



United Nations
Educational, Scientific and
Cultural Organization



UN WATER
World Water Day
2013
International Year of
Water Cooperation

ADVOCACY GUIDE

Water cooperation 2013 campaign

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PART 1. WHY ADVOCATE FOR WATER COOPERATION?

Water cooperation is a foundation for peace and sustainable development

Water is essential to life and human and economic development. However, water resources on the planet are limited, and unevenly distributed in time and space.

Demands for water are increasing in order to satisfy the needs of a growing world population, now at over seven billion people, for food production, energy, industrial and domestic uses. Additional pressure related to rapid urbanization, pollution and climate change also threatens the resource.

In all of these instances, water is and must be shared and this provides opportunities for cooperation among users. Water cooperation takes many forms, including cooperation across boundaries to manage shared underground aquifers and river basins; information and data exchange; and financial and technical cooperation. It is only through water cooperation that we will succeed in the future to manage our finite and fragile water resources and ensure benefits for all.

For this reason 2013 was declared the International Year of Water Cooperation, and the World Water Day on 22 March 2013 will also focus on the theme of water cooperation.

Promoting water cooperation implies an interdisciplinary approach bringing in cultural, educational and scientific factors, as well as religious, ethical, social, political, legal, institutional and economic dimensions. It is a vehicle for building peace and a foundation for sustainable development.

The “Water Cooperation 2013” campaign, which embraces both the International Year of Water Cooperation and the World Water Day 2013, aims to raise awareness on the potentials and challenges for water cooperation, facilitate dialogue among actors, and promote innovative solutions for nurturing water cooperation.

What role can you play?

The overarching objective of the “Water Cooperation 2013” campaign is to encourage and nurture water cooperation. You can play an essential role by:

- Promoting the International Year of Water Cooperation and the World Water Day
- Raising awareness of the benefits of water cooperation
- Enhancing and sharing related knowledge
- Developing the capacities of stakeholders
- Fostering partnerships, dialogue and cooperation among stakeholders
- Taking action towards water cooperation
- Strengthening international water-related cooperation to pave the way for developing Sustainable Development Goals and addressing the needs of all societies

PART 2. THE ADVOCACY PROCESS

Getting started

Throughout the Year, the Water Cooperation 2013 campaign will be marked by a number of events, actions and initiatives to raise awareness of the potentials and challenges for water cooperation, facilitate dialogue among actors and promote innovative solutions for nurturing water cooperation.

A high point of the campaign will be the World Water Day celebrations on 22 March 2013.

A general engagement, both individual and collective, is required for disseminating knowledge and the awareness of the value of water cooperation at local, national and international scales.

This guide is intended to offer ideas, pieces of advice and links to useful resources to help you plan your advocacy campaign and make your voice heard. But please be creative, innovate: these are just a few of the things you can do!

Some principles to consider

Here are some principles that you may want to consider when planning advocacy activities for the Water Cooperation 2013 campaign:

- Involve all relevant stakeholders in planning, implementing and executing activities to the extent possible. It may be useful to find different groups and find new partners to cooperate with!
- Aim to build coalitions and networks - it's an important foundation of advocacy work.
- Could your activities lead to new collaborations and initiatives at the local, regional and national level?
- Remember that each event and activity targets different groups of people and key individuals, and needs to be tailored to the target.

Depending on your resources, targets and network, your involvement in the campaign may vary. It is important to remember that by joining the campaign and making your voice heard you are playing an important role in the advocacy work for water cooperation – whatever activity you decide to do.

In order to get started with your activities you may reflect on the questions listed below. You will also find some ideas for activities in part 3.

- Are there any examples of water cooperation in my community?
- What do I want to accomplish? Why is this important?
- Where can I find more information and facts?
- Who else cares about this issue in my community? How can we work together?
- What group do I want to target? The media, youth and children? Decision makers?
- How can I motivate and mobilize my network?

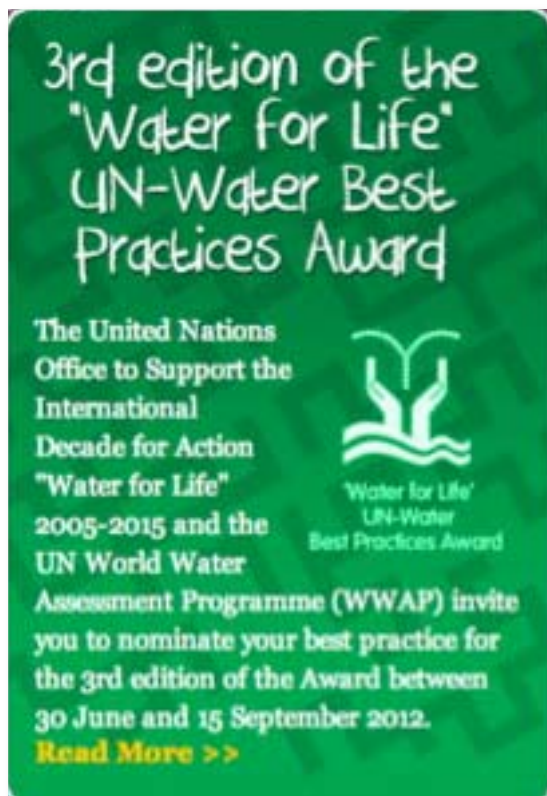
PART 3. ADVOCACY ACTIVITIES

Some ideas for advocacy activities...

- Promote and join our official photo competition (see website, <http://www.unwater.org/watercooperation2013/>) or organize your own competition on a related topic or on a different scale.
- Address water cooperation in your classroom using the official brochure, the FAQ and other resources available on the website. Organize a discussion and maybe a special event – inviting parents.
- Host a drawing or painting contest – we may feature the artwork online!
- Organize your own petition, competition or quiz.
- Clean a river in the area. Perhaps the river runs through different counties, countries or cities and the activity may be coordinated together with others.
- Contact your national UN association and ask them to join the campaign, raising awareness on challenges related to water cooperation in your country.
- Stage a concert, a play or a media debate.
- Write pieces on water cooperation for the media, or to post on your blog or website.
- Host a seminar on water cooperation involving relevant actors from different economic sectors.
- Develop role-plays based on possible water cooperation situations.
- Organize or participate in a walk or a run for water.
- Organize or participate in an art exhibition highlighting the many aspects of water cooperation.
- Create videos and other multimedia materials for information and education purposes, involving your community.
- Organize a radio show on the topic.
- So much more!

Also remember to contribute to the campaign efforts:

- Post one of our proposed web banners or buttons and link to the www.watercooperation2013.org website on your blog or web page
- Add your activity to our world map of events
- Send us stories of water cooperation so that we can feature them online
- Join the discussions on Twitter using #WorldWaterDay and #WaterCooperation2013
- Help us translate the campaign resources into your language
- Share photos on Flickr <http://www.flickr.com/groups/wwd2013cooperation/>
- “Like” and contribute to the official Facebook pages at <https://www.facebook.com/UNWorldWaterDay> and <https://www.facebook.com/InternationalYearOfWaterCooperation>
- Send us a short video clips with yourself answering the question “What does water cooperation mean to you?” We will edit and compile the clips to produce a video word cloud
- Use the official logo following the guidelines and available campaign materials
- Get involved in the thematic consultations on the World We Want 2015 page on “water,” “conflict and fragility” and “governance” at <http://www.worldwewant2015.org/>



A few tips for a successful event

- **Networking with individuals and organizations** interested in water and water cooperation can be very useful. Perhaps there are different groups in your area that could work together?
- **Set clear goals and reasonable expectations.** Advocacy demands perseverance; dividing your ultimate aim into small, manageable steps will help you stay focused on your immediate goals.
- A carefully crafted list of priorities and a time line will provide an important **roadmap for action.**
- **Focus on your audience.** If you are addressing various groups in the society make sure to address them in a relevant way. Use the right products and the right channels.
- **Deliver consistent messages** through a variety of communication channels and from a variety of sources over an extended period of time. Messages are not always immediately heard, understood and digested.

- **Information and education** is often key to advocacy.
- Involve charismatic and respected **spokespersons.**
- When planning your activities, remember to check what others are doing and use important dates (see milestone events and celebrations).
- Use **key facts** and information.
- Working with the media is an opportunity to spread your message.
- Document your work. Prepare **reports, photos, videos and other materials.**

Walking for Water 2013
Awareness and fundraising

School children aged 10-15 sponsored by friends and family will walk 6 km while carrying 6 litres of water in a backpack on the occasion of World Water Day on 22 March. They will learn about water issues and raise funds to solve them.

Participate or organize your own Walking for Water event!

Working and talking with the media

Working with the media can seem difficult. There is so much going on out there that it is a real challenge to raise their interest and curiosity. But the media play a significant role in forming and influencing people's attitudes and behaviour. They can help place issues related to water cooperation on the public and political agenda.

Talking to journalists:

- Know the journalist, look up some of his/her work, find what his/her interests are.
- If it is a television or radio appearance, check the style of the show and the type of audience.
- Keep to major points and messages. Use relevant facts or personal stories if they are relevant.
- Be brief, confident and enthusiastic.

Writing a news release:

- Put the most compelling information at the top of the release. The first few sentences should provide the “*who, what, when, where, why, and how*”. Write your paragraphs in descending order of importance. Provide some background at the end.
- Write clearly and concisely. Keep sentences and paragraphs short. News releases should rarely be longer than one page.
- Include contact information, at least one phone number and an e-mail address.

If you are holding an event, you may want to send a media advisory instead of or prior to the news release. Media advisories are limited to a bulleted list of the “*who, what, when, where, and why*” of your event. Send your advisory at least one week before your scheduled event. This allows journalists the time to plan ahead.

Using social media

Social media is a powerful tool for awareness raising and is almost unavoidable. But there is only so much time you can dedicate to online social networking, so it is important to use the right channels and make the most out of it.

Depending on the goal of your advocacy campaign and your target audience(s), you may want to choose different channels. Social media is about building solid relationships and connections with your audience, and it requires dedication and time.

Be sure to always have a clear message. Be innovative and creative. Use humour.

It is also important to constantly monitor the campaign and its results. Identify what works and doesn't work, readjust and optimize your efforts.

If you manage to grab people's attention and interest, they will then spread the word themselves and share your messages through the many different social networks they use, thus multiplying the impact of the campaign.



PART 4. BACKGROUND INFORMATION AND RESOURCES

Water cooperation: the key messages

The Water Cooperation 2013 campaign aims to promote water cooperation as a foundation for peace and sustainable development. It builds on the following messages:

Water cooperation is key to poverty eradication, social equity and gender equality

Access to clean water is the foundation for the fulfilment of basic human needs and contributes to the achievement of all the Millennium Development Goals. Inclusive and participatory governance of water and cooperation between different user groups can help to overcome inequity in access to water and thus contribute to poverty eradication and improve living conditions and educational opportunities, especially of women and children.

Water cooperation creates economic benefits

All economic activities depend on water. Cooperation can lead to a more efficient and sustainable use of water resources, e.g. through joint management plans creating mutual benefits and better living standards.

Water cooperation is crucial to preserving water resources and protecting the environment

Water cooperation helps the sharing of knowledge about the scientific aspects of water including data and information exchange, management strategies and best practices and knowledge about the role of water in preserving ecosystems, fundamental to sustainable development.

Water cooperation builds peace

Access to water can be a source of conflicts, but it is also a catalyst for cooperation and peace building. Cooperation on such a practical and vital issue as water management can help overcome cultural, political and social tensions, and can build trust between different groups, communities, regions or states.

2013 International Year of Water Cooperation

In December 2010, following the proposal initiated by Tajikistan and submitted by a group of countries, the United Nations General Assembly declared 2013 as the United Nations International Year of Water Cooperation (Resolution A/RES/65/154).

UNESCO was appointed by UN-Water to lead the preparations for both the 2013 International Year of Water Cooperation and the World Water Day, in collaboration with the United Nations Economic Commission for Europe (UNECE) and with the support of the United Nations Department of Economic and Social Affairs (UNDESA), the UN-Water Decade Programme on Capacity Development (UNW-DPC) and the UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC).

UN-Water has called upon UNESCO to lead the 2013 International Year of Water Cooperation in view of the organization's multi-dimensional mandate in the realm of natural and social sciences, culture, education and communication, and its significant and long-standing contribution to the management of the world's freshwater resources.

22 March 2013, World Water Day

An international day to celebrate freshwater was recommended at the United Nations Conference on Environment and Development (UNCED) held in Rio, Brazil in 1992.

The United Nations General Assembly responded by designating 22 March 1993 as the first World Water Day, and it has been held annually since then.

Each year, World Water Day highlights a specific aspect of freshwater and is coordinated by a Member of UN-Water. In 2013 the theme of the World Water Day is Water Cooperation, in reflection of the declaration of 2013 as the International Year of Water Cooperation.

Celebrations and milestone events

Celebrations throughout the Year will include featured events at UNESCO Headquarters in Paris, France as well as many other events organized by various stakeholders around the world. Such events will seek to promote actions at all levels in relevant areas including education, culture, gender, sciences, conflicts prevention and resolution, as well as ethics, among others.

UN-Water Annual Conference in Zaragoza - Water Cooperation, Making it Happen!

8-10 January 2013 | Zaragoza, Spain

In the framework of the International Year of Water Cooperation, the UN-Water Conference in Zaragoza will focus on effective ways to make cooperation happen in the water domain. It will in particular identify the best approaches to promote effective cooperation at different levels, and reflect on how to 'do better' in water cooperation. The conference will look at critical factors of success, challenges, and barriers based on cases of effective cooperation.

Visit the Conference's web page at http://www.un.org/waterforlifedecade/water_cooperation_2013/index.shtml

Kick-off Meeting of the International Year of Water Cooperation

11 February 2013 | UNESCO HQ - Paris, France

A launch event will be held at UNESCO to kick-start the International Year of Water Cooperation. On this occasion, the best slogan selected through the Water Cooperation 2013 Slogan Contest will be announced and adopted, and its author will be awarded.

World Water Day

22 March 2013 | The Hague, The Netherlands - New York, USA and worldwide

The World Water Day represents a culminating moment during the International Year of Water Cooperation. Celebrations for the World Water Day will take place around the world on the theme of water cooperation. The main event will take place in The Netherlands, hosted by the Dutch Government and coordinated by UNESCO and UNECE with the support of UN-Water Members and Partners. A High-Level Interactive Dialogue of the sixty-seventh session of the General Assembly will also be convened in New York on 22 March 2013 to mark the 2013 International Year of Water Cooperation and the twentieth anniversary of the proclamation of World Water Day.

A High-Level International Conference on Water Cooperation

August 2013 | Dushanbe, Tajikistan

World Water Week

1-6 September 2013 | Stockholm, Sweden

This yearly appointment for water practitioners from around the world in 2013 will be entirely dedicated to Water Cooperation.

Visit the website at www.worldwaterweek.org.

