





**United Nations Office to support  
the International Decade for Action  
'Water for Life' 2005-2015  
(UNO-IDfA)**

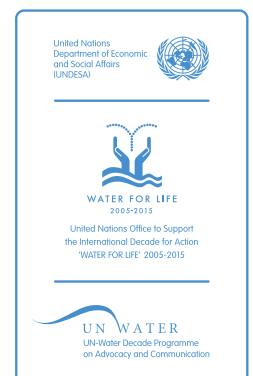
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**Biennial Report  
2012/2013**

12/13

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





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# Acronyms

<b>CDAMA</b>	Centro de documentación del agua y el medio ambiente
<b>CHE</b>	Ebro River Basin Authority
<b>ECODES</b>	Fundación Ecología y Desarrollo
<b>FAO</b>	Food and Agriculture Organisation of the United Nations
<b>GWOPA</b>	Global Water Operators' Partnerships Alliance
<b>ICLEI</b>	ICLEI-Local Governments for Sustainability
<b>IFAD</b>	International Fund for Agricultural Development
<b>IHP</b>	International Hydrological Programme
<b>IRC</b>	IRC International Water and Sanitation Centre
<b>IWA</b>	International Water Association
<b>MDGs</b>	Millennium Development Goals
<b>OECD</b>	Organization for Economic Cooperation and Development
<b>SDGs</b>	Sustainable Development Goals
<b>SIWI</b>	Stockholm International Water Institute
<b>UN</b>	United Nations
<b>UNDESA</b>	United Nations Department of Economic and Social Affairs
<b>UNECE</b>	United Nations Economic Commission for Europe
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organisation
<b>UNESCO-IHE</b>	UNESCO-IHE Institute for Water Education
<b>UNDCWS</b>	UN Documentation Centre on Water and Sanitation
<b>UNDPI</b>	United Nations Department of Public Information
<b>UNEP</b>	United Nations Environment Programme
<b>UNESCAP</b>	United Nations Economic and Social Commission for Asia and the Pacific
<b>UN-Habitat</b>	United Nations Human Settlements Programme
<b>UNIC</b>	United Nations Information Centre
<b>UNIDO</b>	United Nations Industrial Development Organization
<b>UNO-IDfA</b>	United Nations Office to support the International Decade for Action 'Water for Life' 2005-2015
<b>UNU</b>	United Nations University
<b>UNW-DPAC</b>	UN-Water Decade Programme on Advocacy and Communication
<b>UNW-DPC</b>	UN-Water Decade Programme on Capacity Development
<b>UNWTO</b>	World Tourism Organization
<b>USD</b>	US Dollars
<b>WCED</b>	World Commission on Environment and Development
<b>WfWP</b>	Women for Water Partnership
<b>WHO</b>	World Health Organization
<b>WMO</b>	World Meteorological Organization
<b>WSSCC</b>	Water Supply and Sanitation Collaborative Council
<b>WTD</b>	World Tourism Day
<b>WWAP</b>	United Nations World Water Assessment Programme
<b>WWD</b>	World Water Day

# 1. Who we are

The United Nations Office to support the International Decade for Action 'Water for Life' 2005-2015 (hereafter 'The Office') was created to support implementing the UN 2003 General Assembly Resolution which designated 2005 to 2015 as the International Decade for Action 'Water for Life'.

As the Decade Programme on Advocacy and Communication (UNW-DPAC) the Office is also a programme of UN-Water, the UN system-wide mechanism which coordinates and provides a coherent response to challenges related to all aspects of freshwater and sanitation. The Office mandate also requires supporting UN-DESA in key UN strategic processes.

The goals of the Decade should be a greater focus on water-related issues at all levels and on the implementation of water-related programmes and projects, while striving to ensure the participation and involvement of women in water-related development efforts, and the furtherance of cooperation at all levels, in order to help to achieve internationally agreed water-related goals contained in

- Agenda 21;
- the Programme for the Further Implementation of Agenda 21;
- the United Nations Millennium Declaration; and
- the Johannesburg Plan of Implementation;

and, as appropriate, those identified during the twelfth and thirteenth sessions of the Commission on Sustainable Development

*(United Nations A/RES/58/217, 2003, par.2)*

In 2010, the Office was asked to become the hub for UN-Water communication and advocacy activities, especially those addressed to non-UN actors, including the civil society.

# 2. What we do

The mission of the Office is to facilitate action oriented responses from all stakeholders at all levels towards achieving the agreed international goals on water, including the Millenium Development Goals, and those of the Johannesburg Plan of Implementation.

As the UN-Water Office in Zaragoza it supports communication actions by UN-Water and its members while implementing specific communication and information activities related to the decade.

According to its mandate, the Office supports the efforts of the United Nations in coordinating and following-up the implementation of internationally agreed goals in the areas of water resources management and provides strategic advice to all partners in accelerating the pace of implementation of the water and sanitation international agenda.

*UN-Water was established in 2003 by the United Nations High Level Committee on Programmes, and has evolved through close collaboration among UN agencies.*

Activities of the Office include:

**01 Knowledge Management**, mobilising and making available information and inputs generated by UN-Water entities to accelerate the implementation of policy actions and measures; including preparation and contribution to key publications.

**02 Communications** aimed at non-UN audiences, especially the media and stakeholder groups; implementing campaigns aimed at raising public awareness at all levels to maintain political momentum for the water and sanitation agenda, such as World Water Day.

**03 Best Practices**, highlighting best practices implemented by Member States and different stakeholders to advance the international water and sanitation agenda.

**04 Contributing to strategic processes** by supporting processes such as Rio+20 and the Post 2015, organising and supporting the presence of UN-Water at major events.

These activities support the implementation of activities by actors within and outside the UN system, to achieve international agreed goals, and add value to existing actions of the UN system.



In 2003 UN-Water defined a number of thematic initiatives for its work over the Decade, which include:

- coping with water scarcity and pollution;
- sanitation, safe drinking water and health;
- gender mainstreaming in water and sanitation;
- integrated water resources management;
- transboundary water issues; and
- disaster risk reduction.

*Africa was selected as a geographical focus due to its exceptional needs in water and sanitation.*

At the High-level International Conference on the Midterm Comprehensive Review of the Implementation of the Decade, which took place in Dushanbe, Tajikistan, in June 2010, additional priority themes were identified, including:

- adaptation to climate change, and
- sustainable financing.

Every year UN-Water has been revising priorities in the context of World Water Day.

# 3. Why we do it

The UN 23 December 2003 Resolution A/RES/58/217 proclaiming 2005-2015 International Decade for Action 'Water for Life' 2005-2015 recognises the importance of facilitating action oriented responses from all stakeholders at all levels

Accordingly, the Office undertakes action oriented activities mainly by focusing on the means of implementation to achieve the water and sanitation goals including, inter-alia, financing, policy and institutional frameworks, technology transfer and capacity-building. Information exists about innovative experiences and solutions to address obstacles relevant to these means of implementation. Yet gaps exist in promoting these experiences. Given that there is no one-size-fits-all solution, it is important to understand the conditions under which the different experiences can be put into action.

Lack of technical and institutional capacities are often identified in intergovernmental forums as the key obstacle to meeting water and sanitation targets. For this reason, the Office focuses on addressing these challenges by assisting specific stakeholders to improve their capacities in this field.

UN-Water recognises that information and communication are key for raising awareness of the need to achieve international agreed goals on water and sanitation amongst governments and stakeholders.

Transparency, access to information, involvement of stakeholders, and public participation are all important elements referred to throughout Agenda 21. The UNECE Convention of access to information, public participation in decision making and access to justice on environmental matters (Aarhus Convention) builds on principle 10 of Agenda 21. This Principle asserts that the best way to address environmental issues is with the participation of all stakeholders at the appropriate level, including that of women, youth, indigenous people and local communities. One benefit of improved governance is a reduction in corruption, a source of devastating social, economic and environmental impacts. It is the poor who often suffer these impacts, and corruption can increase the investment costs of the MDGs. Increasing public awareness about water also promotes the sustainable use of water resources.

The Office overall serves the important role in enhancing the accountability of international water governance, increasing transparency of the work of UN-Water members and partners.

# 4. Decade's UN Milestones from 2005 to 2013

## 2005

### 22 March

Start of the International Decade for Action 'Water for Life' 2005-2015.

### 25 July

Report of the UN Secretary-General on Actions taken in organising the activities of the International Decade for Action, 'Water for Life', 2005-2015 (A/60/158).

## 2006

### 20 December

Declaration of 2008 'International Year of Sanitation' (A/RES/61/192).

## 2007

### August

Opening of the UN-Water Decade Programme on Capacity Development (UNW-DPC) in Bonn, Germany.

### October

Opening of the United Nations Office to support the International Decade for Action 'Water for Life' 2005-2015/UN-Water Decade Programme on Advocacy and Communication (The Office) in Zaragoza, Spain.

## 2008

### January-December

International Year of Sanitation.

## 2010

### 22 March

High-Level Interactive Dialogue on the implementation of the International Decade for Action 'Water for Life' 2005-2015. UN Headquarters, New York.

**8-9 June**

High-level International Conference on the Midterm Comprehensive Review of the Implementation of the International Decade for Action, 'Water for Life', 2005-2015. Dushanbe, Tajikistan.

**22 June**

Dushanbe Declaration on Water (A/65/88).

**28 July**

UN Resolution recognising access to safe and clean drinking water and sanitation as a human right (A/RES/64/292).

**16 August**

Report of the UN Secretary-General on the Midterm comprehensive review of the implementation of the International Decade for Action, 'Water for Life', 2005-2015 (A/65/297).

## 2011

**11 February**

'Sustainable Sanitation: The Five-year Drive to 2015'. Follow-up of the International Year of Sanitation, 2008 (A/RES/65/153).

Declaration of 2013 'International Year of Water Cooperation'.

**21 June**

Launch of UN Campaign Sustainable Sanitation: The Five-year Drive to 2015'.

## 2012

**20-22 June**

Rio +20. The Rio+20 Outcome Document highlights the commitment to the 2005-2015 International Decade for Action 'Water for Life'.

## 2013

**January - December**

International Year of Water Cooperation.

**24 July**

UN Resolution A/RES/67/291 designates 19 November as World Toilet Day in the context of Sanitation for All.

**September**

UN Deputy Secretary-General's Call to Action on Sanitation.

**19 November**

1st UN celebration of World Toilet Day.

# 5.

## 2012-2013: The Office calendar highlights

### 2012

#### 7 February

**1st UN Water Dialogue of Casa Solans.** 'The Human Right to Water and Sanitation'. Zaragoza, Spain.

#### 8-9 February

Hosting and organising the **16th UN-Water Meeting** in Zaragoza, Spain.

#### 6-9 March

**Dialogue on Water and Food Security:** expectations from arid countries for Rio+20. Zaragoza, Spain.

**Dialogue on challenges of irrigation and food security.** Zaragoza, Spain.

**'Water is Life' touring poster exhibition** at SMAGUA Fair. Zaragoza, Spain.

#### 23 February

**Jury Meeting** for the 2012 edition of UN-Water Best Practices Award.

#### 8 March

**World Conference Series.** Launch of world conference series 2012 'Water for Cities: Responding to the Urban Challenge'. Utrecht, Netherlands.

#### 12-17 March

**6th World Water Forum.** Co-coordination and moderation, session chair and panellist for different sessions, coordination of UN-Water pavillion. Marseilles, France.

#### 22 March

**World Water Day on Water and Food Security.** Participated in UN Official celebrations and delivered 2nd edition of 'Water for Life' UN-Water Best Practices Award. Rome, Italy.

#### 16 April

**2nd UN Water Dialogue of Casa Solans.** 'Water and the Rio +20 Summit'. Zaragoza, Spain.

#### 8 May

**World Conference Series.** Brasilia, Brazil.

#### 8-9 May

**LAC Journalist Workshop.** Lecture on water in Rio in the Journalist workshop delivering messages to LAC journalists on the link between water and Rio+20. Mexico City, Mexico, and online.

**11 May-7 June**

**'Water is Life' touring poster exhibition** at Ebro River Environmental Centre as a side event of Ecozine Film Festival, Zaragoza, Spain.

**29 May**

**World Conference Series.** Belgrade, Serbia.

**4 June**

**3rd UN Water Dialogue of Casa Solans.** 'Water Safety Plans'. Zaragoza, Spain.

**4-8 June**

**Risk Assessment Tool for Small Community Water Supplies Working Group Meeting.** Zaragoza, Spain.

**6th meeting of the International Small Community Water Supply Management Network.**

Zaragoza, Spain.

**Meeting of the International Network of Drinking-Water Regulators (RegNet).**

Zaragoza, Spain.

**20-22 June**

**Rio+20,** Rio de Janeiro, Brazil.

Produced a series of information materials and a dedicated web section on 'Water at Rio'.

**11 July**

**World Conference Series.** The challenges and solutions of providing water and sanitation services in cities. Tokyo, Japan.

**26-31 August**

**World Water Week,** Stockholm, Sweden.

Moderated panel 'The Drive to 2015: Big or Small-Sanitation for All!'.

Facilitated panel 'Green Accounting-Current and Future Initiatives' during UN-Water Stakeholder Dialogue on 'Green Accounting and World Water Scenarios for our Future'.

Presentation of the Water for Life Award in the seminar 'UN International Year and World Water Day 2013: Water Cooperation'.

**17 September**

**4th UN Water Dialogue of Casa Solans.** 'Environment and Sustainability. Post-2015 Consultation in Spain'. Zaragoza, Spain.

**26 September**

**World Conference Series.** Water and Cities. Tangier, Morocco.

**28 September**

**World Conference Series.** Water and Cities. Marrakech, Morocco.

# 2012

## Lectures, speeches, facilitation

### 13 January

Presentation on 'Valuing Water' at Botín Foundation Workshop. Madrid, Spain.

### 17 February

Participating in the 3rd National Congress of rural development with a presentation on 'Best Practices on Transboundary Waters Management'. Zaragoza, Spain.

### 9 March

Closing Session of the Master on Information Sciences in Business and Marketing of the Graduate School of Management of Autonomous University of Barcelona. Participated in the panel. Barcelona, Spain.

### 25 April

Closing ceremony lecture on the role of economic instruments and global water problems. University of Malaga, Spain.

### 9 May

Europe Week, Roundtable on the Green Economy: sustainable development and territory. Participated in and contributed to the roundtable. Zaragoza, Spain.

### 11 May

Participating in the meeting of UN Agencies in Spain and the MDGs and presented the Office activities to the Spanish Congress of Deputies. Madrid, Spain.

### 22-25 May

Participating in the Green Week 'The Water Challenge-Every Drop Counts', session on 'Sustainable Water Management for a Green Economy'. Brussels, Belgium.

### 30 May

Meeting of the working group CONAMA 2012: Creating networks towards Rio +20. Introduced water-related activities taking place in Rio +20. Madrid, Spain.

### 21 June

Participating in the conference 'Possible Utopias: Millennium Development Goals' with a presentation on 'Water and the Green Economy: Expectations for Rio+20'. Valencia, Spain.

### 27-28 September

Participating in the Botín Foundation workshop with Parliamentarians with a presentation on 'Water and the Green Economy'. Madrid, Spain.

**10-14 October**

Participated as a speaker in the Women's Forum meeting, session 'As we put a price on water, how do we ensure access for all?'. Deauville, France.

**17 October**

Participated in the opening ceremony of the 'Voices from the Waters' Festival. Bilbao, Spain.

**22-23 October**

Participated in workshop of the Spanish Plan for Cooperation. Madrid, Spain.

**24 October**

Participated in UN Day celebrations in Spain. Valencia, Spain.

**22-23 November**

Participated in the International Workshop 'Water Allocation and Green Growth' with a presentation on 'Water Trading as a Tool to Reveal Information. Lessons from International Experience'. Wageningen, the Netherlands.

**23-24 November**

Participated in the 7th Social Responsibility Forum 2012 with a presentation on corporate water stewardship and collective action during session 'Is Water the New Oil?'. Madrid, Spain.

**26-30 November**

Participated in CONAMA 2012: Spanish National Environmental Congress, thematic area on water, session 'Action for Water. The International Agenda and Management Challenges'. Madrid, Spain.

**28-30 November**

Participated in the 6th session of the Meeting of the Parties to the Water Convention and supported communication actions for the session. Rome, Italy.



# 2012

## Host country activities / Local relations

### 25-26 January

Meeting with representatives of political parties from Aragon.

### 6 February

Organizing and giving a presentation at the bilateral project meeting between the Office/UNDESA and host country donors.

### 7 February

Organizing and participating in bilateral meetings between the UN-Water Chair and Spanish Authorities.

### 11 May

Inauguration of public visits to the Office (in partnership with the Municipality of Zaragoza).

### 16 May

MDGs outreach: Meeting in Madrid with Parliamentarians (Cooperation Commission).

### 13 December

Meeting with the Spanish Water Director at the Ministry of Agriculture, Food and Environment of Spain. Madrid, Spain.

# 2013

## 8-10 January

Organising the **International Annual UN-Water Zaragoza Conference 2012/2013** 'Preparing for the 2013 International Year. Water Cooperation: Making it Happen!' Zaragoza, Spain.

## 11 February

**Official launch of International Year of Water Cooperation.** Presenting the conclusions of the International Annual UN-Water Zaragoza Conference 2012/2013 'Preparing for the 2013 International Year. Water Cooperation: Making it Happen!' Paris, France.

## 21-22 March

**World Water Day 2013 on Water Cooperation.** Organised and facilitated the 'Multi-stakeholder dialogue on water in the post-2015 agenda' and World Water Day UN official celebrations. Delivered 3rd edition of 'Water for Life' UN-Water Best practices Award. The Hague, The Netherlands.

## 11 April

**"L'eau que te gusta" Prize** Giving. Zaragoza, Spain.

## 30 April

**5th UN Water Dialogue of Casa Solans.** 'Innovation in Water and Energy for Development'. Zaragoza, Spain.

## 4-5 June

**2nd Meeting of the International Steering Committee of the International High-Level Conference on Water Cooperation.** Participating as member of the Steering Committee. Dushanbe, Tajikistan.

## 17 June

**6th UN Water Dialogue of Casa Solans.** 'Improving access to water and sanitation information and knowledge from the UN system'. Segovia, Spain.

## 18 June

**6th Deutsche Welle Global Media Forum.** Organized and facilitated a debate session on 'Water in a Changing World of Growth Opportunities'. Bonn, Germany.

## 20-21 August

**High-Level International Conference on Water Cooperation.** Contributed to the conference organisation and hosted a Gender Forum on the issue 'Empowerment of Women: Foundation for Successful Transnational Water Cooperation,' Dushanbe, Tajikistan. Dushanbe, Tajikistan.

## 1-6 September

**World Water Week.** Stockholm, Sweden. Held UN-Water Stakeholder Dialogue 'Triggering Action on Water through the Post-2015 Agenda'.

Participated in 'UN-Water Seminar: What next? Exploring the Water-Energy Nexus'.

### 27 September

**World Tourism Day.** Participated in Think Tank 'Tourism and Water: Protecting our Common Future'. The Maldives.

### 19 November

**World Toilet Day.** Launch of Monograph 'Water Cooperation 2013: United Nations Contributions and Key Experiences'. New York, United States of America.

### 5-6 December

**Closing Ceremony of the International Year of Water Cooperation.** Mexico City, Mexico. Contributed to the organisation of the event, facilitated different sessions and participated in various roundtable sessions.

## 2013

### Lectures, speeches, facilitation

#### 22 February

Participating in side event 'Ways to Integrate Efforts in Furthering Water Dialogue and Cooperation', UN Headquarters, New York.

#### 4-7 March

Participating in Water Mandate Conference with a presentation on 'What We Have Learned from the Implementation of the Millennium Development Goals'. Mumbai, India.

#### 28 February-1 March

Participating in 'XVIII Meeting on Water law: Water Use. Concessions, Authorizations and Water Markets'. Zaragoza, Spain.

#### 20 March

Participating in the roundtable 'Formulas to Make Water Cooperation a Reality'. Barcelona, Spain.

#### 25 March

Participating in the conference 'Public Participation in Water and Rivers Management: Cooperation in the Cidacos River' with a presentation on 'The Importance of Cooperation in Water Management'. Tafalla, Spain.

#### 27-28 March

Participating in the 1st meeting of the OECD Water Governance Initiative. Paris, France.

**4 April**

Participating in the workshop 'Economic Sustainability of Dams and Reservoirs' with a presentation on Economic and Financial Sustainability of Water Infrastructures. Madrid, Spain.

**10 April**

Participating in the meeting of the permanent commission of Alianza por el Agua. Madrid, Spain.

**17-18 April**

Participating in the 6th annual meeting of LAC interagency communication group. Buenos Aires, Argentina.

**24 April**

Participating in the closing of Master on Water Resources and the Environment with a presentation on the role of economic instruments in global water concerns, University of Malaga, Spain.

**25 April**

Participating in launch of documentary series on groundwater 'Invisible Water'. Madrid, Spain.

**14-15 May**

Participating in 7th World Water Forum Kick-off Meeting with a presentation on 'Communicating on Water in Today's World'. Daegu, Korea.

**21-24 May**

Participating in the conference 'Water in the Anthropocene: Challenges for Science and Governance. Indicators, Thresholds and Uncertainties of the Global Water System' with a presentation on 'UN-Water and the Development of a UN Leadership in Global Water Governance'. Bonn, Germany.

**29-31 May**

Participating in 3rd LatinoSan Conference. Sanitation for all: new challenges, new opportunities and presented the process and results of the Post-2015 water thematic consultation. Panama City, Panama.

**11-12 June**

Participating in 'Water Planning Workshop. River Basin Management Plans'. Madrid, Spain.

**14 June**

Participating in closing session of the meeting 'Innovation in Water Governance'. Zaragoza, Spain.

**4 July**

Participating in the presentation in Spain of the 2013 edition of the Millennium Development Goals Report. Madrid, Spain.

### **8 July**

Participating in the opening of exhibition 'The Water Sphere'. Zaragoza, Spain.

### **12-13 July**

Participated in International Conference 'Water Landscapes, Source of Life. Communities and Traditional Water Management Systems'. Vitoria-Gasteiz, Spain.

### **16 July**

Participating in roundtable 'Water: Source of Life in Developing Countries' with a presentation on 'The Water for Life Decade, its Current and Future Challenges'. Madrid, Spain.

### **19 August**

Participating in Water Symposium celebrated by Kumamoto City, winner of 2013 edition of 'Water for Life' Award. Kumamoto, Japan.

### **16 September**

Participating in workshop 'Setting the Spanish Position in the Post-2015 Agenda'. Madrid, Spain.

### **16-17 September**

Participating in 'Coordination Meeting on Water Operators Partnerships between Spain and Latin America'. Barcelona, Spain.

### **9-11 October**

Participating in Capacity Building Workshop on 'Mainstreaming Sustainable Development in National Development Strategies'. New York, United States of America.

### **16-18 October**

Participating in 10th Symposium on Hydrogeology. Granada, Spain.

### **24 October**

Participating in UN Day celebration in Spain. Madrid, Spain.

### **28 October**

Participating in Conama 2014 breakfast meeting. Madrid, Spain.

### **30-31 October**

Participating in training seminar for journalists 'Journalism in Times of Crisis, Emergency and Disaster'. Madrid, Spain.

### **5 November**

Participating in workshop 'Water: An Engine for Development' during 2nd Science Week of Quart de Poblet. Quart de Poblet, Valencia.

### **7-8 November**

Participating in 2nd meeting of OECD Water Governance Initiative. Paris, France.

### **12 November**

Participating in the 2nd Meeting of the Permanent Commission of Alianza por el Agua. Madrid, Spain.

**13 November**

Meeting with the President of the Spanish Parliamentary Commission on Agriculture, Food and the Environment. Madrid, Spain.

**20-21 November**

Participating in the VII ONGAWA Seminar on the Human Right to Water and Sanitation. Madrid, Spain.

**26-28 November**

Participating in the Water and Sanitation Meeting organized on the occasion of the 25th anniversary of the Spanish Agency for Cooperation and Development. Santa Cruz de la Sierra, Bolivia.

**10 December**

Participating in celebrations of 65th Anniversary of the Universal Declaration of Human Rights. Madrid, Spain.

**13 December**

Participating in the high-level seminar 'Water as a Key Factor for Peace, Stability, Development and Human Rights'. Madrid, Spain

**13-15 December**

Participating in the 2013 Meeting of Activists for the Right to Water. Zaragoza, Spain.

# 2013

## Host country activities / Local relations

### 11 January

Meeting with the Minister of Agriculture, Food and Environment of Spain. Madrid, Spain.

### 21 January

Briefing breakfast with Mr. Mutuma Ruteere, United Nations Special Rapporteur on contemporary forms of racism, racial discrimination, xenophobia and related intolerance. Madrid, Spain.

### 1 February

Meeting with representatives from the MDG's Campaign. Madrid, Spain.

### 10 June

Monitoring Commission (donors) meeting. Zaragoza, Spain.

### 10 July

The Office agrees with the World Council of Civil Engineers and the Aquae Foundation to support the 'Water for Life' Decade with a monograph series on water.

### 3 October

Meeting with Gonzalo Robles, Secretary General of Cooperation, Ministry of Foreign Affairs and Cooperation of Spain. Madrid, Spain.

### 14 November

Meeting with Liana Ardiles, Director General for Water, Ministry of Agriculture, Water and Environment of Spain. Madrid, Spain.

### 15 November

Meeting of the Chief of UNDESA's Division of Sustainable Development, the Head of the WCED Branch and the Director of the Office, with the Ambassador of the Spanish Mission. New York, USA.

### 14 December

Meeting with Liana Ardiles, Director General for Water, Ministry of Agriculture, Water and Environment of Spain. Madrid, Spain.

# 6. Activities and campaigns by focus area for 2012-2013

The strategic priorities for the communications activities of the Office in 2012 and 2013, following UN-Water priorities for this period, have been Water in the Green Economy, Water and Food Security, Water Cooperation and Water in the Post-2015 agenda.

## 6.1 Water in the Green Economy

A green economy emphasizes the pursuit of opportunities to invest in sectors that rely upon and use natural resources and ecosystem services. By investing in green sectors, including the water sector, more jobs and greater prosperity can be created. These opportunities are arguably strongest in areas where people still do not have access to clean water and adequate sanitation services. Early investment in the provision of these services appears to be a precondition for progress. Once made, the rate of progress will be faster and more sustainable, thus making the transition to a green economy possible.

Water in the green economy focuses on the socio-economic opportunities that proper water management provides to social and economic development, while also safeguarding freshwater ecosystems. In green economies, the role of water in both maintaining biodiversity and ecosystem services and in providing water is recognised, valued and paid for.

### Activities of the Office

#### 6th World Water Forum. 'Time for Solutions'

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##### Marseilles, France

12-17 March 2012

The Office participated in the 6th World Water Forum co-convening and moderating sessions, acting as session chair or as a panellist, and coordinating the UN-Water pavilion in the forum exhibition area. The Office focused its contributions on the green economy and the steps towards Rio+20, particularly on the relevance of valuing water and ecosystem services. The Office also co-coordinated the session on Effective Water Communications and Awareness Raising through Global and Integrated Networks, jointly convened by UNESCO-IHE, The Office, WSSCC, IWA and IRC.



- **Developing a Policy Framework for Water and Greening Growth**

13 March 2012

The Office participated in the High Level Green Growth/Green Economy Panel to present the framework of the UN-Water Zaragoza Conference 2011 'Green Economy in Practice: Towards Rio+20'. After examining what the various organisations are doing in this area (Korean Government, UN-Water, UNEP and the OECD), this session presented a report and draft framework for policy makers that proposes potential policy solutions for water in greening growth.

- **Decoupling Economic Growth from Water Resource Use and Impacts**

13 March 2012

In most parts of the world, the development of consistent water accounting systems both from the production and consumption perspective are in their infancy, but rapidly developing. The green economy concept involves achieving sustainable consumption and production patterns while taking a broader perspective into decision-making. The Office acted as a panellist to discuss on 'Water Valuing for Decision-Making', Chapter 23 of World Water Development Report 4.

- **Valuing Water and Ecosystems in Decisions to Ensure Our Sustainability**

14 March 2012

This session presented returns on experiences delivered by economical assessment tools in concrete cases all over the world. They all related to valuing water ecosystems or water resources by assessing the monetizable part of the economic benefits perceived by societies. The Office chaired Panel 1 'Justify Preventative Investments and Dimension: Payments for Ecosystem Services' and presented the toolbox of the UN-Water Zaragoza Conference 2011 'Water in the Green Economy in Practice: Towards Rio+20'.

- **What is the Business Case that Water Can Help to Make Growth Green?**

14 March 2012

In a resource-challenged world expected to reach 9 billion people by 2050, political and corporate leaders are looking for solutions to human development and global sustainability challenges that will facilitate economic growth and productivity, provide food, energy and water security and reduce poverty. This session brought together a broad range of stakeholders to provide their reactions to this new paradigm for growth with the goal of spurring energy and commitments to achieve it. The Office participated in the panel 'Catalyzing Innovation and Prioritizing Investment'.

## Green Week 'The Water Challenge-Every Drop Counts'

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### Brussels, Belgium

22-25 May 2012

Under the banner 'The Water Challenge-Every Drop Counts', the 2012 edition of Green Week, organized by the European Commission, was dedicated to water. Stakeholders, NGOs, government representatives and EU officials searched for solutions to key water problems, such as how to safeguard the availability of good quality water against a backdrop of rapid population growth and ever more apparent climate change.

On 23 May, The Office, participated in session 4.4 'Sustainable water management for a green economy'. There were questions on the need for a social green economy (incorporating the participation of local people and appropriate technologies), on the role of subsidies and how to incorporate environmental costs in cost to consumers, the role of traditional water supply policies versus decoupling. Issues raised by panellists included the need for accounting frameworks, the need to understand the existing incentive structure (subsidies and taxes included) and how changing this will affect the decisions of socio-economic uses towards achieving social goals.

## International Workshop 'Water Allocation and Green Growth'

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### Wageningen, The Netherlands

22-23 November 2012

This event, organized by the Government of the Netherlands in cooperation with The Netherlands National Commission of UNESCO, The Netherlands Committee for the International Hydrological Programme (IHP) and the Organisation for Economic Co-operation and Development (OECD), contributed to the OECD programme on water allocation for green growth. The Office participated in the event, through the session 'The Information Base for Water Allocation' on 23 November with a presentation on 'Water Trading as a Tool to Reveal Information. Lessons from International Experience'.

## 6th Deutsche Welle Global Media Forum

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### Bonn, Germany

17-19 June 2013

The Deutsche Welle Global Media Forum (DWGMF) provides an interdisciplinary platform for dialogue by bringing together experts from politics, business, culture, academia, civil society and the media. Its 6th edition focused on 'The Future of Growth-Economic Values and the Media'.

- **Debate session on 'Water in a Changing World of Growth Opportunities'**

18 June 2013

This session, organized by The Office in collaboration with the World Bank, the Women for Water Partnership and the United Nations Convention to Combat Desertification, aimed at demonstrating that innovative policy, technology and business solutions exist today to tackle water problems and offer new development opportunities. The session discussed the challenges and opportunities in water management, new approaches to deal with them, the main challenges and opportunities in water scarce regions, and the role of different actors.

Report from this session available at:

[http://www.un.org/waterforlifedecade/pdf/2013\\_06\\_18\\_water\\_growth\\_deutsche\\_welle.pdf](http://www.un.org/waterforlifedecade/pdf/2013_06_18_water_growth_deutsche_welle.pdf)

## World Water Week 2012

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**Stockholm, Sweden**

26-31 August 2012

- **UN-Water Stakeholder Dialogue**  
**'Green Accounting and World Water Scenarios for Our Future'**

26 August 2012

This UN-Water Stakeholder Dialogue highlighted Water Scenarios and Green Accounting initiatives. Topics were discussed by experts and stakeholders in two panels. The Office facilitated the panel 'Green Accounting - Current and Future Initiatives'.

## 6.2 Water and Food Security

Water is key to food security. Agriculture requires large quantities of water for irrigation, and water of good quality for various production processes. While feeding the world and producing a diverse range of non-food crops such as cotton, rubber and industrial oils in an increasingly productive way, agriculture also confirmed its position as the biggest user of water on the planet. Irrigation now claims close to 70 percent of all freshwater appropriated for human use.

In 1948, the Universal Declaration of Human Rights affirmed the right of everyone to adequate food. However, access to adequate food in the rural areas of many developing countries depends heavily on access to water and other natural resources. The UN General Assembly declared access to clean drinking water and sanitation as a human right on 28 July 2010. But the right to water in the context of the right to food is a complex question. While drinking and cooking water would be protected, water for food production would probably not be covered under the minimum needs in arid areas.

“Over the coming decades, feeding a growing global population and ensuring food and nutrition security for all will depend on increasing food production. This, in turn, means ensuring the sustainable use of our most critical finite source: water.”

*UN Secretary-General Ban Ki-moon*

### Activities of the Office

#### World Water Day 2012

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22 March 2012

World Water Day 2012, led by FAO, focused on Water and Food Security. In preparation for that The Office co-organized two technical events at SMAGUA Fair. Conclusions and recommendations from both sessions were presented during celebrations for World Water Day 2012 in Spain.

- **Dialogue on Water and Food Security: Expectations from Arid Countries**

7 March 2012

Water quantity and quality challenges under uncertain scenarios for arid countries, together with technological approaches, were discussed and showcased. Participants from Argentina, Armenia, Australia, Brazil, Burkina Faso, Kyrgyzstan, Morocco and Tajikistan participated in this dialogue.

- **Challenges of Irrigation and Food Security**

8 March 2012

This session focused on dialogue and experience exchange in order to contribute to the analysis of the singular challenges of irrigation and their linkages with food security, especially in arid countries.

'Water is Life' touring poster exhibition was displayed at SMAGUA Fair from 6 to 9 March 2012

<http://bit.ly/1sEIQGG>

- **'Water for Life' UN-Water Best Practices Award Ceremony**

22 March 2012

The 2012 edition of UN-Water 'Water for Life' Best Practices Award, which focused on water and food security, was presented during the UN official ceremony of World Water Day 2012 FAO Headquarters in Rome, Italy. Category 1 Best Water Management Practices was awarded to a project focusing on the protection of Bangalore Lakes and setting a legal precedent for conservation of lakes as commons and Category 2 Best participatory, communication, awareness-raising and education practices was awarded to a project focusing on communication strategies for social and behaviour change through the promotion of key hygiene practices in Cochabamba, Bolivia.

More information on the winners of 2012 edition at:

<http://www.un.org/waterforlifedecade/winners2012.shtml>

- **Preparation of an advocacy guide for World Water Day 2012**

The office prepared this advocacy guide aimed at helping to communicate the purpose of World Water Day 2012, introducing key information relevant to the theme of 2012, encouraging advocacy and stakeholder action towards improving water and land management and governance, promoting information sharing about World Water Day 2012 activities, efforts and events, and encouraging longer-term sharing of success stories and other valuable knowledge.

Advocacy guide available at:

[http://www.unwater.org/wwd12/downloads/advocacy\\_guide\\_water\\_food\\_security.pdf](http://www.unwater.org/wwd12/downloads/advocacy_guide_water_food_security.pdf)

## 6.3 Water Cooperation

The major task facing the international community in the field of water resources today is the transfer of committed obligations into concrete actions that need to be implemented for the benefit of people, ecosystems and the biosphere as a whole. Nurturing the opportunities for cooperation in water management among all stakeholders and improving understanding of the challenges and benefits of water cooperation can help build respect, understanding and trust among countries and promote peace, security and sustainable economic growth.

In order to raise awareness of both the potential for increased cooperation and the challenges facing water management in the context of greater demand for water access, allocation, and services, the UN declared 2013 International Year of Water Cooperation through resolution 65/154.

### Activities of the Office

#### World Water Week 2012

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##### Stockholm, Sweden

26-31 August 2012

- **UN International Year and World Water Day 2013: Water Cooperation**

27 August 2012

This seminar, organized by UNESCO and UN-Water, introduced preparations for the International Year of Water Cooperation and World Water Day 2013. It provided information about the planned activities and initiatives and also offered the opportunity to gather inputs and commitments from stakeholders. The Office introduced the 3rd edition of the 'Water for Life' UN-Water Best Practices Award, which focused on water cooperation.

#### International Annual UN-Water Zaragoza Conference 2012/2013 'Preparing for the 2013 International Year. 'Water Cooperation: Making it Happen!'

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##### Zaragoza, Spain

8-10 January 2013

In preparation for the 2013 International Year of Water Cooperation, and World Water Day 2013, the 2012/2013 Zaragoza International Annual UN-Water Conference focused on how to make water cooperation happen. The conference identified the best approaches to promote effective cooperation at international, national and local scales and how to do 'better' in water cooperation by sharing experiences, and inspiring participants.

The conference introduced the key skills required for water cooperation, with particular attention to their vital role in the process of negotiation and mediation. This included examples of their application in national and international water settings.

Some of the outcomes of the conference included: (1) A series of documented case studies that illustrate how different tools and approaches for dispute resolution are implemented in practice; (2) A synthesis of lessons learned on the use of approaches for dispute resolution and how to improve water cooperation; (3) Feedback on the main messages for World Water Day 2013.

All outcomes available at Conference website:

[http://www.un.org/waterforlifedecade/water\\_cooperation\\_2013/index.shtml](http://www.un.org/waterforlifedecade/water_cooperation_2013/index.shtml)

- **Information briefs on water cooperation**

January 2013

For the purposes of the International Year of Water Cooperation and the International Annual UN-Water Zaragoza Conference 2012/2013 'Preparing for the 2013 International Year. Water Cooperation: Making it Happen!' The Office produced a series of information briefs on different issues and tools on water cooperation, including the following:

- Water cooperation;
- Financing;
- Information sharing and joint assessments;
- Legal Frameworks and Institutional Arrangements;
- Alternative dispute resolution.

Information briefs available at:

[http://www.un.org/waterforlifedecade/water\\_cooperation\\_2013/information\\_briefs.shtml](http://www.un.org/waterforlifedecade/water_cooperation_2013/information_briefs.shtml)

- **Launch of International Year of Water Cooperation**

Paris, France

11 February 2013

The Office participated in the official launch of International Year of Water Cooperation presenting the conclusions of the International Annual UN-Water Zaragoza Conference 2012/2013 'Preparing for the 2013 International Year. Water Cooperation: Making it Happen!'

## World Water Day 2013

The Hague, The Netherlands

22 March 2013

During World Water Day 2013, led by UNESCO, celebrations and events took place worldwide. Official UN celebrations and a High Level Meeting on the Thematic Consultation on Water took place in The Hague, The Netherlands. The programme of the day included the announcement of the winners of the 2013 edition of 'Water for Life' UN-Water Best Practices Award, inspirational speeches, presentations, panel and thematic discussions, and a series of public shows on the

theme of water cooperation. The Office participated in the High-Level Meeting, where it co-convened the break up session on the socio-economic benefits of water cooperation.

- **Session on 'Water cooperation creates socio-economic benefits'**

convened by The Office, WHO and the University of Wageningen.

This session provided evidence on the economic benefits of water cooperation and identified obstacles, opportunities and critical actions to foster cooperation for the realization of socio-economic benefits. It provided a space for interaction with the audience based on keynote presentations by speakers. The session identified a number of aspects of water cooperation that create economic benefits: Water cooperation between sectors (drinking water, industry, agriculture, environment); Cooperation in the water chain (source, distribution, use, drainage, disposal); Cooperation between stakeholders (government, private sector, research organisations, civil society); Water cooperation through spatial arrangements (upstream, downstream); and Transboundary water cooperation (sharing the water deficit, sharing the water benefits).

- **'Water for Life' UN-Water Best Practices Award Ceremony**

The 2013 edition of UN-Water 'Water for Life' Best Practices Award, which focused on water cooperation, was presented during the UN official ceremony of World Water Day 2013. Category 1 'Best Water Management Practices' was awarded to a project focusing on groundwater management using natural systems from Kumamoto city in Japan and Category 2 'Best Participatory, Communication, Awareness-raising and Education Practices' was awarded to a project focusing on safe water and sanitation for all in the Republic of Moldova.

More information on winners of 2013 edition at:

<http://www.un.org/waterforlifedecade/winners2013.shtml>

## Side event 'Ways to Integrate Efforts in Furthering Water Dialogue and Cooperation'

**New York, USA**

22 February 2013

This side event, organized by the Group of Friends of Water, the East West Institute, and the Permanent UN Missions of Finland, Hungary, Tajikistan and Thailand, served to discuss ways to implement the International Year of Water Cooperation. The Office participated in the event and presented conclusions from the International Annual UN-Water Zaragoza Conference 2012/2013 'Preparing for the 2013 International Year. 'Water Cooperation: Making it Happen!'



## High-Level International Conference on Water Cooperation

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**Dushanbe, Tajikistan**

20-21 August 2013

The main objective of this Conference, organized by the Government of Tajikistan, was to contribute to the improvement of water cooperation, in particular at a transboundary level, by promoting successful policies, best practices and wider public participation, and encouraging policy makers to promote water cooperation at all levels in order to achieve internationally agreed goals on water. The conference also provided an opportunity to discuss and develop new measures aimed at accelerating efforts towards the MDGs and recommendations for further action after 2015. Several UN agencies and programmes participated in the meeting. The Office contributed to the organisation of the meeting and to different sessions and co-organized a gender forum.

- **Gender Forum 'Empowerment of Women: Foundation for Successful Transnational Water Cooperation'.**

19 August 2013

Prior to the Conference, The Office co-organized a gender forum which addressed lessons learned from women's engagement in water cooperation and examples of women's leadership in water. The forum also included a series of parallel working sessions on the basis of cases from the ground presented by women.

## Launch of Monograph on Water Cooperation

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**UN HQ, New York, USA**

19 November 2013

On the occasion of World Toilet Day 2013, The Office launched a Monograph on Water Cooperation in New York. The monograph, produced in collaboration with the World Council of Civil Engineers and Aquae Foundation, summarized United Nations contributions and key experiences on water cooperation.

Monograph available at:

[http://www.un.org/waterforlifedecade/pdf/2013\\_11\\_water\\_cooperation\\_monograph\\_eng](http://www.un.org/waterforlifedecade/pdf/2013_11_water_cooperation_monograph_eng)

## Closing ceremony of the International Year of Water Cooperation

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**Mexico City, Mexico**

5-6 December 2013

The Closing Ceremony of the 2013 International Year of Water Cooperation provided an overview of the major achievements of the Year and agreed signals for its follow-up, particularly in the context of the post-2015 development agenda. The Office participated in the ceremony with a presentation summarizing the main messages from the 2013

Zaragoza Conference on Water Cooperation in a plenary session dedicated to milestones of the International Year. The Office also facilitated a plenary session of governments and academia on achievements and impact of the International Year, and a working group session aimed at discussing the follow-up of the International Year and how to incorporate conclusions in the Post 2015 agenda. Information materials on water cooperation produced by The Office were also distributed.

## 6.4 Strategic Processes: Rio +20 and Water in the Post-2015 agenda

Rio +20, in June 2012, focused on how to build a green economy to achieve sustainable development and lift people out of poverty and on how to improve international coordination for sustainable development.

At the Rio+20 Conference world leaders and thousands of participants from the private sector, NGOs and other groups, came together to shape how we can reduce poverty, advance social equity and ensure environmental protection on an ever more crowded planet.

The eight Millennium Development Goals (MDGs) have galvanized unprecedented efforts to meet the needs of the world's poorest. On 25 September 2013, the President of the UN General Assembly hosted a special event to follow-up on efforts made towards achieving the MDGs. In the outcome document adopted by Member States, world leaders renewed their commitment to meet the MDG's targets and agreed to hold a high-level Summit in September 2015 to adopt a new set of Goals building on the achievements of the MDGs.

In the lead up to these events, The Office participated in several events, providing a presence for the challenges of the emerging water-energy nexus and how it could be approached through the Millennium Development Goals.

"Rio+20 has given us a solid platform to build on. And it has given us the tools to build with. The work starts now."

*UN Secretary-General Ban Ki-moon*

## Activities of the Office

### Rio+20

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20-22 June 2012

- **2nd UN Water Dialogue of Casa Solans "Water and the Rio+20 Summit".**

**Zaragoza, Spain**

16 April 2012

In preparation for Rio+20, The Office organized a Dialogue on the Summit which focused on water-related conclusions from the Report of the UN Secretary General's High-level Panel on Global Sustainability "Resilient People, Resilient Planet: A Future Worth Choosing".

- **LAC Journalist workshop. 'Journalists towards Rio+20 Challenges, tools and solutions for covering the United Nations Conference on Sustainable Development'.**

**Mexico City, Mexico, and online**

8-9 May 2012

Also in preparation for Rio+20, this two day workshop for journalists from Latin America and the Caribbean, organized by the United Nations Information Centre (UNIC) for Mexico, Cuba and the Dominican Republic, included the participation of more than 15 agencies of the United Nations System and representatives from Governments and the civil society. The workshop dealt with different thematic issues addressed by Rio+20. The Office participated in the workshop with a presentation on the link between water and Rio+20. Additional information is available in section 7.3. of this document.

- **Information materials and dedicated web section**

During the Summit itself, The Office participated in and contributed to highlight water issues with a dedicated web page on 'Water at Rio' [http://www.un.org/waterforlifedecade/water\\_at\\_rio.shtml](http://www.un.org/waterforlifedecade/water_at_rio.shtml) and a series of communication products which included an Information Note on Questions and Answers on Water in Rio. [http://www.un.org/waterforlifedecade/pdf/information\\_note\\_water\\_rio\\_eng.pdf](http://www.un.org/waterforlifedecade/pdf/information_note_water_rio_eng.pdf) and a Water Calendar for Rio [http://www.un.org/waterforlifedecade/pdf/draft\\_water\\_calendar\\_rio+20.pdf](http://www.un.org/waterforlifedecade/pdf/draft_water_calendar_rio+20.pdf)

## The Post-2015 Agenda

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- **4th UN Water Dialogue of Casa Solans Environment and sustainability. Post-2015 consultation in Spain**

**Zaragoza, Spain**

17 September 2012

Organized by The Office and the Millennium Campaign in Spain, this meeting aimed at preparing a set of preliminary priorities in the field of the environment and sustainability in view of the post-2015 development agenda. These conclusions were presented and debated in a joint consultation meeting that took place on 16 October 2012 and which had the participation of representatives from youth, development, human rights, the environment and sustainability, representatives from institutions and experts from various fields.

- **Meeting on the Post-2015 Development Agenda Consultation on Water: Water Resources Management and Wastewater Management & Water Quality**

**Geneva, Switzerland**

27-28 February 2013

This meeting was part of the Post-2015 Global Thematic Consultation on Water. The Office participated in the Round Table discussions on the clustered themes that emerged as priorities, and specifically in those on Efficiency/Reuse, Allocation/Balancing Uses, and Governance.

- **11th Working Conference of CEO Water Mandate Water Stewardship in the Post 2015 Agenda**

**Mumbai, India**

4-7 March 2013

This CEO Water Mandate Conference served as a formal input into the UN's global consultations around the water thematic for the Post-2015 agenda, and focused on exploring the relevance of the emerging corporate water stewardship paradigm in the Post-2015 process. The Office participated in the event with a presentation on What We Have Learned from Implementation of the Millennium Development Goals. The Office also consolidated panel deliberations on "The Role of Business and Corporate Water Stewardship in Supporting the Post-2015 Development Agenda" and the way forward.

- **World Water Day Celebrations: Post 2015 High-Level Forum**

**The Hague, the Netherlands**

21 March 2013

As part of World Water Day celebrations in The Hague, The Office participated in the high-level interactive discussions on the outcomes from the Post-2015 Global Thematic Consultation on Water.

- **World Water Week 2013**

- Stockholm, Sweden**

- 1-6 September 2013

- UN-Water Stakeholder Dialogue 'Triggering Action on Water through the Post-2015 Agenda'.

- 1 September 2013

The Office organized this stakeholder dialogue on behalf of UN-Water to address the challenges in relation to the different proposals for a Sustainable Development Goal (SDG) on water and for targets and indicators covering access to basic water and sanitation services and water resources management, including water quality and wastewater management. The dialogue provided an opportunity to present, discuss and collect feedback from stakeholders implementing actions on the ground, on the UN-Water's work towards an SDG on water and the proposals for targets and indicators. A key focus was placed on appropriate roles and responsibilities to ensure that targets and indicators lead to action on the ground.

Final report available at

[http://www.un.org/waterforlifedecade/pdf/unwater\\_stakeholder\\_dialogue\\_www\\_2013.pdf](http://www.un.org/waterforlifedecade/pdf/unwater_stakeholder_dialogue_www_2013.pdf)

Video recording of session at

<http://youtu.be/v5yPvEOggA4>

- **Workshop Setting the Spanish Position in the Post-2015 Agenda**

- Madrid, Spain**

- 16 September 2013

This workshop, organized by the Spanish Ministry of Foreign Affairs and Cooperation, served to consolidate the Spanish position for the Post-2015 Agenda with the participation of all Spanish cooperation. The Office participated in the workshop and presented the issue 'Water in the Post-2015 Agenda.'

# 7. Key audiences in 2012-2013

## 7.1 Business

Delivering a better future for all requires action by all. The private sector has a central role to play. As the world's main source of economic activity, business is at the heart of nearly all widespread improvements in living standards. Investment and business activity must be sustainable-delivering value not just financially, but also in social, environmental and ethical terms.

Business is increasingly forming alliances to address the world's most urgent development issues. Recognizing the importance of shared values, some of these collaborations have reached significant scale in areas such as water and sanitation.

### **11th Working Conference of CEO Water Mandate 'Water Stewardship in the Post-2015 Agenda'**

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**Mumbai, India**

4-7 March 2013

This conference convened companies, government agencies, civil society groups, academia and others to explore critical and complex corporate water management issues and the relevance of corporate water stewardship in the post-2015 process. The Office participated in the event with a presentation on 5 March on 'What We Have Learned from Implementation of the Millennium Development Goals'. The Office took part in two events in 2013 aimed at introducing this theme to companies within the private and public sectors.

### **World Tourism Day 2013**

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**The Maldives**

27 September 2013

As part of World Tourism Day celebrations (WTD), dedicated in 2013 to the theme 'Tourism and Water – Protecting our Common Future', the United Nations World Tourism Organisation (UNWTO) held the WTD Think Tank 'Tourism and Water'. 2013's theme highlighted the role of tourism in water access and drew attention to the actions undertaken by the sector in order to contribute to a more sustainable water future, as well as the challenges ahead. The Office participated in WTD celebrations and contributed to the Think Tank.

## 7.2 General public and civil society

To inform, sensitise and raise awareness on water and sanitation issues among the general public and civil society is part of the mandate of The Office.

### World Conference Series

2012

Organized by The Office in collaboration with the Cervantes Institute, the World Conference Series aimed to raise public awareness on water challenges and proposed solutions at the local level. The 2012 edition focused on the challenge of managing water in cities. As the coordinating agency for World Water Day 2011 under the theme 'Water for Cities. Responding to the Urban Challenge', this edition was delivered in collaboration with UN-Habitat. Each conference included a presentation by a UN expert and a debate with local experts, followed by the screening of The Office documentary film 'Lake Victoria. Water for Life, the Urban Challenge' and a debate.

#### World Conference Series 2012

**8 March:** Utrecht, Netherlands  
**8 May:** Brasilia, Brazil  
**29 May:** Belgrade, Serbia  
**June:** Albuquerque, USA  
**11 July:** Tokyo, Japan  
**26 September:** Tanger, Morocco  
**28 September:** Marrakech, Morocco

### UN Water Dialogue Series in Casa Solans

Launched in 2012, this series aims to facilitate and promote dialogue among the UN system and stakeholders at a local level in Casa Solans, Zaragoza, Spain, where The Office is located.

In 2012-2013, The Office organized the following dialogues:

- 1st Dialogue: 'The Human Right to Water and Sanitation'. 7 February 2012;
- 2nd Dialogue: 'Water and the Rio+20 Summit'. 16 April 2012;
- 3rd Dialogue: 'Water Safety Plans'. 4 June 2012;
- 4th Dialogue 'Environment and Sustainability. Post-2015 Consultation in Spain'. 17 September 2012;
- 5th Dialogue: 'Innovation in Water and Energy for Development'. 30 April 2013;
- 6th Dialogue: 'Improving Access to Water and Sanitation Information and Knowledge from the UN system'. 17 June 2013.

Additional information and final reports at

[http://www.un.org/waterforlifedecade/dialogues\\_csolans.shtml](http://www.un.org/waterforlifedecade/dialogues_csolans.shtml)

## Water is Life' touring poster exhibition

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2012

The touring poster exhibition 'Water is Life' displays different thematic posters selected from the 2011 edition of the 'Water is Life' poster competition. This competition, organized as a contribution to the 'Water for Life' Decade, by the Berlin University of Arts (Germany), the Nanjing Arts Institute and Normal University, Hangzhou (China) and supported by the German companies Media Consulta International, Ferchau GmbH, Zentralverband Sanitär, Heizung, Klima, Vereinigung Deutscher Sanitärwirtschaft e. V. (VDS) and Gentner Verlag, provides an opportunity to showcase youth creativity from all over the world on a global scale. In 2012, the exhibition was displayed at CDAMA (Municipal Documentation Centre for Water and Environment, Zaragoza) from 8 to 9 February in Zaragoza, Spain; SMAGUA Fair in Zaragoza, Spain, from 6 to 9 March; and from 11 May to 7 June at the Ebro River Environmental Centre, as part of side events of Ecozine Festival 2012, Zaragoza, Spain.

Poster exhibit available at

[http://www.un.org/spanish/waterforlifedecade/poster\\_expo.shtml](http://www.un.org/spanish/waterforlifedecade/poster_expo.shtml)

## "L'eau que te gusta" Prize Giving

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11 April 2013

On the occasion of World Water Day and the International Year of Water Cooperation, The Office and the Institut Français of Zaragoza organized the 1st edition of "L'eau que te gusta" contest among scholars from Aragon, Spain. 300 students and 11 schools from the region participated. The award ceremony took place on 11 April 2013 in Casa Solans, headquarters of The Office.



## 7.3 Media

Both traditional and digital media, and journalists, provide a perfect platform to communicate water and sanitation messages to a wide and varied audience. In 2012 and 2013, The Office focused on a stronger level of media interaction and advocacy, and one of the projects to benefit from this was the journalist training programme.

More information on media programme:

[http://www.un.org/spanish/waterforlifedecade/media\\_programme.shtml](http://www.un.org/spanish/waterforlifedecade/media_programme.shtml)

### **LAC Journalist workshop 'Journalists towards Rio+20: challenges, tools and solutions for covering the UN Conference on Sustainable Development'**

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**Mexico City, Mexico, and online**

8-9 May 2012

In preparation for Rio+20, this two day workshop for journalists from Latin America and the Caribbean, organized by the United Nations Information Centre (UNIC) for Mexico, Cuba and the Dominican Republic, included the participation of more than 15 agencies of the United Nations System and representatives from Governments and civil society. The workshop dealt with different thematic issues addressed by Rio+20. This exercise provided media representatives with the information and basics needed to cover the Summit. Representatives from United Nations and high-level international experts revealed, discussed and debated the main themes of the broad Rio+20 agenda. Key issues such as employment, energy, water, cities, disasters, health, gender, environment, sustainability and many more were discussed with special focus on finding the newsworthy part of the debate. The Office participated in the workshop with a presentation on the link between water and Rio+20 which introduced the UN-Water messages for Rio, the work done in preparation for the Conference and the most important water-related issues in negotiations for Rio Declaration.

### **7th World Water Forum Kick-off Meeting**

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**Daegu, Korea**

14-15 May 2013

This Kick-off Meeting served as the official launch of the 7th World Water Forum process. The Forum will take place in April 2015. As an initial multi-stakeholder platform event, the Kick-off Meeting sought to propose a roadmap for the preparation of the Forum and to gather inputs from a wide range of stakeholders through facilitated discussion. The Office participated with a presentation on the theme 'Communicating on Water in Today's World'.

## 6th Deutsche Welle Global Media Forum. Debate session on 'Water in a Changing World of Growth Opportunities'

**Bonn, Germany**

18 June 2013

This session, organized at the Deutsche Welle Global Media Forum by The Office in collaboration with the World Bank, the Women for Water Partnership and the United Nations Convention to Combat Desertification, aimed at demonstrating that innovative policy, technology and business solutions exist today to tackle water problems and offer new development opportunities. The session discussed with participating journalists the challenges and opportunities in water management, new approaches to deal with them, the main challenges and opportunities in water scarce regions, and the role of different actors.

Report from session at:

[http://www.un.org/waterforlifedecade/pdf/2013\\_06\\_18\\_water\\_growth\\_deutsche\\_welle.pdf](http://www.un.org/waterforlifedecade/pdf/2013_06_18_water_growth_deutsche_welle.pdf)

## Training seminar for journalists 'Journalism in times of crisis, emergency and disaster'

**Madrid, Spain**

30-31 October 2013

Organized by the Spanish Radio and Television Institute and Indagando Television, this training seminar was aimed at TV, radio and press journalists wishing to broaden their education to report on emergencies and disasters. The Office participated in a panel discussion open to the public on 'What is Disaster Response? Different Models'.

## Information materials for journalists

The media need to identify relevant and reliable information to report on water and sanitation issues. The Office supports the accessibility of reliable information on water and sanitation and ensures improved reporting on water issues by providing communication channels through a variety of UN publications and media sources which include:

- The Decade's Weekly [http://www.un.org/waterforlifedecade/decade\\_weekly.shtml](http://www.un.org/waterforlifedecade/decade_weekly.shtml)
- A summary of UN water related news and events
- A UN Documentation Centre on Water and Sanitation <http://www.unwaterlibrary.org>

The Office also produces a series of media briefs intended to introduce the media to thematic issues and to provide them with reliable information resources. The media briefs often provide statistics in support of research, questions to encourage debate and discussion and a summary of the key issues surrounding the topic.

**Information brief on water cooperation.** January 2013 <http://bit.ly/1olhqPA>

This brief provides information on water cooperation: Why is this theme important? What are the main challenges and benefits? Which tools can be used to promote water cooperation?

# 8 • How we do it

The Office implements its outreach activities in close collaboration with UN-Water members and partners, task forces and thematic priority areas. During the 2012-2013 period, The Office has served to reinforce collaboration between UN-Water members and partners establishing new institutional relationships with key partners for the implementation of its activities.

- 1 With the UN-Water Secretariat**
  - Supporting UN-Water presence at international fora: Deutsche Welle Global Media Forum, etc.;
  - Organising UN-Water annual Zaragoza conferences (water cooperation and water in the green economy in practice);
  - Organising the UN-Water annual 'Water for Life' Prize.
- 2 With the UN-Water Thematic Priority Area on Water and Climate Change**
  - Preparation of main messages and tailored messages for different audiences including governments, stakeholders, media, water operators and local authorities.
- 3 With the UN-Water Thematic Priority Area on Sanitation**
  - Regularly participating in meetings and teleconferences and contributing to outreach and awareness-raising activities of the taskforce.
- 4 With the UN-Water Taskforce on Transboundary Waters**
  - Participation in meetings and revising reports
- 5 With the Working Group on Partners engagement**
  - Participating in meetings, reviewing documents and providing feedback.

The Office has built key partnerships for the implementation of activities, including ones with the following organisations:

- UN-Water members and partners: WHO, UNESCO, World Bank, IFAD, UNECE, SIWI, UNEP, UNIDO, UNU, WWAP, Aquafed, UNESCAP, Women for Water Partnership, World Council of Civil Engineers, CEO Water Mandate, Global Water Partnership (GWP), World Youth Parliament for Water.
- Other organisations/departments of the United Nations: GWOPA, UNDPI, UNICs, UNESCO-IHE.
- Host country partners: Autonomous Government of Aragon, Ebro River Basin Authority (CHE), Colegio de Ingenieros de Caminos, Canales y Puertos (CICCP), National Government, Cervantes Institute, ECODES, Universities of Zaragoza and Malaga, Municipality of Zaragoza, iAgua, Feria de Zaragoza, Club de Zaragoza, Permanent Commission of Alianza por el Agua, Aquae Foundation.
- Other organisations: OECD, ICLEI, media networks and logo users.

# 9. Products

## 9.1 UN Documentation Centre on Water and Sanitation

Strengthening implementation capacities of stakeholders at all levels towards achieving the time-bound goals, targets and actions agreed by the international community in the water and sanitation fields requires easy access to high-quality, understandable, reliable, relevant and timely information and knowledge at different levels.

A tremendous amount of valuable water and sanitation related information is generated every year by different agencies, programmes and initiatives of the UN-system. Unfortunately this information is widely dispersed, making it difficult for stakeholders to understand where to find what they need and access relevant information in time to make informed decisions. Often, stakeholders are not familiar with the mandate of each agency, its main areas of competence and specific focus.

The UN Documentation Centre on Water and Sanitation (UNDCWS) acts as a clearinghouse for UN-Water and different target audiences, including the general public, on water and sanitation-related information materials produced by the UN system (programmes, agencies, etc.). The specific objectives of UNDCWS are:

- To increase dissemination, improve visibility and facilitate the searching of UN information materials on water and sanitation;
- To increase and facilitate online and off-line access to UN information materials on water and sanitation;
- To support capacity-building activities of UN-Water members and at country level;
- To support UN-Water members in the production of new reports and information materials;
- To improve UN information practices on water and sanitation.

In order to achieve these objectives, the UNDCWS project builds on three main components:

- A network of twin libraries and documentation centres;
- An online repository;
- A UN information working group.

The online module of UNDCWS was launched on 24 October 2012 on the occasion of UN Day and the World Development Information Day. The online repository has been developed by The Office with the support of the Municipality of Zaragoza in Spain, and is available in English <http://www.unwaterlibrary.org> and in Spanish <http://www.bibliotecaonagua.org> but

publications are accessible in different languages when available (including the six official UN languages: Arabic, Chinese, English, French, Russian and Spanish).

The online UNDCWS currently provides access to the most recent publications but the repository is growing every day with publications from all UN agencies, programmes and initiatives.

The Documentation Centre helps different target audiences identify the most relevant UN publications on water and sanitation related issues. Target audiences include for example: the media—for searching for useful information to report on water and sanitation, for those searching for valuable resources for their research, for students looking to increase their knowledge-base and for policy and decision makers searching for relevant and timely information to make informed decisions.

Publications are searchable by keyword using a search engine or by category. Categories can be combined to refine search results. Currently, the documentation centre provides the following search categories:

- **By theme.** The list of themes is based on different UN thesauri and classification systems and regularly updated to respond to new priorities (e.g. Post-2015 agenda);
- **By region.** Search can be restricted to a specific region;
- **By country.** Search can be restricted to a specific country;
- **By basin.** Search can be restricted to a specific basin (e.g. river, aquifer, lake, etc.). The documentation centre has established a standard code-system for basins which aims to serve as a reference for other organisations working with information on basins;
- **By UN agency / programme;**
- **By purpose.** This allows easy identification of materials for training, advocacy, education, etc.
- **By target audience.** Specific target audiences can identify products targeted to their needs (e.g. media, educators, policy-makers, water managers, local governments, trainers, health professionals, etc.);
- **By type of resource.** Allows identification of specific types of information resources (e.g. atlas, case study, convention, fact sheet, good practices, indicators, etc.);
- **By language.** The system is currently accessible in English and Spanish (all publications are described in both languages) but publications are registered in all languages available (PDFs are accessible in all languages available for a single publication);
- **By date.** Search can be restricted to a specific year and/or month.

An RSS feed allows the latest publications to be displayed on different websites. The RSS feed can be adapted to different needs and users (e.g. displaying the latest publications from a specific UN agency or programme).

A publications review containing the latest water and sanitation-related UN publications produced by UN agencies and programmes is sent to subscribers every two months in English and Spanish. Subscribers to the UN Bimonthly Publications Review hit 6,324 as of November 2013.

Since its launch the online repository has been visited by 40,573 unique visitors and 137,829 page views have been registered.

Bimonthly publications review available at:

<http://www.un.org/waterforlifedecade/bimonthly.shtml>

## 9.2 'Water for Life' UN-Water Best Practices Award

The purpose of the 'Water for Life' Award is to promote efforts to fulfil international commitments made on water and water-related issues by 2015 through recognition of outstanding best practices that can ensure the long-term sustainable management of water resources and contribute to achieving internationally agreed goals and targets from the Millennium Development Goals (MDGs), Agenda 21 and the Johannesburg Plan of Implementation.

The prize is awarded annually in two categories: 'Best Water Management Practices' and 'Best Participatory, Communication, Awareness-raising and Education Practices'. Every year, special emphasis is being put on the theme selected for the next World Water Day.

2012 and 2013 saw the 2nd and 3rd editions of the Award.

The 2012 edition focused on water for food security and was awarded to the project 'Protection of Bangalore Lakes for Posterity – Setting a Legal Precedent for the Conservation of Lakes as Commons' (Category 1) and the project 'A Communication Strategy for Social and Behaviour Change through the Promotion of Three Key Practices and the Adequate Use of Services in Four Municipalities of the Department of Cochabamba, Bolivia' (Category 2).

Additional information on **2012 award winners** at:

<http://www.un.org/waterforlifedecade/winners2012.shtml>

The 2013 edition focused on water cooperation and was awarded to the project 'Basin-wide Groundwater Management Using the System of Nature: Kumamoto city, Japan' (Category 1) and to the project 'Safe Water and Sanitation for All in The Republic of Moldova' (Category 2).

Additional information on **2013 award winners** at:

<http://www.un.org/waterforlifedecade/winners2013.shtml>

## 9.3 Documentary films and videos

### 'Water for Life' documentary film series

The Office produces a series of documentary films to raise public awareness on pressing water and sanitation issues.

In February 2013, The Office, in collaboration with the Spanish Society of Humanitarian Medicine (SEMHU), produced the documentary 'Waterborne Diseases in Humanitarian Crisis'. The film details the water, sanitation and hygiene related challenges faced when a humanitarian crisis strikes, the main waterborne disease risks and the interventions needed. The video focuses on the case of Haiti after the 2010 earthquake.

Video '**Waterborne Diseases in Humanitarian Crisis**' at:

<http://youtu.be/kWzyrOFj38>

The Office also produces videos on winning practices of the 'Water for Life' Award. In October 2013 The Office produced the documentary 'Water: Our Life, Our Future'. The Municipality of eThekweni in Durban, South Africa, won the category 2 'Best Participatory, Communication, Awareness-raising and Education Practice' 1st edition of 'Water for Life' UN-Water Best Practices Award with the initiative 'A Participatory and Learning Based Approach to Raising Awareness on Water and Sanitation'. This video, aimed at the general public and local authorities, presents the different components of the initiative and explains what worked and what didn't when trying to improve access to clean water and sanitation in the municipality.

Video '**Water: Our Life, Our Future**' at:

<http://youtu.be/LmowsQz8Gx>

### Video interviews

The series of video interviews includes interviews with conference participants and presenters at The Office and UN-Water events.

Video interviews with case representatives at UN-Water Conference 2013 on 'Water Cooperation'

<http://youtu.be/kWzyrOFj38>

### UN-Water sessions videos

The series of videos of UN-Water sessions presents a summary of discussions and debates from UN-Water conferences, dialogue and interview sessions organized at international events.

**8-10 January 2013:** International Annual UN-Water Zaragoza Conference 2012-2013 'Preparing for the 2013 International Year. Water Cooperation: Making it Happen'.

[http://www.un.org/waterforlifedecade/water\\_cooperation\\_2013/video\\_recording\\_sessions.shtml](http://www.un.org/waterforlifedecade/water_cooperation_2013/video_recording_sessions.shtml)

**1 September 2013:** UN-Water Stakeholder Dialogue at World Water Week 2013 'Triggering Action on Water through the Post 2015 Agenda'.

<http://youtu.be/v5yPvEOggA4>

## 9.4 Water for Life Decade's website

The Office is responsible for managing the 'Water for Life' Decade's website with support from the UN Department of Public Information in New York.

In May 2012, a newly designed interface was launched. The new interface pays special attention to the user's navigation experience as well as to accessibility, usability and cross-platform compatibility issues.

The Decade's website has become a place to track the Decade's progress but also for people to get involved and learn what is happening around the world. The Decade's website is also a hub for water and sanitation related information generated by UN agencies and programmes.

### New sections

During the 2012/2013 period, a number of new sections have been created, including the following:

A section on **the Decade's campaign** which reports on how the Decade is being implemented at regional, national and local level; which campaigns are using the Decade's logo, and the different activities taking place.

A section called **Reporting on progress** which informs about progress from Member States, the UN system and also the Group of Friends of Water.

The **Decade's Programmes** section has been expanded and contains new sections on activities and products from the programmes.

**Focus Regions.** This new section offers information about water and sanitation in different regions. Asia and the Pacific, and Africa are the two regional pages which have been created during the 2012-2013 period.

**Water Cooperation International Conference 2012/2013 section.** A dedicated section for



the International Annual UN-Water Zaragoza Conference 2012/2013 'Preparing for the 2013 International Year. Water Cooperation: Making it Happen!' which took place in Zaragoza, Spain, from 8 to 10 January 2013, provides access to all sessions, cases and resources on water cooperation for and from the conference. Available at:

[http://www.un.org/waterforlifedecade/water\\_cooperation\\_2013/](http://www.un.org/waterforlifedecade/water_cooperation_2013/)

## Thematic updates

During the 2012-2013 period new thematic sections were created to respond to UN priorities; these included: water and food security, water and the green economy, water cooperation and water in Río+20. The page on water scarcity continues to be the most visited section on the Decade's website.

## Trends on the Decade's website

The number of visitors almost doubled between 2012 and 2013.

Total unique visitors	2012	2013
English site	173,397	320,414
Spanish site	152,545	280,623
Total	325,942	601,037

## 9.5 Social media

The Office maintains several social media channels, in order to communicate with different audiences. These include:

### Twitter

[@Water\\_Decade](#)

Keeping followers up to date with the latest news on the Water Decade, it has risen from 1,211 followers in January 2012 to 4,435 in December 2013.

[@undcws](#)

Functioning as a publication alert service by keeping followers informed on the latest publications on water and sanitation from UN agencies it has seen a rise from 739 followers in January 2012 to 3,703 in December 2013.

[@wateremergency](#)

Serves to keep followers aware of the latest water and sanitation related emergencies and relief actions reported by the UN, has risen from 299 followers in January 2012 to 1,000 in December 2013.

[@unwaterdpac](#)

Provides followers with updates on UNW-DPAC activities and has risen from 241 followers in January 2012 to 597 in December 2013.

### [@Unwatervideos](#)

Provides followers with the latest water and sanitation videos produced by United Nations agencies and has risen from 97 followers in January 2012 to 314 in December 2013.

### [@Decadadelagua](#)

Providing the Spanish language version of the Water Decade and has risen from 26 followers in June 2012 to 1,239 in December 2013.

**Total** followers as of December 2013: **11,288**

## Facebook

The UN-Water 'Water for Life' Best Practices Award Facebook account provides information on the latest news about the award (candidates, winners, jury and TAC, composition, etc.). The number of fans has risen from 56 in July 2012 to 800 in December 2013.

<http://www.facebook.com/waterforlifeaward>

## YouTube

The Office channel <http://www.youtube.com/unwdpac> provides access to videos produced for the Water Decade. The channel also provides a platform for events organized by The Office (video interviews, dialogue sessions, conference coverage, etc.).

<http://www.youtube.com/unwdpac>

## Slideshare

The Slideshare channel provides access to presentations from Conferences organized by The Office.

<http://www.slideshare.net/WaterforLife>

## 9.6 Publications

### Decade's Weekly

Launched in May 2013, the Decade's weekly brings subscribers every week the latest updates from the Decade as well as news and events on water and sanitation from the UN system. In December 2013 the weekly had 6,000 subscribers.

[http://www.un.org/waterforlifedecade/decade\\_weekly.shtml](http://www.un.org/waterforlifedecade/decade_weekly.shtml)

### Readers Series

Depending on the Decade's agenda of activities and events, The Office regularly produces 'readers' on different water-related issues. These readers provide basic briefings on key areas and some of the latest and most relevant United Nations publications on specific water and sanitation related themes.

**Reader on Water and Food Security.** March 2012

<http://bit.ly/1Y5TZb>

### Information Briefs

Depending on UN thematic priorities and activities organized by The Office, it produces a series of information briefs aimed at different audiences and introducing an issue, the main challenges, tools, proposed solutions, etc.

#### Water Cooperation

For the purposes of the International Year of Water Cooperation and the International Annual UN-Water Zaragoza Conference 2012/2013 'Preparing for the 2013 International Year. Water Cooperation: Making it Happen!' which took place in Zaragoza, Spain, from 8 to 10 January 2013, The Office produced a series of information briefs on different issues and tools on water cooperation.

- **Information Brief on Water Cooperation.** This brief provides information on water cooperation and describes why this theme is important, the main challenges and benefits, and which tools can be used to promote water cooperation.
- **Information Brief on Financing.** This brief provides information on financing water cooperation; the main challenges in financing water cooperation processes, the tools available for financing water cooperation and the main sources of financing.
- **Information Brief on Information Sharing and Joint Assessments.** This brief provides information on how information sharing and joint assessments can contribute to water cooperation processes at basin levels and in cities. The brief also highlights some conditions for success and some examples.

- **Information Brief on Alternative Dispute Resolution.** This brief provides information on the key approaches and techniques for Alternative Dispute Resolution and the skills required to apply these techniques. The brief also highlights some quick facts and practical examples related to the theme.
- **Information Brief on Legal Frameworks and Institutional Arrangements.** This brief describes information on legal frameworks and institutional arrangements and the way they contribute to water cooperation processes at different levels. The brief highlights a number of key legal frameworks and institutional arrangements and outlines some conditions for success. Some quick facts and examples are also included.

All information briefs available at:

[http://www.un.org/waterforlifedecade/information\\_briefs.shtml](http://www.un.org/waterforlifedecade/information_briefs.shtml)

## Reports

**Water Cooperation in Action: Approaches, Tools and Processes.** June 2013

This report summarizes the key concepts, challenges, tools and experiences related to water cooperation and highlights lessons learnt on promoting water cooperation. It also provides a summary of the discussions which took place at the 'International Annual UN-Water Zaragoza Conference 2012/2013. Preparing for the 2013 International Year. Water Cooperation: Making it Happen', held on 8-10 January 2013 in Zaragoza, Spain.

Report available at:

[http://www.un.org/waterforlifedecade/water\\_cooperation\\_2013/pdf/water\\_cooperation\\_in\\_action\\_approaches\\_tools\\_processes.pdf](http://www.un.org/waterforlifedecade/water_cooperation_2013/pdf/water_cooperation_in_action_approaches_tools_processes.pdf)

**Free Flow. Reaching Water Security through Cooperation.** September 2013

The Office contributed to this UNESCO publication with an article on 'Water for Life: Inspiring Action and Promoting Best Practices in Local Cooperation'.

Publication at: <http://bit.ly/18o6Hjc>

**Monograph on Water Cooperation.** November 2013

The Office produced, in collaboration with the World Council of Civil Engineers and Aquae Foundation, a monograph which summarizes United Nations contributions and key experiences on water cooperation.

Monograph available at:

[http://www.un.org/waterforlifedecade/pdf/2013\\_11\\_water\\_cooperation\\_monograph\\_eng.pdf](http://www.un.org/waterforlifedecade/pdf/2013_11_water_cooperation_monograph_eng.pdf)

## 9.7 Media Programme

Media activities and interaction with media are an essential component of The Office's activities. Media professionals are important actors, supporting awareness and improved understanding of water issues. The Office seeks to engage media in water activities together with communities, businesses, governments and other stakeholders.

**Empowering** and supporting the capacities of media professionals allows to improve reporting on water and sanitation issues. The Office implements media workshops and maintains strong media networks to allow media professionals to interact and support each other.

### Media Networks

Africa Media Network: Blog

Latin-American Media Network

Asia Media Network: Facebook and Blog

**Journalist Training Programme.** The Office Journalist Training Programme provides a platform for discussing a broad range of issues, actions and to improve journalists' understanding and reporting skills regarding water and sanitation issues. The ultimate goal is to expand and improve media coverage of water and sanitation related issues, including human rights, climate change, and the green economy, among others. Through our network, journalists gain enhanced commitment, perspectives, technical knowledge and access to information so they can report effectively on one of the most urgent challenges of our time.

The training programme includes training workshops and special activities for journalists on water and sanitation related issues. It also recognises those journalists who make public awareness of water and sanitation and their related development issues a priority. Themed workshops for professional journalists have been held regularly since 2008 covering subjects related to WASH issues and other areas pertaining to The Office's mandate to water and sanitation. [http://www.un.org/waterforlifedecade/media\\_programme](http://www.un.org/waterforlifedecade/media_programme).

**Interacting and debating** with media professionals is necessary in order to understand their information needs and gaps and also to promote a critical dialogue on the role of the media with different types of stakeholders, thus ensuring balanced coverage of water and sanitation issues.

- **Debate session on Water in a Changing World of Growth Opportunities**

**Bonn, Germany**

18 June 2013

This session, organized by The Office in collaboration with the World Bank, the Women for Water Partnership and the United Nations Convention to Combat Desertification, aimed at demonstrating that innovative policy, technology and business solutions exist today to tackle water problems and offer new development opportunities.

The session discussed the challenges and opportunities in water management, new approaches to deal with them, the main challenges and opportunities in water scarce regions, and the role of different actors.

The media also need to **identify relevant and reliable information** to report on water and sanitation issues. The Office supports access to reliable information on water and sanitation and ensures improved reporting on water issues by providing access to UN staff for interviews and communication channels through a variety of UN publications and media sources. These include the **Decade's Weekly**, a summary of UN water related **news** and **events**, and the **UN Documentation Centre on Water and Sanitation**.

#### Facilitating access to reliable information for media

The Office produces a series of media briefs intended to introduce the media to thematic issues and to provide them with reliable information resources. The media briefs often provide statistics in support of research, questions to encourage debate and discussion and a summary of the key issues surrounding the topic.

#### Water Cooperation

**Water cooperation Media Brief.** This brief provides information on water cooperation: e.g. why is this theme important? What are the main challenges and benefits? Which tools can be used to promote water cooperation?

<http://bit.ly/1olhqPA>

The Office also provides **communication and media support to UN-Water**, which comprises briefing the media in relation to UN-Water events and activities, organizing press conferences and preparing press releases. The Office collaborates closely with the UN agencies communication Departments and specially the United Nations Information Offices. The Office endeavours to reach audiences through multiple channels. An emphasis on communication has produced media interaction, including the following interviews during 2013:

Media	Interview
January	
La Razón for: 'A tu salud verde'	03/01/2013   10:00h Interview with Josefina Maestu
Aragón Radio	04/01/2013   09:00h Interview with Josefina Maestu  04/01/2013   18:30h Interview with Blanca Jimenez, UNESCO

iAgua	<p>04/01/2013 Interview with Josefina Maestu</p> <p>07/01/2013 Publication of an article in the blog</p>
Cadena SER Radio Zaragoza	<p>11/01/2013   09:30h Interview with Josefina Maestu</p>
Cadena SER 'Hoy por Hoy' Zaragoza	<p>07/01/2013   12:30h Telephone interview with Josefina Maestu</p>
TVE Centro Regional	<p>08/01/2013   11:15h Interview with Blanca Jimenez, UNESCO</p> <p>10/01/2013 Interview with Luis Salazar participant at UN-Water Zaragoza Conference (Programa Agrosfera)</p>
Agencia EFE	<p>08/01/2013   11:30h Interview with Blanca Jimenez, UNESCO</p> <p>09/01/2013   10:40h Interview with participants at the 2013 UN-Water Zaragoza conference: Antonieta Noli, Luis Salazar, Jose Luis Martin Bordes, Josefina Maestu</p>
Aragón Radio. Programa 'Despierta Aragón'	<p>08/01/2013   10:00h Interview with Rudolph Cleveringa, IFAD</p> <p>10/01/2013   11:00h Interview with Josefina and Luis Salazar</p>
Aragón Radio	<p>08/01/2013   13:15h Interview with Josefina Maestu</p> <p>08/01/2013   13:35h Interview with participant at the 2013 UN-Water International Conference Inmaculada Paniagua</p> <p>08/01/2013   16:20h Interview with Blanca Jimenez, UNESCO</p> <p>09/01/2013   8:30-9:00h Talk show. Participants at the 2013 UN-Water Conference: Pedro Serra, Dámaso de Lario, Jose Gestí</p> <p>10/01/2013   19:40h Interview with Josefina Maestu</p>

Aragón Televisión	09/01/2013   08:30h Interview with Blanca Jiménez, UNESCO
Sociedad. Aragón Press	09/01/2013   10:45h Interview with Josefina Maestu
RNE. Radio 5	08/01/2013   18:05h Interview with Josefina Maestu
UN Radio	09/01/2013   16:00h Interview with participants at the 2013 UN-Water international Conference Antonieta Noli and Luis Salazar
WaterLex	09/01/2013 Interview with Josefina Maestu
Aragón Press	09/01/2013   10:45h Interview with Josefina Maestu  17/01/2013   18:30h Interview with Josefina Maestu about the office
Onda Regional Murcia	15/01/2013   10:00h Interview with Josefina Maestu at about the IYWC
Gestiona Radio	15/01/2013   11:30h Interview with Josefina Maestu 19/01/2013   10:30h Interview with Josefina Maestu
Magazine Fundación Mapfre	31/01/2013   17:00h Interview with Josefina Maestu
<b>March</b>	
Televisión Española. TVE	15/03/2013   16:00h Interview with Josefina Maestu, World Water Day documentary (Informe Semanal)
ONU Radio	20/03/2013   15:00h Interview with Pilar Gonzalez about World Water Day and the UN-Water Best Practices Award
EFE Verde	22/01/2013   17:00h Interview with Josefina Maestu



Aragón Radio	22/03/2013   17:20h Interview with Pilar Gonzalez about the UN-Water Best Practices Award.
Gestiona Radio	26/03/2013   11:15h Interview with Josefina Maestu about the Award and World Water Day ceremony in the Hague.
<b>May</b>	
Radio Ebro	20/05/2013   10:30h Interview with Josefina Maestu for the programme 'Hablemos de agua'.
China's Modern Weekly	Written interview with Pilar Gonzalez about the Water for Life award-winning Japanese project.
<b>June</b>	
Aragón Televisión	20 /06/2013   18:00h Interview with Josefina Maestu about the 5th anniversary of Zaragoza Expo
Aragón Radio	20 /06/2013 Interview with Josefina Maestu about the 5th anniversary of Zaragoza Expo
Conama	21/06/2013 Written interview with Josefina Maestu for a monograph about the Ibero American Conama
Magazine Entorno Zona Media	19/06/2013 Written interview with Josefina Maestu
<b>August</b>	
Radio 5	27/08/2013   11:00h Interview with Josefina Maestu for the programme 'Con Voz de Mujer'
Cía. CONACCION SAC	28/08/2013   17:00h Interview with Josefina Maestu for the final report of LatinoSan
<b>September</b>	
Bloomberg BNA	09/09/2013   09:00h Interview with Josefina Maestu

October	
Radio 5	03/10/2013 Interview with Josefina Maestu about the work of the UN
Radio Exterior de España	04/10/2013 Interview with Josefina Maestu for the programme 'Cuarto Mundo', Radio Exterior de España
Financial Times	09/10/2013   15:00h Interview with Sanjay Wijesekera, Director Water, Sanitation and Hygiene Section, UNICEF
RNE	11/10/2013   09:30h Interview with Blanca Jimenez, UNESCO, about the Budapest Summit
Gestiona Radio	29/10/2013   12:15h Interview with Josefina Maestu
RNE	29/10/2013 Interview with Josefina Maestu on 'Water and Disasters' for the programme 'The United Nations in motion'
November	
Radio 5	13/11/2013   08:45h Margareta Wallstrom Special Representative of the Secretary-General (SRSG) for Disaster Risk Reduction (UNISDR).
Aquae Views	22/11/2013 Interview with Josefina Maestu
December	
Canal Sur Televisión	Written Interview with Josefina Maestu.
RNE. REE Programa 'Mundo Solidario'	19/12/2013   18:00h Interview with Josefina Maestu about the UN-Water Zaragoza Conference

## 9.8 Organisation of Events and strategic Conferences

The Office has been organising the UN-Water International Conferences since 2009. These conferences have grown to be a preparation for World Water Day (or other strategic events such as Rio+20). They are now the main place where the UN-Water members specialised Agencies, Departments and Programmes actually meet to discuss issues of substance among themselves and with key stakeholders. The Conferences gather practitioners who are engaged in implementing actions necessary for the implementation of the international water and sanitation agenda.

Outcomes of the conferences in 2009, 2010, 2011, 2012 and 2013 have included specific toolkits and conclusions on how to move forward, while illustrating how water issues are managed in different world regions. The work involves developing concepts and coordinating and developing content, following up and providing advice to participants, organising logistics, managing participants, fund raising, communications and reporting. Communications have included the preparation of Conference Dailies, organising and implementing interviews, webcasts, media kits, press releases and press conferences, and implementing video interviews.

The Office has also been engaged in supporting UN-Water in the organisation of strategic events at the World Water Week and other Fora in 2010, 2011, 2012 and 2013. This has involved developing the concept, managing and following up with speakers, as well as preparing session reports.

# 10. Internship Programme

The Office internship programme is designed to provide a framework which allows students from diverse backgrounds to gain insight into the work, strategy and procedures of the United Nations, the 'Water for Life' Decade and the Office, while contributing their varied and individual skill-sets to further developing themselves and the work of The Office. It is intended that this experience be mutually beneficial, providing interns with invaluable experience and allowing The Office to benefit from the unique skills and experience of professional-minded students from a variety of specialised backgrounds.

The programme operates all year round, providing successful applicants with an opportunity to engage in different projects. Candidates are selected according to their strongest attributes and posted to projects where they can utilize their competencies.

On completion of an internship, interns receive a certificate stating their involvement with The Office, which provides evidence of their experience.

## **Interns at the Office during the 2012-2013 period:**

Elsa Vallet, France  
Maria Isabel Diaz, Mexico  
Raymond Albaladejo, Spain  
Tyler Palov, Canada  
Adegoke Oluwasegun, Nigeria  
Kaushik Bose, India  
Osei Wiafe, Ghana  
Tokuala Oruitemeka, Nigeria

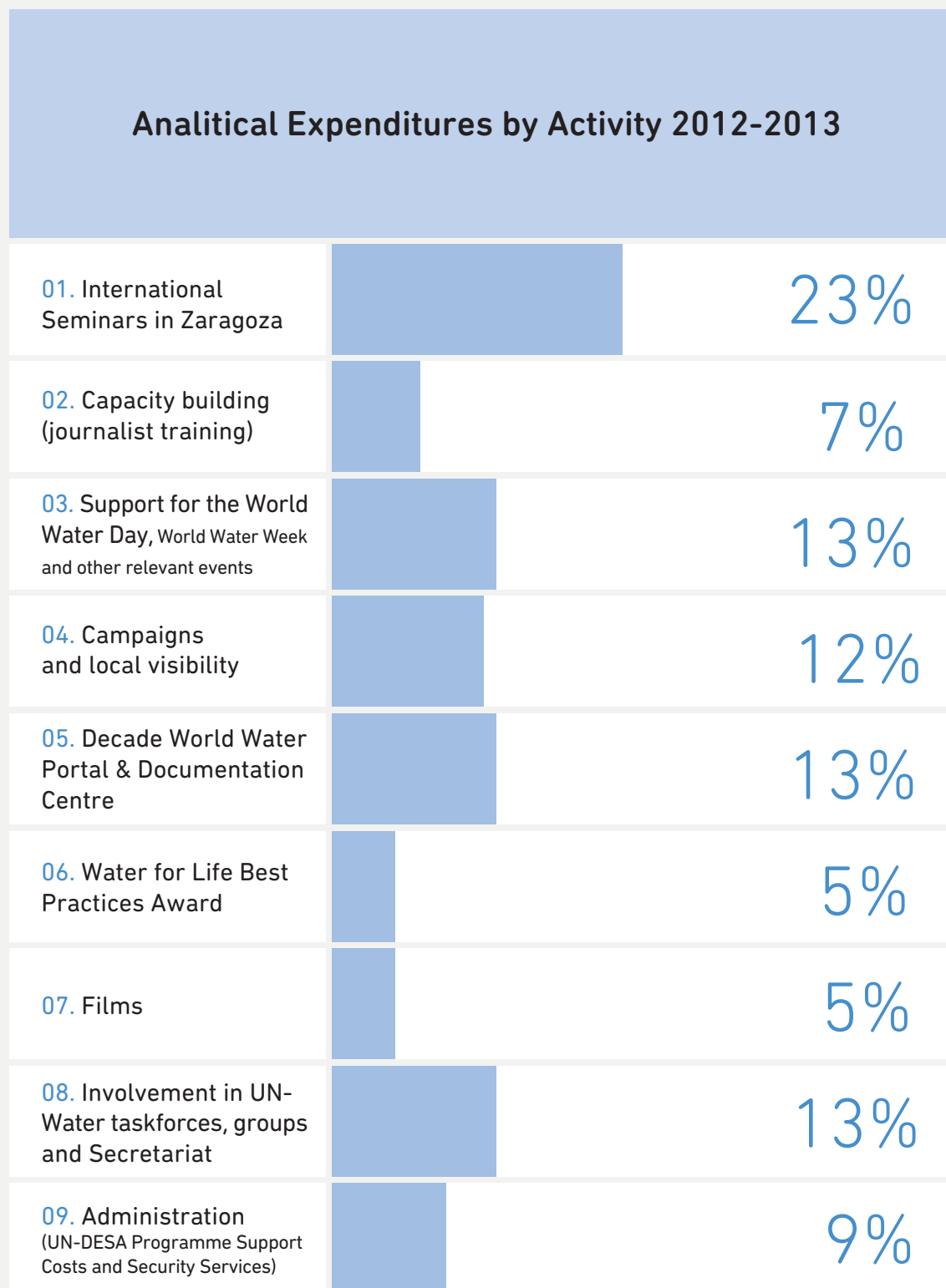
More information on the internship programme at:

[http://www.un.org/waterforlifedecade/unwdpac\\_internship.shtml](http://www.un.org/waterforlifedecade/unwdpac_internship.shtml)

# 11 Spending summary by activity for 2012-2013

Activities	Distribution of expenditures Estimated percentage (%)			Total spending in 2012-2013	
	Personnel	Advisory services, consultants and travel	Other costs	In US Dollars	In %
01. International Seminars in Zaragoza	57%	37%	6%	346,651	23.15%
02. Capacity building (journalist training)	61%	31%	8%	110,060	7.35%
03. Support for the World Water Day, World Water Week and other relevant events	74%	17%	9%	198,407	13.25%
04. Campaigns and local visibility	60%	0%	40%	185,080	12.36%
05. Decade World Water Portal & Documentation Centre	70%	20%	10%	190,171	12.70%
06. Water for Life Best Practices Award	56%	8%	36%	67,384	4.50%
07. Films	20%	0%	80%	74,122	4.95%
08. Involvement in UN-Water taskforces, groups and Secretariat	95%	0%	5%	194,514	12.99%
09. Administration (UN-DESA Programme Support Costs and Security Services)	75%	0%	25%	131,024	8.75%
<b>Total en USD</b>				<b>1,497,412</b>	<b>100%</b>

## Analitical Expenditures by Activity 2012-2013





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

## A Decade for Water, a Decade for Life

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

The designations employed and the materials presented in this publication in no way represent opinions of the Secretariat of the United Nations or the UNO-IDfA 'Water for Life' 2005-2015 concerning the legal status of any country, territory, city or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

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**United Nations Office to support  
the International Decade for Action  
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