



## Water operators



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**Ms. Pilar Gómez Pérez**  
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Madrid, Spain

## Facilitator



**Ms. Josefina Maestu**  
Coordinator  
UNW-DPAC

UN-Water convenes this session jointly coordinated by the UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC) and the Global Water Operators' Partnerships Alliance (GWOPA).

## SHARING SOCIAL TOOLS: BUILDING A WATER OPERATORS' COMMUNITY OF PRACTICE A UN-WATER DEVELOPMENT CORNER SESSION

**Date:** Tuesday, 21 September 2010.

**Time:** From 11:00 to 12:00 and from 13:00 to 14:00.

**Venue:** IWA World Water Congress, near the UN-Water stand (nr. 400-DC 12). Palais des Congrès, Montreal, Canada.

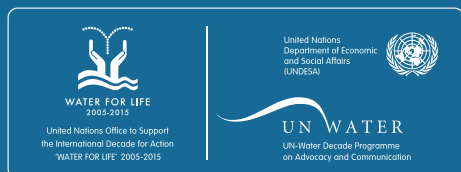
### EVENT DESCRIPTION

Communication and awareness-raising can promote changes in attitudes and social behaviour and help communities to identify sustainable opportunities that are within their reach for improving access to water and sanitation. Communication and awareness-raising strategies can also help people to exchange experiences, learn from each other and encourage dialogue and debate.

As the main providers of drinking water to the world's population, water operators have great power to communicate, show by example, and inspire their customers about the urgent need to act towards common environmental and development goals. Increasingly, water operators are engaging in awareness-raising campaigns, international development, and corporate social responsibility efforts.

During this development corner session, a group of selected water operators representing different regions of the world will share their experiences, lessons learned and practices in this field with particular emphasis on poor areas.

### PROGRAMME (REVERSE SIDE)



**UN HABITAT**  
FOR A BETTER URBAN FUTURE

**GWOPA**  
Global Water Operators' Partnerships Alliance

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## PROGRAMME

The session will be conducted in two parts:

During the **first part** (from 11:00 to 12:00), selected water operators will present highlights of their successful communication experiences that have impacted positively on water and sanitation services. These presentations will focus on lessons that other water operators could draw upon.

Outstanding communication practices from the following four utilities will be presented and discussed during the first part of the session:

- Phnom Penh Water Supply Authority. Phnom Penh, Cambodia.
- Empresas Públicas de Medellín. Medellín, Colombia.
- Rand Water. Johannesburg, South Africa.
- Canal de Isabel II. Madrid, Spain.

During the **second part** (from 13:00-14:00, in an informal environment with light refreshment) operators will be encouraged to share and to exchange with other operators about communication and awareness-raising initiatives that have been successful, particularly in poor areas with low levels of literacy.

**UN-Water** is an inter-agency mechanism formally established in 2003 which strengthens coordination and coherence among UN entities and non-UN partners dealing with issues related to all aspects of freshwater and sanitation.

## UN-Water stand

Visit the UN-Water stand (nr. 400-DC 12) at the IWA World Water Congress and Exhibition, in Level 2 of the Palais des Congrès, Montreal, Canada, where UN-Water will be exhibiting materials from UN agencies and programmes, connecting with partners, and giving information about its activities.

A display of UN agencies and programmes publications will be set up, and staff members will be present to talk to and answer questions from stand visitors.