

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

United Nations
Department of Economic
and Social Affairs
(UNDESA)



First International Conference of the Global Water Operators' Partnerships Alliance

Raising Awareness and Communicating the Urgency to Act

3-4 December 2009. Zaragoza, Spain

Casa Solans
Avda. Cataluña, 60
50014 Zaragoza, SPAIN
T +34 976 478 346
T +34 976 478 347
F +34 976 478 349
water-decade@un.org
un.org/waterforlifedecade

In cooperation with:



| 01

03 December 2009, Thursday

08:30 - 9:10	Registration
9:10 - 11:00	Opening Plenary Session
9:10 - 9:40	Opening Remarks by the Authorities: Mr. Alfredo Bone, Regional Minister of Environment, Mr. Rafael Romeo, President of Ebro River Basin and Mr. Jerónimo Blasco, Counsellor of the Zaragoza City Council
9:40 - 9:55	Introduction on Objectives and Structure of the Conference by Ms. Josefina Maestu, Coordinator of UNO IDfA/UNW DPAC.
9:55 - 10:30	Presentation of the Global Water Operators' Partnerships (WOPs) Alliance by Dr. Faraj El-Awar, Programme Manager, Global WOPs Alliance
10:30 - 11:00	Launching the UN program/communication campaign for Water Operators in preparation for the World Water Day 2010. Federica Pietracci, Major Groups Programme Coordinator, UN DESA.
11:00 - 12:15	Session 1: WOPs as a platform for developing Communication and Corporate Social Responsibility Strategies. Round table presentations <ul style="list-style-type: none">- Mr. Cheikh Tidiane Fall, Directeur de la Communication et de la Coopération, Sénégalaise Des Eaux- Mr. Siemen Veenstra, Project Director, Vitens-Evides International (Netherlands) Open debate.
12:30 - 13:30	Lunch
13:30 - 17:30	Session 2: Communication and Information Practices
13:30 - 15:10	Round table presentations of existing information and communication practices. <ul style="list-style-type: none">- Mr. Andries Motsele, Brand Manager Coordinator of Rand Water, Johannesburg, South Africa.- Ms. Pilar Gomez, Head of Department Image and Public Relationships, Canal de Isabel II, Madrid.- Mr. Gesner Oliveira. Companhia de Saneamento Basico do Estado de São Paulo (SABESP), Sao Paulo. Open debate.
15:10 - 15:30	Presentation of the elements of the Water Operators' Communication Toolkit. Strengths and Weaknesses by Ms. Josefina Maestu.

With the support of:



and
Conservatorio Superior de Música de Zaragoza

Casa Solans
Avda. Cataluña, 60
50014 Zaragoza, SPAIN
T +34 976 478 346
T +34 976 478 347
F +34 976 478 349
water-decade@un.org
un.org/waterforlifedecade

In cooperation with:



| 02

15:30 - 16:00	Coffee Break
16:00 - 17:30	Working Groups Session 1 to discuss communications practices.
17:30 - 19:00	Side Event and Technical Visit
17:30 - 18:00	Communication Strategy of the Wastewater Treatment Plan of the Region of Aragon: Mr. Rafael Izquierdo, Director of Water Institute of Water of Aragon Government.
18:00 - 19:00	Visit to Zaragoza Purification Plant : "Integrated Water Cycle. Educational and communication strategies of the Municipality City Council". Javier Celma, Director of Environment and Sustainability Agency of Zaragoza.
04 December 2009, Friday	
8:30 - 9:00	Presentation of Conclusions on the Working Groups Session 1
9:00 - 15:00	Session 3: Connecting WOPs Support Mechanisms: linking financial, legal and implementing platforms
09:00 - 10:30	Presentation of "available water and sanitation related funding/supporting mechanisms for WOPs from the North" - Mr. Pierre Marie Grondin, Director, pS-Eau - Ms. Anemari Ciurea, Water and Energy Facility, EuropeAid - Mr. Steen Bjerggaard, Water Operators Partnerships Coordinator, IWA Debate.
10:30 - 11:00	Coffee Break
11:00 - 12:30	Panel discussion on "How do you make WOPs happen?" Facilitator: Mr. Ziad Moussa, Global WOPs Alliance Panelists: - Mr. Jaime Morell, Manager of Consorcio de Aguas de Sevilla, Asociación Española de Operadores Públicos de Agua y Saneamiento (AEOPAS) - Mr. Samir Bensaid, Director General - IEA, Office National Eau Potable (ONEP) - Mr. Long Naro, Deputy General Director, Phnom Penh Water Supply Authority (PPWSA) Debate.
12:30 - 13:30	Lunch
13:30 - 15:00	Working Groups Session 2 on "How Global WOPs Alliance can enhance access to available mechanisms to facilitate WOPs at the global and regional levels"
15:00 - 15:30	Coffee Break
15:30 - 16:30	Networking Session
16:30 - 17:30	Closing Session: Reporting on the CONCLUSIONS of each of the sessions. Faraj El-Awar and Josefina Maestu. Final words by the Counselor of environment of the Municipality. Ms. Maria Dolores Campos.

With the support of:



and
Conservatorio Superior de Música de Zaragoza