

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



Biennial report 2010-2011

United Nations Office to support
the International Decade for
Action 'Water for Life' 2005-2015

www.un.org/waterforlifedecade

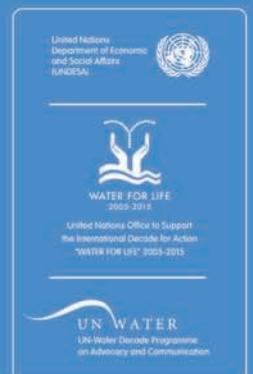


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Acronyms

CHE	Ebro River Basin Authority
ESF	European Science Foundation
EUWI	European Union Water Initiative
FAO	Food and Agriculture Organization of the United Nations
FENACORE	Federación Nacional de Comunidades de Regantes de España
GWOPA	Global Water Operators' Partnerships Alliance
GWP	Global Water Partnership
HLIC	High Level International Conference
ILO	International Labour Organization
LDCs	Least developed countries
MDGs	Millennium Development Goals
OECD	Organization for Economic Cooperation and Development
OHCHR	Office of the High Commissioner for Human Rights
SIWI	Stockholm International Water Institute
UNCBD	United Nations Convention on Biological Diversity
UNCRD	United Nations Centre for Regional Development
UNECLAC	United Nations Economic Commission for Latin America and the Caribbean
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNESCO-IHE	UNESCO-IHE Institute for Water Education
UNDCWS	UN Documentation Centre on Water and Sanitation
UNDPI	United Nations Department of Public Information
UNEP	United Nations Environment Programme
UNESCWA	United Nations Economic and Social Commission for Western Asia
UN-Habitat	United Nations Human Settlements Programme
UNIC	United Nations Information Centre
UNSGAB	United Nations Secretary-General's Advisory Board on Sanitation
UNW-DPAC	UN-Water Decade Programme on Advocacy and Communication
UNW-DPC	UN-Water Decade Programme on Capacity Development
USD	US Dollars
WHO	World Health Organization
WMO	World Meteorological Organization
WSSCC	Water Supply and Sanitation Collaborative Council
WWD	World Water Day
WWW	World Water Week

1. Who we are

The UN Water Decade Programme on Advocacy and Communication (UNW-DPAC) is 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.

Since 2008 UNW-DPAC has become the hub for UN-Water communication and advocacy activities, especially those addressed to civil society. UNW-DPAC is implemented by the United Nations Office to support the International Decade for Action “Water for Life” 2005-

UN-Water was formally established in 2003 by the United Nations High Level Committee on Programmes, and has evolved out of a history of close collaboration among UN agencies.

2015 (hereafter “the Office”). As a programme of the Decade, it plays a key role in the implementation of the UN 2003 General Assembly Resolution designating the period from 2005 to 2015 as the International Decade for Action “Water for Life”.

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).

2. What we do

The mission of the UN-Water Office as the UN-Water communication hub, includes coordinating communication actions of UN-Water and its members and partners while at the same time implementing specific communication and advocacy activities towards achieving the Millennium Development Goals and those of the Johannesburg Plan of Implementation.

Activities of the Office include:

- 01** mobilising and making available information and inputs generated by various UN Water entities to help accelerate the implementation of policy actions and measures;
- 02** communications aimed at non-UN audiences, especially the media;
- 03** 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; and
- 04** organising and coordinating the presence of UN-Water at major events.

All this requires identifying strategic issues; preparing key messages for different audiences; preparing information products; and designing and implementing communication campaigns and actions as well as media capacity development and research activities on best practices and communication.

UN-Water task forces and thematic priority areas (TPAs) are organised around themes, including sanitation, transboundary waters, water quality and wastewater, climate change, integrated water resources management and so on.

These activities support implementation of activities within and outside the UN system, towards the achievement of international agreed goals, adding value to existing communication actions of the UN system.

UN-Water has 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.

3. Why we do it

The role of the Office in supporting UN-Water is fundamental, as UN-Water recognises that advocacy and communication are key for raising awareness amongst governments and stakeholders of the need to achieve international agreed goals on water and sanitation. The Office thus plays an important role in facilitating action oriented responses from all stakeholders at all levels.

UN-Water recognises that investments in communication help strengthen the collective vision of what the interagency mechanism should be. Communications and advocacy activities serve to enhance the coherence of the United Nations system's actions.

Importantly, communications, information and advocacy activities enhance the credibility and visibility of UN-Water. The Office then serves the important role of enhancing the accountability of international water governance, increasing transparency of the work of UN-Water members and partners, and increasing the local impact of UN Agencies and Programmes. But, beyond these, there is the important task of enabling citizens to have their voices heard in the UN system in relation to water issues. The Office then contributes to improving water governance and the responsiveness of the UN system to the general public's concerns.

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.

4. Decade's UN Milestones from 2005 to 2011

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 (UNW-DPAC) 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"

Progress Review of the Decade 8-9 June 2010

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

2010 was a year for the Midterm Progress Review of the Decade. The review examined progress in attaining international goals related to water during the first five years of the International Decade for Action "Water for Life" 2005-2015. It discerned that there are ongoing problems and new issues resulting from world crises, particularly the crises of energy, food and finance. There are major new obstacles, including the effects of climate change. The review pointed out that national governments are responsible for defining suitable policies and allocating sufficient budget to water services and water resources management since water is crucial to achieving the MDGs. However, developing countries should receive sustained and reliable financial aid and fair and equitable transfers of technology, according to the principle of co-responsibility, in order to overcome the challenges of clean drinking water, sanitation and the application of adaptive climate change strategies at a national level. The review process concluded that continual reinforcement of national governments' political goodwill, financial commitments and development aid is required. This should be the maximum priority in order to achieve the water-related, internationally-convened goals before the end of the Decade, especially in developing countries.

UNW-DPAC contributed to the Review with a series of Readers for each of the roundtable themes and organised and moderated a roundtable session on sustainable financing issues.

Highlights from the roundtable on Sustainable Financing

- There is a need for financing from all sources: public, private and external.
- More money is not enough. Government and international aid needs to be better targeted (e.g. to slums, rural areas, the poor, sanitation) and spent more effectively and fairly.
- There is a need to mobilise governments and international aid to improve financing for small community and utility projects if we want to target better to achieve MDGs.
- Good governance attracts financing.
- There is scope for innovative financing mechanisms and different approaches: output-based aid, combination of grants and loans, group financing, smart subsidies to deal with affordability and payback periods, microcredit, climate resilience funding, commercial finance, etc.

5. 2010-2011: UNW-DPAC calendar highlights

2010

8 February

Conference series

Launch of conference series "Water, a precious resource". New Delhi, India

20-22 March

Journalist workshop

Organised a Journalist workshop on water quality. Nairobi, Kenya

22 March

Water quality road show exhibit

Launch of the exhibit "Taking Action for Water" on World Water Day. Nairobi, Kenya

Water operators communication campaign

Launch of the Water Smart Communications Campaign. Nairobi, Kenya

Journalist and expert seminar

Seminar on "How to improve communications on water quality for journalists and experts". Nairobi, Kenya

Seminar

Seminar on "Water quality for a healthy world". Zaragoza, Spain

10-12 May

Meeting of UN-Water Taskforce on Water and Climate Change

Presentation and agreement of communications activities in support of the Task Force. Bonn, Germany

Lectures, speeches, facilitation

26 January

Inaugural Conference of the Master of Environmental Management of the Biodiversity Foundation. Keynote speech on 'Global Water Challenges'. Madrid, Spain

10 February

FENACORE XVI Course for the irrigation community. Presentation on 'Criterios de tarificación en el agua de riego. Las excepciones al principio de recuperación de costes'. Madrid, Spain

24 February

EUWI Expert Consultation Workshop: Finance and Water in North Africa and the wider Mediterranean. Facilitated a Session on 'Financing the water sector – opportunities and priorities at country level'. Madrid, Spain

26 February

2nd United Nations Model Conference. Global Classrooms Cantabria 2010. Presentation on 'Water, Sanitation and the MDGs'. Santander, 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

15-17 March

OECD Expert Meeting on 'Water Economics and Financing'. Participated and presented on 'Reducing financing needs: cost effectiveness and policy coherence' and 'Making the economic case – improved water quality'. Paris, France

4-7 May OECD Workshop: Improving the information base to better guide water resource management decision making. Presentation on 'Drivers of Economic Information in River Basin Management Planning'. Zaragoza, Spain

9-11 June**Meeting of UN-Water Taskforce on Wastewater and Water Quality**

Participated in and contributed to the meeting with communications proposals

8-10 June**Progress Review of the Decade**

Participated in the High-level International Conference on the Midterm Comprehensive Review of the Implementation of the International Decade for Action, "Water for Life", 2005-2015. Organised and moderated the Round Table on Financing. Dushanbe, Tajikistan

20-23 June**Deutsche Welle Global Media Forum**

Participated in and organised session, media workshop and stand. Bonn, Germany

6-9 September**World Water Week 2010**

Participated in and organised activities. Stockholm, Sweden

19-24 September**IWA, World Water Congress and Exhibition**

Participated in and organised session and stand. Montreal, Canada

8 November**Bimonthly publications review**

Launch of the first issue of the bimonthly publications review

13-17 December**UN-Water Zaragoza International Conference**

Organised and hosted the "Sustainable Water Management in Cities: Engaging stakeholders for effective change and action" UN-Water conference. Zaragoza, Spain

Lectures, speeches, facilitation**24 June**

Master of General Applied Hydrology from the Training Centre of the Ministry of the Environment of Spain. Closing lecture. Madrid, Spain

7-9 July

Summer Seminar at the Escorial Seminar on 'Towards a sustainable and efficient water management'. Opening lecture on 'IWRM, and the international perspective by the UN'. Madrid, Spain

13-15 October

GWSP Workshop on Global Water Governance and the UN System: Global Water Governance, Challenges and Design Options. Contributed to debate. Bonn, Germany

28-29 October

FUNDICOT VI International Congress on Spatial Planning. Presentation on the 'Role of water in spatial planning and the UN'. Pamplona, Spain

15 November

University of Zaragoza. Master in Sustainable River Management and IWRM. Opening speech. Zaragoza, Spain

2011

21-22 March

Journalist workshop

Organised a Journalist workshop on urban water management. Cape Town, South Africa

22 March

Award Ceremony

1st edition of the “Water for Life” UN-Water Best Practices Award

19-22 June

Deutsche Welle Global Media Forum

Participated in and organised session, communications workshop and stand at the Forum. Bonn, Germany

3-5 October

UN-Water Zaragoza International Conference

Organised and hosted the international conference “Water in the Green Economy in Practice: Towards Rio+20”. Zaragoza, Spain

19-20 October

Preparatory Conference ‘Towards the UN Conference on Sustainable development (Rio+20): Water Cooperation Issues’.

Chaired and facilitated a session on voices of stakeholders. Dushanbe, Tajikistan

25 October

Poster exhibition

Launch of the “Water is life” poster exhibition. Zaragoza, Spain

16-18 November

Water, Energy and Food Security Nexus. Solutions for the Green Economy. Bonn2011 Conference

Presented Toolbox on water and the green economy and organised UN-Water session. Bonn, Germany

Lectures, speeches, facilitation

23 January

Global Sustainability Panel. Presentation on Working Group 1 ‘Poverty, Employment and Social Inclusion’. Braunwald, Davos, Switzerland

24-26 January

SWITCH Conference ‘The future of urban water: solutions for livable and resilient cities’. Presentation. Paris, France

23 May

‘Understanding user needs for climate change services’. Side event at the XVI World Meteorological Congress. Participated in panel discussion. Geneva, Switzerland

25 May

EUWI Africa WG and Finance WG joint meeting. Contributed to debate. Brussels, Belgium

6 June

6th Forum on Water Development from the Canal Foundation ‘The MDGs ten years later’. Presentation on ‘The MDGs and future actions of the UN system in the water sector’. Madrid, Spain

7-10 June

ESF Conference on Water Governance ‘Meeting the Challenges of Global Change’. Chaired session 7 ‘Water governance, addressing the environmental dimension’ and participated in session 8 ‘Legitimacy and multi-level governance: lessons from the water column’. Obergurgl, Austria

14-16 September

Regional Journalist Workshop ‘Environmental communication: integrated water resources and coastal areas management’. Presentation for the panels on ‘Ecosystem approach and adaptive co-management for an integrated approach of water resources and coastal areas management’ and ‘Water and the green economy: perspectives for Rio+20’

23 November

Dialogue session by the Research Centre for the Management of Agricultural and Environmental Risks. Presented conclusions from the UN-Water Conference ‘Water in the Green Economy’. Madrid, Spain

6. Activities and campaigns by focus area for 2010-2011

The strategic priorities for the communications activities of the Office in 2010 and 2011, following UN-Water priorities for this period, have been water quality, water and urbanisation, the human right to water and sanitation, water in the green economy, water and climate change, and water and international commitments.

6.1. Water Quality

Declining water quality has become a global issue of concern as human populations grow, industrial and agricultural activities expand, and climate change threatens to cause major alterations in the hydrological cycle.

Over 80 per cent of sewage in developing countries is discharged untreated directly into water bodies. Industry is responsible for dumping an estimated 300-400 million tonnes of heavy metals, solvents, toxic sludge and other waste into waters each year. Nitrate from agriculture is the most common chemical contaminant in the world's groundwater aquifers.

Given the complexity and magnitude of water quality challenges, an effective response will involve concerted action by all stakeholders, including the public and private sectors and civil society.

“ Our indispensable water resources have proven themselves to be greatly resilient, but they are increasingly vulnerable and threatened. Our growing population's need for water for food, raw materials and energy is increasingly competing with nature's own demands for water to sustain already imperilled ecosystems and the services on which we depend. Day after day, we pour millions of tons of untreated sewage and industrial and agricultural wastes into the world's water systems. Clean water has become scarce and will become even scarcer with the onset of climate change. And the poor continue to suffer first and most from pollution, water shortages and the lack of adequate sanitation. ”

*Ban Ki-moon
UN Secretary-General*

Moving forward: clean water for today and tomorrow

The decisions made in the next decade will determine the path we take in addressing the global water quality challenge. Inaction today will lay open the possibility of some disturbing scenarios. Taking bold steps, internationally, nationally and locally to protect water quality could mean a very different future. We already have the know-how and skills to protect our water quality. What is now needed is the will. Human life and prosperity rest on our setting the policy framework today for the actions of tomorrow, so that we are the stewards, not the polluters, of our precious water resources.

Policy Brief on Water Quality. UN-Water. March 2011

UNW-DPAC activities

Activities World Water Day 2010 22 March 2010

Clean Water for a Healthy World

In 2010, UN-Water dedicated World Water Day 2010 to water quality, reflecting its importance alongside quantity of the resource in water management. The campaign was designed to raise awareness about sustaining healthy ecosystems and human well-being while at the same time addressing the increasing challenges related to water quality and management. Stakeholders were encouraged to proactively engage in addressing water quality issues e.g. in pollution prevention, clean up and restoration, and to promote innovative solutions to reduce threats on water quality.

UNEP was responsible for coordinating WWD 2010 and hosted a UN event at its headquarters in Nairobi, Kenya on 22 March. UNW-DPAC supported UNEP in developing and disseminating the official agenda of activities and contributed to the production of a series of information materials which included an Advocacy Guide and an Information Kit.

WWD 2010 **Advocacy Guide** is available online at
www.unwater.org/wwd10/downloads/WWD2010_advocacy_guide_print.pdf

• Journalist workshop 20-22 March 2010

Water quality. Nairobi, Kenya

Organisers: UNW-DPAC in collaboration with UNEP and other UN-Water members

This workshop on water quality issued was designed for both local and international journalists. Its main objective was to enhance the skills of environmental media practitioners in communicating water quality related challenges and to provide them with useful communication tools. The training programme included a field trip to various Kenyan sites and initiatives on water and wastewater treatment, a two day workshop and journalist participation in events organised for World Water Day on 22 March 2010.

The two day journalist workshop provided guidance to African journalists on reporting urban water issues. With a focus on professional retraining related to research, preparing reportages and investigative

Blog "Water Journalists Africa" available at
waterjournalistsafrica.wordpress.com

journalism on the themes of urban water, the workshop was directed towards experienced African journalists from print, radio, TV, and electronic media with existing experience reporting on the theme. As a result of the workshop, participating journalists wrote articles and published stories on WWD 2011 and on urban water related issues. The workshop dynamics channelled into a blog, "Water Journalists Africa", created and managed by workshop participants.

During the field visits, three different groups had the opportunity to visit the Kenyan Coast, Lake Victoria and Kibera slums in Nairobi.

- **Seminar** 22 March 2010

- Water Quality for a Healthy World. Zaragoza, Spain**

- Organisers: UNW-DPAC in collaboration with the Municipality of Zaragoza, the Government of Aragon, the University of Zaragoza and the World Council of Civil Engineers*

To increase visibility of WWD at a local level, UNW-DPAC organised a seminar in Zaragoza targeted at water practitioners. The seminar aimed to:

- 01** Raise awareness of the linkages between healthy ecosystems and human well-being;
 - 02** Raise awareness of water quality challenges to urge governments, organisations, communities and people around the world to take action on the issue and increase efforts to prevent pollution and improve cleanup and rehabilitation.

A keynote speech introduced key messages from the 3rd World Water Development Report and was followed by a panel discussion moderated by a journalist on measures for improving water quality.

UNW-DPAC also supported local institutions in Zaragoza to join 'The World's longest Toilet Queue' Initiative by producing some background materials in Spanish.

Activities at World Water Week 2010

6-9 September 2010

Stockholm, Sweden

The Stockholm World Water Week, organised by the Stockholm International Water Institute (SIWI), is an annual international water conference where experts, stakeholders, international organisations and media representatives meet to discuss pressing water issues. In 2010, WWW was dedicated to the water quality challenge. UNW-DPAC organised a number of activities on the issue.

- **Dialogue Session** 8 September 2010

- Sick water is threatening the MDGs: A stakeholder dialogue to address capacity development and communication needs**

- Organisers: UNW-DPAC on behalf of UN-Water*

UNW-DPAC organised and coordinated this Dialogue Session to present and discuss main conclusions from the UNEP report "Sick Water? The central role of wastewater management in sustainable development".

The session was opened by Zafar Adeel, Chair of UN-Water, who stressed the importance of water quality for UN-Water, its impacts on ecosystems, human health and the economy. From UN-Water's perspective, it is clear that investments are lacking in this area, that ap-

athy in leadership needs to be overcome, and that data for monitoring and reporting needs to be improved and augmented. Institutional change is needed, and UN-Water can help facilitate this process by bringing together collective resources and communications strategies of the UN to work in this direction.

David Osborn of UNEP and Graham Alabaster of UN-Habitat then addressed the audience to introduce the Sick Water report. The report lays out the argument for the importance of managing wastewater and its impact on numerous Millennium Development Goals (MDG) targets, thereby making meeting the wastewater challenge not a luxury but a prudent, practical and transformative act that has the ability to boost public health and secure the sustainability of natural resources.

Video summarising main conclusions at

www.unmultimedia.org/tv/webcast/2010/09/world-water-week-stockholm-sweden.html

The key messages from the report are that wastewater production is rising rapidly, that wise and immediate investments now will generate multiple future benefits, and that wastewater management is linked to poverty reduction and improved human health.

The report argued that multi-sectoral, individualised management cocktails are needed which look at the entire lifecycle of a project to include long-term operation, maintenance and decommission in order to avoid stranded resources. These solutions need to plan for future scenarios and be socially and culturally appropriate. There is also a real need to educate and train engineers, communities, policymakers and municipalities.

A panel of experts was then introduced, offering expertise on the following themes:

- 01** benefits of improving wastewater;
- 02** financing;
- 03** capacity-building;
- 04** water management and resources.

In addition, four stakeholders were present to represent the following perspectives:

- 01** gender;
- 02** water operators;
- 03** water consumers;
- 04** the irrigation sector.

The session was followed by a lively discussion with input from the audience and interaction among the stakeholders and experts. All agreed that change needs to happen and that local conditions, cultures and stakeholders need to be taken into account while scaling up to the highest possible level of authority to make real change happen.

• **Media Programme** 6-9 September 2010

Organisers: UNW-DPAC, WSSCC and SIWI with the support from GWP and PATH

Organisers: UNW-DPAC on behalf of UN-Water

Journalist workshop 6-8 September 2010

This journalist workshop aimed to:

- 01** increase journalists' understanding on the importance of good water quality, sanitation and hygiene;
- 02** enhance media networks to share knowledge and experiences and increase mentoring opportunities;
- 03** get a sound coverage of the event;
- 04** support journalists in increasing their skills and expertise in reporting on water and sanitation issues;

The workshop also highlighted key urban water and sanitation issues and priorities for action as a build up to the 2011 World Water Day campaign, which was to focus on the impact of urbanisation on water resources and environmental protection capabilities of cities and towns.

The 16 international workshop participants consisted of 4 journalists from developing countries financed by UNW-DPAC (Ethiopia, Malawi, Morocco, and Pakistan), 7 journalists who were WASH Award Winners, financed by WSSCC, and 5 journalists sponsored by SIWI. Apart from participating in different workshop modules, journalists also attended the UN-Water Session and other events organised within the framework of WWW.

The experts Håkan Tropp (SIWI), Dibalok Singha, and Dushtha Shasthya Kendra, discussed sanitation issues and presented good examples of finding solutions in developing nations. In other workshop modules the many difference faces of "water quality" and the impact of poor water quality on people and the environment were discussed by Danka Thalmeinerova, GWP Knowledge Management Officer, and Josefina Maestu, UNW-DPAC Director.

Media seminar 9 September 2010

Making the case: building bridges between water and media/WASH Media Awards Ceremony

Organisers: UNW-DPAC, WSSCC and SIWI

This media seminar aimed to identify the bottlenecks in communications between water and sanitation professionals and journalists, and propose ways of overcoming these bottlenecks. It explored the challenges of reporting on water quality issues and discussed how the water community can break down complicated topics to better frame the issues as well as how to "get inside the mind of the journalist" and understand today's media working environment. In turn, participating journalists offered their insights on how stakeholder organisations can serve as a content provider to the media.

The second half of the seminar featured the 2010 WASH Media Awards ceremony, where seven journalists from different parts of the world were honoured for their work drawing attention to sanitation, hygiene and water related issues through the media. The competition is co-sponsored by SIWI and WSSCC and recognises and supports the crucial role of the media in raising awareness of the importance of water, sanitation and hygiene services.

Conference Series February-November 2010

Water, a precious resource

Organisers: UNW-DPAC, Cervantes Institute

This conference series on the importance of water quality for human and ecosystem health was hosted by the Cervantes Institutes in several non-Spanish speaking countries.

Keynote speeches were conducted by a UN system staff member who presented an overview of the water quality situation around the world and the work of the UN system on water quality; this was followed by a short documentary film ("The dream of water", WWAP) and a debate.

Conferences had 80 participants on average and there was greater attendance in New Delhi, India, Brasilia and Curitiba, with about 120 participants. They were attended mainly by water management and sustainable management experts, journalists, diplomats, representatives of local universities and students.

The following issues emerged during the debates with the public:

- 01** Non-visibility of United Nation's financing programmes in water and sanitation;
- 02** Lack of information published in languages other than English;
- 03** Problems related to habits and population behaviour.

Conference series in 2010

8 February

New Delhi, India

15 April

Prague, Czech Republic

19 April

Cairo, Egypt

21 April

Tunis, Tunisia

23 April

Casablanca, Morocco

18 October

Belo Horizonte, Brazil

20 October

Brasilia, Brazil

22 October

Salvador de Bahia, Brazil

25 October

Curitiba, Brazil

1 November

Amman, Jordan

3 November

Damask, Syria

Road Show Exhibit March-December 2010

Taking Action for Water

Organisers: UNW-DPAC, Spanish Red Cross

Focusing on the theme for World Water Day 2010 "Clean water for a healthy world", and in collaboration with the Spanish Red Cross, UNW-DPAC produced an easy-to-travel exhibit to facilitate a better understanding among the general public on how water quality affects people's daily lives and ecosystem health. The main objective was to promote behaviour change

and encourage the visitors to improve the current situation through individual and collective action.

18 panels addressed the problem of water quality around the world by:

- 01** Presenting different cases which link water quality and quality of life;
- 02** Providing some points for reflection and alternatives to daily behaviours that impact negatively on water quality;
- 03** Presenting daily practices and lessons learnt at different levels that can help in preventing water related diseases;
- 04** Providing information to communicate on ecosystems function and value.

This first version of the exhibit was specially adapted to Sub-Saharan Africa.

Where was it displayed in 2010

22 March

Launch at the main UN event celebrated on the occasion of World Water Day 2010 in Nairobi, Kenya, UNEP Headquarters.

10-21 May

Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA14) meeting, UNEP Headquarters, Nairobi, Kenya.

22 May

UN Celebration of International Day for Biological Diversity, UNEP Headquarters, Nairobi, Kenya.

8-10 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.

29-30 June

International Seminar on Water, Environment and Sustainable Human Development in the Mediterranean region, organised by the Spanish Red Cross and the Center of Cooperation in the Mediterranean, Barcelona, Spain.

13-17 December

Zaragoza Municipality, during the conference on Sustainable Water Management in Cities, organised by UNW-DPAC, Zaragoza, Spain.

Communication campaign

Water Smart

Organisers: UNW-DPAC in collaboration with GWOPA

Launched on 22 March 2010, on the occasion of World Water Day, the Water Smart Campaign is intended to provide water operators with different means to implement communications and awareness-raising campaigns on water and sanitation related issues. The campaign facilitates the building of a water operators' community of practice by sharing lessons learned and best practices on these issues.

In 2010 the Water Smart Campaign focused on water quality.

Documentary film

Lake Victoria. Water for Life – The Urban Challenge

Produced by UNW-DPAC in collaboration with UNEP and UNDP/

This documentary film focuses on the alarming decline of water quality in Lake Victoria and its consequences on human health and livelihoods and on ecosystem health. The film is part of both the UN in Action and the 21st Century UN series and was first aired on World Water Day 2011.

Info materials

Water quality

On World Water Day 2010, UNW-DPAC contributed in the production of an advocacy guide and an information kit on water quality. The information kit contained materials produced by UNW-DPAC which included a Reader on Water Quality issues. The reader provided information about the most recent and relevant UN publications on water quality and includes references for specific audiences such as water suppliers, educators, farmers or policy-makers and a regional overview.

6.2. Water and Cities

Half of humanity now lives in cities, and within two decades, nearly 60 per cent of the world's people will be urban dwellers. Urban growth is most rapid in the developing world, where cities gain an average of 5 million residents every month. The exploding urban population growth creates unprecedented challenges, among which provision for water and sanitation has been the most pressing and painfully felt when lacking.

Two main challenges related to water are affecting the sustainability of human urban settlements: the lack of access to safe water and sanitation, and increasing water-related disasters such as floods and droughts. These problems have enormous consequences for human health and well-being, safety, the environment, economic growth and development. The lack of adequate water and sanitation facilities leads to health issues such as diarrhoea, malaria and cholera outbreaks.

There is a pressing need for improving governance including coordination of water and urban planning; deepening the reform of local government, city and utility management; increasing investment and improving financial management of urban water supply, sanitation/sewerage, wastewater treatment and storm water infrastructure. The impacts on the environment from climate change, conflicts and natural disasters pose huge challenges for urban water and waste management.

“Urbanization brings opportunities for more efficient water management and improved access to drinking water and sanitation. At the same time, problems are often magnified in cities, and are currently outpacing our ability to devise solutions.”

*Ban Ki-moon
UN Secretary-General*

Are we moving forward?

The proportion of the world's population that live in urban areas has increased from 43% in 1990 to 50% in 2008. Worldwide, the number of urban dwellers who gained access to improved drinking water between 1990 and 2008 was 1.052 billion, while the total urban population increased by 1.089 billion.

Drinking Water. Equity, safety and sustainability. JMP thematic report

UNW-DPAC activities

International Conference 13-17 December 2010

Sustainable Water Management in Cities. Engaging stakeholders for effective change and action. Zaragoza, Spain

Organisers: UNW-DPAC in collaboration with UN-Habitat, the SWITCH Consortium and the Municipality of Zaragoza

This international conference focused on how to put sustainable urban water management into practice and supported preparations for World Water Day 2011. The conference aimed to:

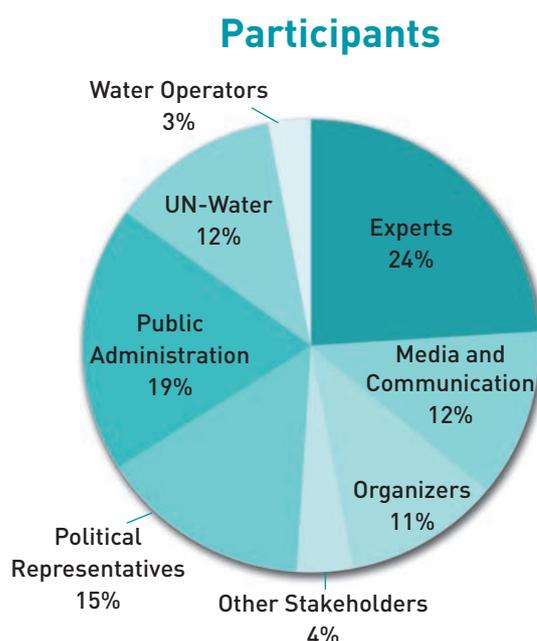
More information about the conference at

www.un.org/waterforlifedecade/swm_cities_zaragoza_2010/

- 01** Identify the best approaches for promoting effective change at different scales;
- 02** Analyse how cities, local authorities and other key stakeholders have effectively addressed the issue of social inclusion in urban water management and supported progress towards international commitments, including the Millennium Development Goals;
- 03** Identify how we can improve urban water management by sharing information from recent city experiences.

The conference brought together experts, local government officials, media specialists, key water operators and political representatives of cities and stakeholder groups to discuss these issues and propose practical ways to move forward to meet the challenges of achieving water and sanitation for all, of disseminating results to a wider audience, and considering different development contexts and regional characteristics.

The main programme included both plenary and group sessions for debate. Activities during the conference included technical visits to local and regional water management facilities, open sessions addressed to the general public, technical side events and keynote-speech series.



Main highlights

Stakeholder engagement: city experiences

Participants recognised the need to do better by pooling capacities and resources given the complexity of different issues, needs and interests. A variety of purposes and contexts were introduced through different city experiences. Despite differences between them, the participants recognised there are some shared challenges and transferable lessons.

Political engagement

Participants discussed the political opportunities and challenges to sustainable water management in cities. Recommendations on ways of overcoming challenges based upon specific experiences were shared. The specific questions of how decisions should be taken and the constraints on those decisions were also addressed. Another topic of discussion was how local authorities and other key stakeholders have effectively addressed issues of social inclusion in urban water management.

Media engagement

Representatives from the media discussed how to improve urban water management and the main challenges they are confronted with when addressing the issue of sustainable water management in cities.

Activities World Water Day 2011 22 March 2011

Water for Cities: Responding to the Urban Challenge

In 2011, World Water Day (WWD) was intended to focus international attention on the impact of rapid urban population growth, industrialisation and climate change on water resources and environmental protection capabilities of cities and small towns. Key issues such as growing urban water and sanitation demand, increased pollution from municipal and industrial discharges, climate change and its unforeseen risks and challenges, overexploitation of available water resources, and better targeting of the urban poor were discussed. The critical role played by local governments and other service providers in tackling these challenges was also explored. UN-HABITAT assumed responsibility for World Water Day coordination with additional support from UNEP.

UNW-DPAC formed part of the World Water Day 2011 planning team and was actively involved in the preparation process. On 18 December 2010, UNW-DPAC hosted a planning meeting with representatives from UN-HABITAT, UNCCD, UNESCO, UNESCO-IHE, FAO, and SIWI for the preparation and organisation of World Water Day 2011.

- **Award ceremony** 22 March 2011

Zaragoza, Spain. Cape Town, South Africa

The “Water for Life” UN-Water Best Practices Award was awarded for the first time on World Water Day 2011. Award ceremonies took place in Zaragoza, Spain, with representatives of

the winning practices, and in Cape Town, South Africa, where the award was presented by Mr. Alberto Tejada-Guibert, president of the Jury and Director a.i. of UNESCO's International Hydrological Programme, and Mr. Olcay Ünver, coordinator of the World Water Assessment Programme. Additional information on award section can be found below.

- **UN-Water Pavilion** 20-22 March 2011

Cape Town, South Africa

UNW-DPAC coordinated the UN-Water pavilion and its joint UN-Water space in the main World Water Day event in Cape Town, South Africa, and ensured presence of UN-Water members who expressed their interest in having a stand within the pavilion – UNEP, UNESCO, UN-Habitat, GWOPA, WWAP. The joint space served as a meeting and information point.

- **Journalist workshop** 21-22 March 2011

Cape Town, South Africa

Organisers: UNW-DPAC in partnership with UN-Habitat

This two day journalist orientation workshop for African journalists included training sessions, a site visit, and attendance of and reporting on the WWD2011 main event. The Journalist Workshops trained 16 journalists.

- **Poster Exhibition** 20-22 March 2011

'Water is Life' International Thematic Poster Exhibition. Cape Town, South Africa

The touring poster exhibition 'Water is Life' was presented and displayed in Cape Town. 130 posters were selected from the 2011 edition of the poster competition. Additional information can be found in section 7.3.

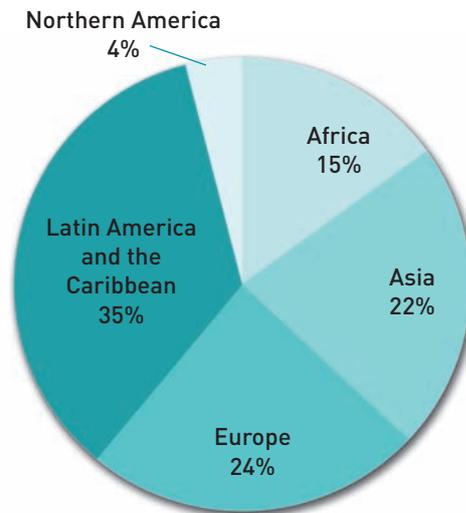
Award

1st edition of the "Water for Life" UN-Water Best Practices Award

Launched for the first time at the International Conference "Sustainable Water Management in Cities: Engaging stakeholders for effective change and action", the UN-Water Award recognises outstanding best practices that can ensure the long-term sustainable management of water resources and contribute to the achievement of internationally agreed goals and targets (more information in 10.2). The prize is awarded yearly in two categories: 'best water management practices' (Category 1) and 'best participatory, communication, awareness-raising and education practices' (Category 2). Every year, special emphasis is placed on the theme selected for the forthcoming World Water Day. In accordance with the theme of World Water Day 2011, the focus of this first edition was on "Urban water management".

The Award ceremony for this first edition took place on 22 March 2011, during celebrations held for World Water Day in Zaragoza, Spain, and in Cape Town, South Africa. Category 1 was awarded to the project 'Las Pinas-Zapote River System Rehabilitation' for its outstanding contribution towards improving the living environment and its demonstrable and tangible impact on improving people's quality of life within a metropolitan river basin and Category 2 was awarded to the project 'A Participatory and Learning Based Approach to Raising Awareness on Water and Sanitation' for its innovative approach to communication and awareness raising in poor areas and its outstanding contribution to addressing key challenges related to water and sanitation in an urban area.

Applications received



All information on the **Award** is accessible from the Decade's website
www.un.org/waterforlifedecade/waterforlifeaward.shtml

Info materials

Water and cities

For the International Conference "Sustainable Water Management in Cities: Engaging stakeholders for effective change and action" and to support the organisation of World Water Day 2011,

UNW-DPAC prepared a series of information materials including a set of issue briefs on:

- 01** Water and urbanisation;
- 02** Cities coping with water uncertainties;
- 03** Water quality and sanitation;
- 04** Cities and their rural surroundings.

In addition, UNW-DPAC produced a series of facts and figures on water and cities and a reader on the most relevant United Nations publications on urban water and sanitation management.

Info materials are accessible from the "Water and Cities" section of the Decade's website

www.un.org/waterforlifedecade/water_cities.shtml

6.3. The Human Right to Water and Sanitation

Today, 884 million people in the world do not have access to safe drinking-water and 2.6 billion people lack access to basic sanitation. Every year millions of people, most of them children, die from diseases associated with inadequate water supply, sanitation, and hygiene. In order to address this crisis, the international community has increasingly recognised that access to safe drinking water and sanitation must be considered within a human rights framework. Formally acknowledging water as a human right, and expressing the willingness to give content and effect to this right, may be a way of encouraging the international community and governments to enhance their efforts to satisfy basic human needs and to meet the Millennium Development Goals.

On 28 July 2010, the United Nations General Assembly explicitly recognised the human right to water and sanitation and acknowledged that clean drinking water and sanitation are essential to the realisation of all human rights. The Resolution is a landmark that allows the world to leap forward in achieving the Millennium Development Goals and move on into considering the need of universal coverage and the quality of the coverage. The resolution points to key issues in relation to accessibility, safe water, affordability and sufficiency that need to be promoted and monitored. It also helps to focus attention on the needs of the bottom billion, the unserved and ensuring that governments prioritise water and sanitation in their agendas.

“The children who have no clean water to drink, the women who fear for their safety, young people who have no chance to receive a decent education have a right to better, and we have a responsibility to do better. All people have the right to safe drinking water, sanitation, shelter and basic services.”

Ban Ki-moon
UN Secretary-General

Moving forward

“Several national constitutions protect the right to water or outline the general responsibility of the State to ensure access to safe drinking water and sanitation for all. Courts from various legal systems have also adjudicated cases related to the enjoyment of the right to water, covering issues such as the pollution of water resources, arbitrary and illegal disconnections, or lack of access to sanitation.”

(The) Right to Water. Fact Sheet n° 35. United Nations, OHCHR, UN-Habitat, (WHO). 2010

UNW-DPAC activities

Activities at the Media Forum 19-22 June 2011

2011 edition of the Deutsche Welle Global Media Forum. Human rights in a globalised world. Challenges for the media. Bonn, Germany

The 2011 edition of the Deutsche Welle Global Media Forum gathered around 1,500 participants to discuss the theme “Human Rights in a Globalised World. Challenges for the Media”. The Forum gathered media users and producers, scientists, representatives from organisations working in the cultural, political, business, development and science sector, as well as human rights experts, policy makers and representatives from international, grassroots and non-governmental organisations. The event provided an excellent opportunity to discuss and communicate on the importance and relevance of the recent resolution of the UN General Assembly (A/RES/64/292 on July 28, 2010), recognising access to clean water and sanitation as a human right, and to advocate on the importance of sanitation, the role of the Water Decade and the five year drive for sanitation as a key initiative of UN-Water.

- **Workshop** 19 June 2011

One day media and UN communication experts' workshop

Organisers: UNW-DPAC on behalf of UN-Water

This workshop aimed to provide a platform for discussion on reporting on the human right to water and sanitation with communication experts and international journalists participating in the Forum. The workshop provided an opportunity for communication experts to discuss how to approach the media more efficiently; for journalists to obtain first hand information on the topic from experts; and, overall, to share and reflect on their experiences in reporting on human right stories and on water and sanitation as a human right.

The workshop gathered communication and advocacy officers and managers from the UN-Water Decade Programme for Advocacy and Communication (UNW-DPAC), the Water Supply and Sanitation Collaborative Council (WSSCC), the UN-Water Decade Programme on Capacity Development (UNW-DPC) and the World Water Assessment Programme (WWAP). It also gathered journalists from Portugal, Nigeria and Zambia and experts on water and sanitation from UN agencies and programmes. The workshop provided an opportunity for discussion on communication strategies of the UN Agencies and on how to approach the media on the issue of water and sanitation as a human right. The outcomes of the meeting included the articles – prepared by the journalists – on water and sanitation as a human right, interviews with experts, and reports including testimonies in their home countries published on a later date. Further to this, the workshop served for the preparation of some questions for next day's session.

Five presentations were made during the workshop: how to report on water and sanitation; the human right to water and sanitation; the importance of the sanitation rights; the experience of South Africa; and results of previous journalist workshops.

• Debate Session 20 June 2011

Development and human rights – what can the Media do?

Organisers: Deutsche Welle Global Media Forum

UNW-DPAC contributed to the organisation of the 1st Plenary Session of the Forum and ensured the presence of water issues in the session through the participation of Ms. Catarina de Albuquerque, UN Special Rapporteur on the Human Right to Safe Drinking Water and Sanitation. This debate session dealt with the growing recognition of the crucial links between rights violations, poverty, exclusion, vulnerability and conflict that has led many countries and multilateral donors to look at human rights more thoroughly as a means for improving the quality of development cooperation. The panel looked at media's role in publishing and making known targets, successes and deficits of development policies and human rights.

Ms. Catarina de Albuquerque strongly advocated for considering the importance of the social rights of the citizen and especially those worse off. The human right to water and sanitation is a call to all countries, and not only developed countries, to focus on those at the bottom of the pyramid. There are problems in all countries, including the homeless in the US, the Romani in Slovenia and many other examples from other countries. In LDCs, this recognition also helps to ensure that the bottom billion gets access and that we strive towards universal coverage. She pointed out the importance of the role of the special rapporteur for monitoring fulfilment of the right.

The session was attended by approximately 1,000 media professionals.

Moderated by Melinda Crane, TV Anchor, Host, and Media Consultant.

Keynote Hans-Jürgen Beerfeltz, State Secretary of the Federal Ministry for Economic Cooperation and Development.

Panelists

Catarina de Albuquerque, Special Rapporteur on the human right to safe drinking water and sanitation.

Ingrid Deltenre, Director General European Broadcasting Union, EBU.

Jānis Kārklīns, Assistant Director General of Communication and Information of UNESCO.

Purna Sen, Head of Human Rights at the Commonwealth.

Jeffrey N. Trimble, Executive Director, US Broadcasting Board of Governors.

• Interview Session 20 June 2011

Water and Sanitation as a Human Right

This session aimed to discuss reporting on the process, implications and impacts of the human right to water and sanitation. The questions discussed included:

- 01 What are the stories related to basic water and sanitation as a human right?
- 02 How to approach the stories to make them more compelling?
- 03 How to clarify the link between Human Rights and Water and Sanitation?
- 04 What is the role of the media?

Moderated by Ben Parker, director of Integrated Regional Information Networks (IRIN).

Panelists

Catarina de Albuquerque, United Nations Special Rapporteur of the Human Rights Council on the Human Right to Safe Drinking Water and Sanitation.

Rolfe Eberhard, Energy and Development Research Centre of the University of Cape Town, South Africa.

Amanda Marlin, Programme Manager, Advocacy and Communication, WSSCC.

Kieran Cooke, Journalist.

The 90 minutes session was an opportunity to follow up and discuss in more detail the issues raised by the Special Rapporteur during the plenary session. The session was well attended by more than 100 Forum participants including media representatives, journalists, communications professionals and experts.

The Special Rapporteur began the debate by framing the serious water and sanitation problems around the world and articulating the clear need for greater effort in this area. Amanda Marlin elaborated on the issue of sanitation and highlighted a whole set of low tech solutions, pointing out that a lot involves changing social norms in a way that change people's life experience and opportunities. Rolfe Eberhard illustrated the case of South Africa and Kieran Cooke raised some questions on whether the relation between water and human rights is helpful for journalists who report on water and sanitation.

Conclusions and recommendations from the session at www.un.org/waterforlifedecade/pdf/conclusions_and_recommendations_dwgmf_2011.pdf

A **video** of the session is available at <http://youtu.be/a7j0ICTDASK>

- **Stand** 20-22 June 2011

- UN-Water stand and meeting point

UNW-DPAC supported the manning of the UN-Water stand at the Forum. The stand served to follow up and respond to the interest of media professionals on the work of UN-Water and on water and sanitation as a human rights issue. The participation of the Special Rapporteur in the main plenary and the debate session raised much interest and many questions were received and answered at the stand. Around 300 people per day were attended by UN staff.

Info materials

The human right to water and sanitation

On the occasion of the Deutsche Welle Global Media Forum, UNW-DPAC produced a series of information materials on the human right to water and sanitation which included:

- 01** A Reader providing basic references for easy reading and the latest and most relevant publications from UN agencies and programmes on this issue;
- 02** A Media Brief presenting the current situation and some examples which illustrate how the human right to water and sanitation is being implemented in practice;
- 03** A Facts and Figures leaflet;
- 04** UN Milestones document presenting the UN historical background and evolution of the recognition of the human right to water and sanitation;
- 05** A Glossary.

Info materials are accessible from the "Human Right to Water and Sanitation" section on the Decade's website

www.un.org/waterforlifedecade/human_right_to_water.shtml

UNDP Angola translated these materials into Portuguese.

6.4. Water and the Green Economy

Water is one of the most pressing challenges facing society today. If we continue along the same path, experts predict that the amount of water needed by humans could exceed the amount available by as much as 40 percent by 2030. This reality would have devastating consequences for economies and the lives of people worldwide.

“ Rio+20 will be one of the most important global meetings on sustainable development in our time. At Rio, our vision must be clear: a sustainable green economy that protects the health of the environment while supporting achievement of the Millennium Development Goals through. ”

Ban Ki-moon
UN Secretary-General

Water is fundamental to a green economy because it is interwoven with so many sustainable development issues, such as health, food security, and poverty. In developing countries, access to water and sanitation services is a critical precondition for poverty reduction and economic progress. The multiple benefits of providing access to water and sanitation in terms of health, life expectancy, and the freeing of time for education and economic activities, are well known.

At the same time, water is the common thread that connects the three critical issues of food, energy and climate change. Sustaining economic growth is only possible if we recognise the limited capacity of ecosystems to supply the water needed for agriculture, industry, energy generation and the production of the many goods and services demanded by society. A green economy implies managing water in a way that catalyses social and economic development, whilst also safeguarding freshwater ecosystems and the services they provide. Water management must be improved in order to achieve food security, conserve ecosystems and reduce risks from water scarcity and pollution, natural disasters such as floods and droughts, and from climate change.

At the crux of the green economy concept is the idea of a model of economic growth which also results in improvements to people's well-being and tackles environmental challenges.

UNW-DPAC activities

International Conference 3-5 October 2011

Water in the Green Economy in Practice: Towards Rio+20. Zaragoza, Spain

Organisers: UNW-DPAC on behalf of UN-Water and in collaboration with OECD, ILO, the World Bank, UNEP, UNW-DPC, UNESCWA, UNECLAC and CHE.

This international conference provided an opportunity to showcase how water is a key factor in the green economy and how different tools can promote a transition to the green economy.

More information about the conference on the Decade's website

www.un.org/waterforlifedecade/green_economy_2011/

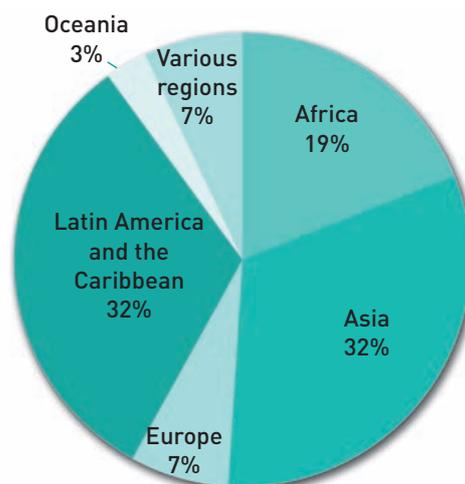
As a contribution to the Rio+20 process, the conference drew lessons on differentiated responsibilities, appropriateness and transferability of different tools and approaches in different contexts, as well as on issues of scaling up and transitioning.

The conference was organised around different thematic and regional plenary sessions and followed by working group sessions. Each plenary session comprised an overview presentation made by the session convenor and a questions and answers discussion with the panellists. The panellists represented specific case studies from around the world which demonstrate the successful implementation of the tools.

Plenary sessions were organised around the following issues:

- 01** Economic instruments for water management in the transition towards the green economy;
- 02** Financing water development in a green economy;
- 03** Investing in natural capital to promote the green economy;
- 04** Technology to facilitate the transition to a green economy;
- 05** Green jobs: greening the labour market to foster sustainability;
- 06** Water planning to support the transition towards green growth;

Cases presented



- 07 Water and the green economy in the ESCWA region;
- 08 Water and the green economy in the LAC region.

Outcomes from the conference included a compendium of best practices in the use of tools to promote water and the green economy and a conference report highlighting main lessons learnt.

Conference summary at

<http://bit.ly/w4FW3v>

Main highlights: key messages on water and the green economy

Rio+20 needs to demonstrate that a green economy is possible; that there are opportunities to advance in social justice, economic progress and conservation of the environment within the range of available resources and technology. A green economy is for everyone and developing countries can take a leading role through adopting innovative initiatives that generate economic, social and environmental benefits.

- 01 Achieving a green economy only possible by ensuring basic water and sanitation services for everyone.
- 02 Transitioning to a green economy in water requires a shift from current practice.
- 03 Creating incentives for improving efficiency is appropriate where basic water and sanitation services are already being provided.
- 04 There is an important role for social dialogue and for communities in the provision of water services.
- 05 The transition to a green economy requires mobilising more funds, but also increasing efficiencies to make better use of the limited financial resources available.
- 06 Investing in natural capital is critical for restoring and sustaining the water-related services provided by ecosystems.
- 07 Governments need to facilitate innovation and adoption of greener water provision and water use technologies, contributing to job creation and structural transformation towards greener economies.
- 08 Water planning is a powerful social tool for identifying the best way to use water resources to meet the competing needs of different users.

Panel discussion 16 November 2011

UN-Water: The Road to Rio, water in the green economy for development and poverty eradication. Bonn, Germany

Organisers: UNW-DPAC with the collaboration of UNW-DPC

The United Nations Conference on Sustainable Development (UNCSD), 4-6 June 2012, is one of the most important events in the UN agenda. Of critical importance to the success of Rio+20 will be the way in which the needs and concerns of developing countries are addressed. There are concerns about the introduction of new conditionalities that might re-

strict trade, financing and official development assistance, and limit public policy space to protect the environment, regulate markets and pursue social objectives.

In this UN-Water session at the Bonn2011 Nexus Conference, the presentations and discussion focused on some of the key expectations that specific Member States have regarding water and about the role of the UN is in the Rio+20

process. UN-Water members and partners discussed the UN-Water messages and showcased and discussed key initiatives that have been important in supporting the role of water in the development agenda and what we can expect for water at the Rio+20 conference.

Final report at:

www.un.org/waterforlifedecade/water_road_to_rio.shtml

Info materials

Water and the green economy

For the International UN-Water Conference “Water in the Green Economy in Practice: Towards Rio+20”, UNW-DPAC produced a series of information materials including a set of issue briefs on:

- 01** Water and Agriculture in the Green Economy;
- 02** Water and Cities in the Green Economy;
- 03** Water and Industry in the Green Economy;
- 04** Watersheds and aquifers in the Green Economy;

Issue info briefs

www.un.org/waterforlifedecade/green_economy_2011/info_briefs_issues.shtml

Tools info briefs

www.un.org/waterforlifedecade/green_economy_2011/info_briefs_tools.shtml

and a set of tools information briefs on

- 01** Water Financing in the transition to the Green Economy;
- 02** Water and Capacity Development in the transition to the Green Economy;
- 03** Water and Technology in the transition to the Green Economy.

Reader

www.un.org/waterforlifedecade/green_economy_2011/

A Reader also provides information on the most recent and relevant UN publications on water and the green economy.

6.5. Water and Climate Change

Water is the primary medium through which climate change influences Earth's ecosystem and thus the livelihood and well-being of societies. Higher temperatures and changes in extreme weather conditions are projected to affect availability and distribution of rainfall, snowmelt, river flows and groundwater, and further deteriorate water quality. The poor, who are the most vulnerable, are likely to be adversely affected.

Water stress is already high, particularly in many developing countries; improved management is critical to ensure sustainable development. Water resources management affects almost all aspects of the economy, in particular health, food production and security; domestic water supply and sanitation; energy and industry; and environmental sustainability. If addressed inadequately, management of water resources will jeopardise progress on poverty reduction targets and sustainable development in all economic, social and environmental dimensions.

Adaptation to climate change is closely linked to water and its role in sustainable development. To recognise this reality and to respond accordingly presents development opportunities. Various necessary adaptation measures that deal with climate variability and build upon existing land and water management practices have the potential to create resilience to climate change and to enhance water security and thus directly contribute to development.

UNW-DPAC activities

Activities at the Media Forum 20-23 June 2010

2010 edition of Deutsche Welle Global Media Forum. The Heat is On – Climate Change and the Media. Bonn, Germany

The Deutsche Welle Global Media Forum 2010 brought together more than 1,300 media professionals, scientists, energy experts and policy makers as well as representatives from international, grassroots and non-governmental organisations to discuss the role and responsibility of the media in communicating issues related to climate change.

- **Workshop and editorial sessions** 20-23 June 2010

Journalist orientation programme on “Water and Climate Change”

Organisers: UNW-DPAC in collaboration with the UN-Water Task Force on Water and Climate Change

UNW-DPAC organised a one day orientation workshop with two days of conference reporting and editorial work. The workshop dealt with water related issues within the climate change field and intended to clarify the relation between water issues and climate change

for journalists. The programme included basic concepts and policy approaches to the theme. It was orientated within a practical format whereby journalists had the opportunity to explore challenges and best practices for reporting on water and climate change. It specifically examined the state of international negotiations (with a special focus on COP16) and the coverage of climate change adaptation on the news, including the challenges associated with reporting on it.

The workshop enabled participants to put into practice journalism and conference reporting during the DW Global Media Forum. These activities helped them to reflect on their experiences of reporting on water and climate change (challenges and best practices) and to draw lessons learnt from stories of good practices in informing and communicating.

Following the orientation workshop the participants attended the DW Media Forum, contributed actively to the panel discussion session "Water for Life – Where is the Water in the Climate Change debate?" on 21 June and joined the workshop modules "backstopping and editorial sessions" on 21 and 22 June.

The workshop was attended by 23 participants from 14 countries from Asia and Africa, including China, Egypt, Guinea, Indonesia, India, Kenya, Nigeria, Pakistan, Tanzania, Tunisia, Uganda, Vietnam, Yemen and Zambia.

One day orientation workshop with...

Manamar Sivakumar, World Meteorological Organization (WMO).

David Coates, Secretariat of the Convention on Biological Diversity.

Felix Dodds, Stakeholderforum.

Sergio A. Zelaya-Bonilla, United Nations Convention to Combat Desertification (UNCCD).

• Panel discussion session 21 June 2010

Water for Life – Where is the Water in the Climate Change debate?

Organisers: UNW-DPAC

This panel discussion session formed part of the Forum programme and the discussion received input from the journalist workshop. The session consisted of the presentation of the key messages gathered on the one-page *Adaptation to climate change is mainly about water* launched by UN-Water. Four UN experts and an experienced journalist were moderated by the director of UNW-DPAC during the Talk Show part of the session, while engaging in active discussion and arriving at useful conclusions.

6.6. Water and International Commitments

The world's population has increased by almost 1.5 billion people since 1990; 94% of this growth has occurred in developing regions.

Between 1990 and 2008, the proportion of the world's population with access to improved drinking water sources increased from 77% to 87%. This constitutes an increase of almost 1.8 billion people worldwide and puts the world well on track for meeting the MDG drinking water target of 89%. Despite this progress, it is estimated that in 2008, there were still 884 million people that did not use improved drinking water sources. At the current rate of progress, 672 million people will not use improved drinking water sources in 2015.

The United Nations estimates that 2.6 billion people still lack access to improved sanitation and around 1.2 billion practice open defecation. Unless huge efforts are made, the proportion of people without access to basic sanitation will not be halved by 2015. Even if we meet the MDG sanitation target, there will still be 1.7 billion people without access to basic sanitation. If the trend remains as currently projected, an additional billion people who should have benefited from MDG progress will miss out and by 2015 there will be 2.7 billion people without access to basic sanitation.

UNW-DPAC activities

Stakeholder dialogue 22 August 2011

UN-Water dialogue session 'Beyond 2015: What next for water-related MDGs and water challenges?' Stockholm, Sweden

Organisers: UNW-DPC, UNW-DPAC and WWAP

Organised at World Water Week 2011, this stakeholder dialogue session addressed some of the pressing questions related to the achievement of 2015 targets and the post-2015 period:

Video summarising the stakeholder dialogue at:
<http://youtu.be/SZhEf-4ZNuI>

- 01 Has the MDG process actually been helping the most vulnerable?
- 02 Are governments choosing the most easily reachable targets to achieve their goals?
- 03 What do we need to do to reach water-related targets by 2015?
- 04 How can we help the decision making process to achieve the MDGs?
- 05 What is the role of international legislation and the UN in this debate?
- 06 What should we be aiming for after 2015?
- 07 How can water be mainstreamed in processes such as the MDGs and Rio+20?

A moderated panel of experts discussed these and other issues with the audience.

7. Main audiences in 2010-2011

7.1. Water operators

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 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 a great deal of power to communicate, show by example, and inspire their customers about the urgent need to act toward common environmental and development goals. Increasingly, water operators are engaging in awareness-raising campaigns, international development, and corporate social responsibility efforts.

In 2010-2011 UNW-DPAC organised two main activities specifically addressed to water operators: the Development Corner Session and the Water Smart Campaign.

- **Development Corner Session** 21 September 2010

Sharing social tools: building a water operators' community of practice
UN-Water development corner session at IWA World Water Congress, Montreal, Canada

Organisers: UNW-DPAC, GWOPA

This UN-Water session examined how social tools, such as communication and awareness-raising efforts, can play a central role in changing behaviour and raising awareness on water and sanitation issues. During the first part of the session, three water operators from three different regions of the world (Asia, Latin America and the Caribbean and Africa) presented their communication and awareness-raising initiatives. After the dialogue, participants were given the opportunity to raise their concerns.

During the second part of the session, the Global Water Operators' Partnerships Alliance (GWOPA) presented their social networking mechanism which allows water companies, as well as individual water pro-

Participating water operators

Andries Motsele, Rand Water, South Africa.

Long Naro, Phnom Penh Water Supply Authority (PPWSA), Cambodia.

Ana Cristina Navarro, Empresas Públicas de Medellín (EPM), Colombia.

Summary of session at

www.un.org/waterforlifedecade/pdf/summary_of_development_corner_session.pdf

professionals, to share experiences and lessons learned. This presentation was followed by a debate with the audience that ended with a 'marketplace' exercise where water operators shared some of the communications materials and initiatives developed with interested organisations and potential partners.

The session concluded that it is even possible to communicate in societies with low levels of literacy and that it is important to get the citizens to act as agents leading the communication process.

• Water Smart Campaign

Champion Water Operators

Canal de Isabel II, Madrid, Spain.

Empresas Públicas de Medellín (EPM), Colombia.

Phnom Penh Water Supply Authority (PPWSA), Cambodia.

Launched on 22 March 2010, on World Water Day, and organised in collaboration with the Global Water Operators' Partnership Alliance (GWOPA), the Water Smart Campaign is intended to provide water operators with different means to implement communication and awareness-raising campaigns on water and sanitation related issues. The campaign facilitates building a water operators' community of practice by sharing lessons learned and best practices

on these issues. The Campaign has identified a core group of Champion Water Operators who are leading the first phase of the programme.

During 2010-2011, the Canal de Isabel II has been working in preparing a draft "Best practice guide to developing communication campaigns for water operators".

7.2. Local authorities

Local authorities have a critical role to play with regard to the water and sanitation situation. They are in a privileged position to respond most adequately to the needs and expectations of citizens.

- **International Conference** 13-17 December 2010

Sustainable Water Management in Cities: Engaging stakeholders for effective change and action. Zaragoza, Spain

Local authorities were the main target audience of and contributors to this International Conference, jointly organised by UNW-DPAC, UN-Habitat, the SWITCH Consortium and the Municipality of Zaragoza. The conference focused on how to put sustainable urban water management into practice and supported preparations for World Water Day 2011.

More information on the conference can be found in section 6.2. of this report.

7.3. General public

To inform, sensitise and raise awareness on water and sanitation issues among the general public is part of the mandate of UNW-DPAC.

- **Road Show Exhibit** March-December 2010

- **Taking Action for Water**

Focusing on the theme selected for World Water Day 2010 “Clean water for a healthy world”, and in collaboration with the Spanish Red Cross, UNW-DPAC produced an easy-to-travel exhibit to facilitate a better understanding among the general public on how water quality affects people’s daily lives and ecosystem health. The main objective was to promote behaviour change and encourage visitors to improve the current situation through individual and collective action. More information on the road show exhibit can be found in section 6.1.

- **Poster Exhibition** 25 October-25 November 2011

- **‘Water is Life’ International Thematic Poster Exhibition. Zaragoza, Spain**

The touring poster exhibition ‘Water is Life’ displayed 33 thematic posters selected from the 2011 edition of the ‘Water is Life’ competition for one month at UNW-DPAC.

Information on the **exhibit** at:

www.un.org/spanish/waterforlifedecade/poster_expo.shtml

This poster competition, organised 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, provided an opportunity to showcase young creativity from all over the world on a global scale. The 2011 edition of the poster exhibition received more than 4,800 candidatures from 83 countries.

7.4. Media

Journalists and media representatives have a perfect profile to advocate for water and sanitation since they channel and communicate messages to very different target audiences. Therefore, a journalist training programme can be a valuable asset as a platform for advocacy and communication in the water and sanitation sector.

The UNW-DPAC journalist training programme provides a platform to discuss the broad range of issues and actions to improve journalists' understanding and communication skills on water and sanitation issues. The ultimate goal is to expand and improve media coverage of water and sanitation issues, including climate change, the environment, and human rights, among others, through a network of journalists with enhanced commitment, perspective, technical knowledge and access to information to report effectively on one of the most urgent challenges of our time.

UNW-DPAC seeks to use the journalist training programme as part of the broader goals of fostering sustainable relations with journalists in developing and developed nations, in order to increase media coverage of UN-Water, the Water Decade and water and sanitation related issues.

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 are held regularly throughout the year covering subjects related to water and sanitation.

2010-2011

- **20-22 March 2010.** Nairobi, Kenya
Journalist workshop
Focus: *Water quality*
- **22 March 2010.** Nairobi, Kenya
Journalist and expert seminar "How to improve communications on water quality for journalists and experts"
Focus: *Water quality*
- **20-23 June 2010.** Bonn, Germany
Workshop and editorial sessions
Focus: *Water and Climate Change*
- **6-9 September 2010.** Stockholm, Sweden
Media programme
Focus: *Water quality, sanitation and urban issues*
- **21-22 March 2011.** Cape Town, South Africa
Journalist workshop
Focus: *Urban water management*
- **19 June 2011.** Bonn, Germany
One day media and UN communication experts' workshop.
Focus: *The Human Right to Water and Sanitation*

Additional information can be found in section 6.

Documents prepared to support journalist training sessions

- A SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of communications and media work of UNW-DPAC, including a set of recommendations;
- A document describing a series of corporative communication examples, including some recommendations to UNW-DPAC;
- A document summarising how to screen, follow-up and analyse online press on a regular basis for the elaboration of media clippings;
- A first draft of a manual for the journalists' training programme. This includes different chapters on the theory of journalism; a check list for journalists; and a thematic chapter on water and cities.

Between 2010 and 2011, achievements of the journalist training programme include:

- 01** Creation of a worldwide network of journalists;
- 02** Six workshops and several media consultation events;
- 03** Increased participation of print media, news agencies, radios, TV, online media and networks;
- 04** Published articles and worldwide broadcasts;
- 05** Creation of new social media (e.g. Blog for Water Journalists in Africa, Facebook group of Latin American Journalists);
- 06** Involvement of UN-Water members and partners, UN Information Centres (UNICs), NGOs, business, media and academia representatives, researchers, etc.

8. How we do it

UNW-DPAC implements its outreach activities in close collaboration with UN-Water members and partners, task forces and thematic priority areas. During the 2010-2011 period, UNW-DPAC has served to reinforce collaboration between UN-Water members and established new institutional relationships with key partners for the implementation of its activities.

01 For the UN-Water Secretariat

- Preparing UN-Water's Communication strategy;
- Preparing the report on the Decade;
- Organising UN-Water annual Zaragoza conferences (cities, green economy) and events (IWA);
- Organising the UN-Water annual Water for Life Prize.

02 For the UN-Water Thematic Priority Area on Water and Climate Change

- Preparing the Communication strategy for the TPA and contributing to the preparation of key messages;
- Media activities: journalist programme on water and climate change at 2010 Deutsche Welle Global Media Forum;
- Supporting the preparation of information products: guidance document on adaptation to climate change.

03 For the UN-Water Thematic Priority Area on Sanitation

- Media activities: media programme on water and sanitation as a human right at 2011 DWMF;
- Preparing information products: preparing an advocacy brief on sanitation as a human right to support the preparation of info materials for the 5 year drive to sanitation.

04 For the UN-Water Taskforce on Wastewater and Water Quality

- Participating in the 1st taskforce meeting, 9-11 June 2010: presenting UNW-DPAC activities on water quality, leading an open discussion on improving communication on water quality issues, preparing the UN-Water Dialogue Session for WWW 2010;
- Preparing a draft communication matrix on water quality activities and materials of UN programmes and agencies;
- Compiling a UN glossary on wastewater and water quality issues;
- Participating in the 2nd taskforce meeting on 6 September 2010 at World Water Week where it was suggested that a perceptions analysis on water quality and wastewater be initiated as a basis for the preparation of the communication strategy of the taskforce;
- Organising a dialogue session on "Sick water is threatening the MDGs: A stakeholder dialogue to address capacity development and communication needs" on 8 September 2010 at World Water Week 2010.

05 For the UN-Water Taskforce on Transboundary Waters

- Contributing to the mapping exercise workshop coordinated by UNW-DPC.

06 For the UN-Water Advisory Group on UN-Water Publications

- Supporting UN-Water publications survey preparation and implementation.

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

- UN-Water members: CBD, ECLAC, ESCWA, GWP, ILO, SIWI, UN-Habitat, UNEP, UNESCO, UNSGAB, UNW-DPC, WHO, WMO, World Bank, WSSCC, WWAP;
- Other organizations/departments of the United Nations: GWOPA, UNCRD-LAC, UNDP, UNDP, UNESCO-IHE, UNICs;
- Host country partners: Autonomous Government of Aragon, Casa Asia, CHE, Colegio de Ingenieros de Caminos, Canales y Puertos (CICCP), National Government, Spanish Red Cross, Cervantes Institute, ECODES, SEHMU, University of Zaragoza, Malaga and Complutense of Madrid, Zaragoza Municipality;
- Other organisations: Government of Germany, OECD, Pulitzer Centre, SWITCH Consortium, Water Advocates.

9. Products

9.1. UN Documentation Centre on Water and Sanitation

Strengthening implementation capacities of stakeholders at all levels in order to achieve 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. 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 scattered, making it difficult for stakeholders to access relevant information on time in order to make informed decisions. Often, stakeholders are not familiar with the mandate of each agency, its main areas of competence and specific focus.

In 2009, UNW-DPAC distributed a survey to UN-Water members on information and communication issues with a view to further elaborate and consolidate its information and communication strategies and related work plan points and to reach a consensus on specific areas where UNW-DPAC could support UN-Water members. In the survey, UN-Water members suggested that UNW-DPAC should promote the visibility of UN-Water and its members' work on water and sanitation and also represent an authoritative source of information for UN-Water members and for different stakeholders (e.g. media professionals, educators, etc.). Taking this into account, UNW-DPAC started to develop a UN Documentation Centre on Water and Sanitation.

The objective of the UN Documentation Centre on Water and Sanitation (UNDCWS) is to act as a clearinghouse on water and sanitation-related information materials produced by the UN system (programmes, agencies, etc.). The specific objectives of the UNDCWS are:

- 01** To facilitate search, increase dissemination and improve visibility of UN information materials on water and sanitation;
- 02** To increase and facilitate online and off-line access to UN information materials on water and sanitation;
- 03** To support UN-Water members in the production of new reports and information materials;
- 04** To support capacity-building activities of UN-Water members;
- 05** To improve UN information practices on water and sanitation (e.g. standards development).

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

- 01** A network of twin libraries and documentation centres;

- 02 An online repository;
- 03 A UN information working group.

During the 2010-2011 period, UNW-DPAC has been regularly updating the offline-repository. More than 1,200 UN publications have been registered, described, indexed and catalogued to date. Different options for providing online access to the catalogue have been explored and, responding to the agreement UNW-DPAC had with the Municipality of Zaragoza and its documentation centre on water, UNW-DPAC has been working closely with the Municipality to develop the online module. UNW-DPAC has also explored options with the UNWAIS system.

In November 2010 a publication alert service was launched with the release of the first UN Bimonthly Publications Review. This review brings subscribers the latest publications produced by United Nations agencies and programmes on issues related to water and sanitation every two months. This service gives visibility to new UN publications and keeps subscribers regularly informed on new updates. To date, UNECLAC, ILO, UNDP, UNEP, UNICEF and WHO have responded to the call to regularly inform about new publications. Since January 2011 a Twitter account also gives visibility to new publications.

Subscribers to the UN Bimonthly Publications Review **2864** as of December 2011.

9.2. “Water for Life” UN-Water Best Practices Award

The “Water for Life” UN-Water Best Practices Award was launched by UN-DPAC for the first time in December 2010 at the International Conference “Sustainable Water Management in Cities: Engaging stakeholders for effective change and action”. Zaragoza, Spain.

The purpose of the Award is to promote efforts to fulfil international commitments made on water and water-related issues by 2015 through the recognition of outstanding best practices that can ensure the long-term sustainable management of water resources and contribute to the achievement of internationally agreed goals and targets. The Award is open to projects or programmes achieving particularly effective results in the field of water management or in raising awareness in water issues and UNW-DPAC serves to facilitate the sharing of good practices and lessons learned on these issues.

The prize is awarded yearly in two categories: ‘best water management practices’ and ‘best participatory, communication, awareness-raising and education practices’.

Each edition focuses on the theme selected for the forthcoming World Water Day.

The prize is awarded at a special ceremony on World Water Day, 22 March and comprises an invitation to participate in the UN event celebrated on

the occasion of World Water Day, a video produced on each of the winning best practice categories and a certificate especially designed for the award.

Focus

1st edition

Urban water management

2nd edition

Water for Food Security

Information on the **Award** and different editions at

www.un.org/waterforlifedecade/waterforlifeaward.shtml

9.3. Documentary films and videos

• Water for Life documentary film series

UNW-DPAC, in collaboration with the United Nations Department of Public Information (UNDPI), produces a series of documentary films which are distributed among TV producers as part of the UN in Action and the 21st Century Series. This documentary film series are intended to raise public awareness on pressing water and sanitation issues. In 2011, UNW-DPAC presented a new documentary film in this series on the alarming decline of water quality in Lake Victoria and its impact on human health and livelihoods.

• Video interviews

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

Video interviews with case presenters at the Conference "Water in the Green Economy in Practice" are accessible from UNW-DPAC YouTube Channel www.youtube.com/unwdpac/

• UN-Water sessions videos

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

8 September 2010: Sick water is threatening the MDGs: A stakeholder dialogue to address capacity development and communication needs. Stockholm, Sweden

www.unmultimedia.org/tv/webcast/2010/09/world-water-week-stockholm-sweden.html

20 June 2011: Water and Sanitation as a Human Right, Bonn, Germany

<http://youtu.be/a7j0ICTDASK>

22 August 2011: UN-Water dialogue session 'Beyond 2015: What next for water-related MDGs and water challenges?' Stockholm, Sweden

<http://youtu.be/SZHEf-4ZNul>

9.4. Social media

UNW-DPAC maintains several social media channels to communicate with different audiences. These include the following.

• Twitter presence

During 2011, UNW-DPAC has increased the Decade's presence in Twitter and created 4 new accounts adapted to specific needs and audiences.

[@Water_Decade](#)

Created on 1 September 2009. It keeps followers abreast of the latest news on the Water Decade. 1135 followers

[@undcws](#)

Created on 14 January 2011. It works as a publications alerts service and keeps followers informed on the latest publications on water and sanitation from UN agencies and programmes. 706 followers

[@wateremergencies](#)

Created on 17 January 2011. It keeps followers aware of the latest water and sanitation related emergencies and relief actions reported by the United Nations system. 279 followers

[@unwdpac](#)

Created on 15 February 2011. It brings followers the latest news on activities from UNW-DPAC. 228 followers

[@unwatervideos](#)

Created on 29 April 2011. It brings followers the latest videos produced by United Nations agencies and programmes on water and sanitation. 97 followers

• Presence on Facebook

The "Water for Life" UN-Water Best Practices Award has a Facebook account where people access information on the latest news about the award (candidates, winners, jury and TAC composition, etc.).

www.facebook.com/waterforlifeaward

130 fans

• UNW-DPAC Youtube Channel

The UNW-DPAC channel www.youtube.com/unwdpac provides access to videos produced for the Water Decade. The channel also offers a platform for events organised by UNW-DPAC (video interviews with presenters, dialogue sessions summaries, etc.).

9.5. “Water for Life” Decade’s website

UNW-DPAC is responsible for managing the “Water for Life” Decade’s website with the support from the UN Department of Public Information in New York. The Decade’s website is a place for people gain information about the Decade but also to get involved and learn what is happening around the world. The Decade’s website is also a pointing-hub for water and sanitation related information generated by UN agencies and programmes.

• New sections

During the 2010-2011 period, a number of new sections to the Decade’s website have been created, including the following:

UN Publications

This section provides access to the most recent publications on water and sanitation related issues produced by UN agencies and programmes.

Available at: www.un.org/waterforlifedecade/unpublications.shtml

UN Photobanks

This section provides a selection of UN water and sanitation related photobanks and photo galleries. Available at www.un.org/waterforlifedecade/un_photo_library.shtml

UN Video Library

The video library features water-related videos produced by United Nations agencies, programmes and/or initiatives, and facilitates access to this selection of videos by theme and by region. It also provides access to UN Youtube Water Channels.

Available at: www.un.org/waterforlifedecade/video_library.shtml

Decade’s Programmes

This new section provides access to the Decade’s programmes, namely the UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC) and the UN-Water Decade Programme on Capacity Development (UNW-DPC). UNW-DPAC has a dedicated section on the Decade’s website which provides general information about the Programme, its mandate, activities and products.

Available at: www.un.org/waterforlifedecade/unwdpac.shtml

Water in the Green Economy International Conference section

UNW-DPAC created a section on the Decade’s website dedicated to the International Conference “Water in the Green Economy in Practice: Towards Rio+20” which took place in Zaragoza, Spain on 3-5 October 2011. This section provides access to all information and publications for

and from the conference, including: a) a video recording of sessions; b) information on main debates and outcomes; c) cases discussed; d) background information for each session; e) video interviews with case presenters; f) information briefs on the issue; g) articles for media; and h) daily bulletins. The conference was also webcast live from the website.

Available at: www.un.org/waterforlifedecade/green_economy_2011/

• Thematic updates

During the 2010-2011 period all thematic sections, which are the most visited sections on the Decade’s website, have been revamped and improved. A new thematic section on the human right to water and sanitation was also created. Each thematic section now provides access to: a) background information; b) a basic glossary; c) UN facts and figures; d) information on related UN initiatives; e) most relevant publications from UN agencies and programmes; f) a selection of UN videos; and g) a selection of UN photobanks and galleries. The water scarcity thematic section is the most visited section on the Decade’s website.

Current thematic sections

- 01 Access to sanitation
- 02 Financing water
- 03 Gender and water
- 04 Human right to water
- 05 Integrated Water Resources Management
- 06 Transboundary waters
- 07 Water and cities
- 08 Water quality
- 09 Water scarcity

• Trends on Decade’s website

English section

Total visits in 2011 **153,163**

Spanish section

Total visits in 2011 **102,895**

9.6. Publications

• Readers Series

Depending on the Decade's agenda of activities and events, UNW-DPAC regularly produces readers on different water-related issues. These readers provide basic references for easy reading and some of the latest and most relevant United Nations publications on specific water and sanitation related themes.

• Special issues

01 The United Nations and Water.

Special issue of "Ingeniería y Territorio" coordinated by UNW-DPAC, 2010.

UNW-DPAC coordinated the preparation of Part I of a special issue on Water and the UN of "Ingeniería y Territorio", Journal from the Spanish Association of Civil Engineers. This issue gathers different articles from UN-Water members' representatives. The issue, which is available in English and Spanish, has been distributed to a list of 25,000 members in Spain and Latin America and the Caribbean.

2011

- Water and the Green Economy
- The Human Right to Water and Sanitation

2010

- The MDG target on water and sanitation
- Financing water and sanitation
- Integrated Water Resources Management
- Transboundary Water Cooperation
- Water and Cities
- Water Quality

All available at:

www.un.org/waterforlifedecade/unwdpac_pubs.shtml

Contributions to the Journal

- The UN and water
- UN-Water: United Nation's response to the global water crisis
- The MDGs from the perspective of water
- Financing sanitation and water in LAC
- Best practices in transboundary water management
- UN-Water TPA on Water and Climate Change

Available at:

www.un.org/waterforlifedecade/pdf/ingenieria_y_territorio_un_and_water_2010_eng.pdf

• Papers

01 Drivers of Economic Information in River Basin Planning.

International Journal for Water Resources Management, 2011.

Modern water policy requires new kinds of economic information in order to improve the ability of stakeholders and water authorities to analyse the whole set of available options, to provide transparency and to assess and adapt water decisions to the emerging water management challenges. Considering this, this article presents an overview of the main drivers of economic information in the European water policy agenda as defined by the Water Framework Directive.

02 Valuing the Benefits of Water to promote sustainable development and poverty eradication.

Contribution to World Water Development Report 4, forthcoming.

Failure to properly recognise the full value of water benefits and costs is one of the root causes of water resources mismanagement and of the political neglect of water issues. Valuation of the benefits of water is essential in order to improve decisions of governments, international organisations, the donor community and other stakeholders. This contribution to World Water Development Report 4 analyses how water valuation can be incorporated into different water management policies and what different methods can be used.

03 Policymakers' Reflections on Water Governance Issues.

Contribution to the special issue on Global Water Governance Challenges and Prospects. Ecology and Society Journal, 2011.

The two cultures theory argues that policymakers and scientists have different cultures and, therefore, difficulties in communicating with each other. Others argue that there is increasing co-production of knowledge. This essay aims to assess the concerns of policymakers based on our policy work, policy related research work and our day-to-day experiences in terms of four questions: (a) What are the perceived major issues for water governance?; (b) What are the major challenges in the structure of the existing global water governance approach?; and (c) What is the vision for improving global water governance? This essay combines views from governmental, hybrid and non-governmental policymakers.

04 Missing links in global water governance: A processes-oriented analysis.

Contribution to Ecology and Society Journal, forthcoming.

Over the past decade the awareness of policy and scholar communities of the need for governance of water related issues at the global level has increased. This paper is guided by the assumption that a major reason for policy failures can be traced back to missing links in policy trajectories. A process-oriented framework is developed to examine how governance functions are performed and linked in the sequence from knowledge generation and agenda setting to conflict resolution and implementation. Special attention is given to the role of leadership, representativeness, legitimacy and comprehensiveness to support effective policy development and implementation.

05 Six Water Policies.

Paper for the Secretary General of the Global Sustainability Panel.

06 Global Status and Challenges of Biodiversity: towards Rio+20.

Paper for the Spanish Member of the Global Sustainability Panel.

07 "Challenges for Water Financing" and "Global status and challenges of biodiversity from a UN perspective"

Papers for the CONAMA 2011 congress

• Articles for press and magazines

01 Los desafíos del agua en la transición hacia una economía verde

El Heraldo de Aragón. October 2011

02 El agua en la economía verde. Oportunidades y actuaciones en la industria, las ciudades, la agricultura y las cuencas hidrográficas

EsPosible Magazine Issue 20. ECODES, October 2011

This article discusses the role of the industry in the transition to a green economy.

03 Press articles prepared for the UN-Water Conference on water and the Green Economy in Practice

October 2011

- Water challenges in the transition to a Green Economy;
- Water in the green economy. Opportunities and actions;
- Water on the Road to Rio;
- Los desafíos del agua en la transición hacia una economía verde: La industria, las ciudades, la agricultura y las cuencas hidrográficas;
- Preparándonos para la Cumbre de Río 20 años después. El agua y su contribución a la economía verde;
- Fondo para la protección del agua (FONAG) en Ecuador;
- El papel del diálogo social en Mayniland (Filipinas) en la reducción de las pérdidas de agua de las redes urbanas;
- Pago de servicios ambientales (PSA) en el Lago Naivasha, Kenia;
- El agua en la economía verde. Oportunidades y actuaciones en la industria, las ciudades, la agricultura y las cuencas hidrográficas.

Articles available at:

www.un.org/waterforlifedecade/green_economy_2011/articles.shtml

04 La gobernanza internacional del agua y el reto de asegurar el acceso a los servicios básicos de agua y saneamiento en el mundo. Sabemos dónde estamos pero, ¿sabemos qué queremos

El Heraldo de Aragón, May 2011. With Roque Gistau.

05 The achievement of the MDG water-related goals at the midterm of the Water Decade

Tiempo de Paz Issue 98, Autumn 2010.

This article shows how the achievement of all MDGs depends on the existence or lack of water. It reviews progress made on commitments by taking into account the targets set within each objective and highlighting the difficulties that still exist in advancing to-

wards the achievement of the MDGs. The article also presents different measures that have proven to be effective and the structural changes needed to achieve the Goals.

06 ¡Sin agua, nada; con ella, todo!

El Periódico de Aragón, September 2010

This article provides some big figures on the state of water, introduces some examples of good practices in supplying water and sanitation services and highlights the increase in development aid from the government of Spain to promote access to water.

07 Water cultural landscapes and their role as awareness-raising drivers

e-rph. Revista electrónica de Patrimonio Histórico. May 2010

This article shows how the development of environmental awareness and landscape protection have evolved together since the last third of the twentieth century and reveals the value of education in raising awareness to promote change in attitudes. The article analyses different UN awareness-raising activities and highlights some educational programmes on water such as those from UNESCO's World Heritage and UNW-DPAC.

08 Agua limpia para un mundo sano

El Periódico de Aragón. 22 March 2010

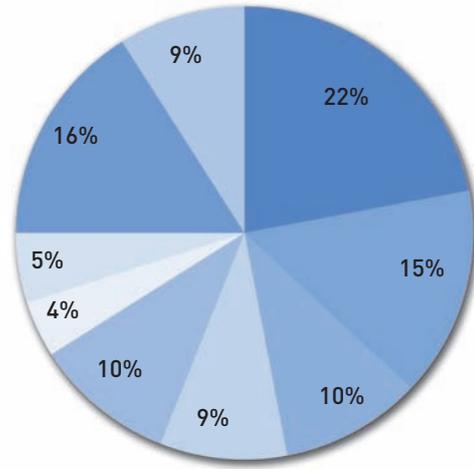
Article published on World Water Day 2010.

10. Spending summary by activity for 2010-2011

Activities	Distribution of expenditures. Estimated percentage (%)			Total spending in 2010-2011	
	Personnel	Advisory services, consultants and travel	Other costs	In US Dollars	In %
01 International seminars in Zaragoza	57%	37%	6%	521,307	21.93%
02 Capacity building (Journalists training)	61%	31%	8%	355,115	14.94%
03 Support to World Water Day, World Water Week and other relevant events	74%	17%	9%	232,705	9.79%
04 Campaigns and local visibility	60%	0%	40%	220,000	9.26%
05 Decade World Water Portal & Documentation Centre	70%	20%	10%	226,800	9.54%
06 Water for Life Best Practices Award	56%	8%	36%	102,760	4.32%
07 Films	20%	0%	80%	125,471	5.28%
08 Involvement in UN-Water taskforces, groups and Secretariat	95%	0%	5%	368,000	15.48%
09 Administration (UN-DESA Programme Support Costs and Security Services)	75%	0%	25%	224,660	9.45%
Total in USD				2,376,818	100%

Expenditures by activity 2010-2011

- International seminars in Zaragoza
- Capacity building (Journalists training)
- Support to World Water Day, World Water Week and other relevant events
- Campaigns and local visibility
- Decade World Water Portal & Documentation Center
- Water for Life Best Practices Award
- Films
- Involvement in UN-Water taskforces, groups and Secretariat
- Administration (UN-DESA Programme Support Costs and Security Services)



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

A Decade for Water, a Decade for Life

Contributing towards 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 (UNW-DPAC) 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 do 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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