make WOPs happen?" Facilitator. Mr. Ziad Moussa, Global WOPs Alliance Panelists:  - Mr. Jaime Morell, Manager of Consorcio de Aguas de Sevilla, Asodación Española de Operadores Públicos de Agua y Saneamiento (AEOPAS)  - Mr. Samir Bensaid, Director General – IEA, Office National Eau Potable (DNEP)  - Mr. Long Naro, Deputy General Director, Phnom Penh Water Supply Authority (PPWSA) Debate.  12:30 - 13:30  Lunch  13:30 - 15:30  Coffee Break  15:00 - 15:30  Networking Session  Reporting on the CONCLUSIONS of each of the sessions. Faraj El-Awar and Josefina Maestu. Final words by the Counselor of environment of the Municipality. Ms. Moral Dolores Campos.			
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