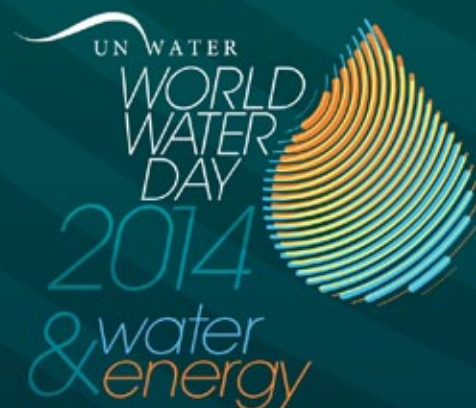


World Water Day 2014

Advocacy Guide



Preface

International World Water Day is held every year on 22 March to focus global attention on the importance of water and advocating for the sustainable management of our water resources. For 2014, as 22 March falls on a Saturday, International World Water Day will be held on Friday 21 March.

An international day to celebrate fresh water was recommended at the 1992 United Nations Conference on Environment and Development (UNCED), held in Rio, Brazil. 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, a specific aspect of water is highlighted. Information about the themes of previous World Water Days is provided in Appendix 1.

World Water Day 2014 will address the nexus of **water and energy**, and it will be coordinated by the United Nations University (UNU) and the United Nations Industrial Development Organization (UNIDO) on behalf of UN-Water. The World Water Day celebrations will include the launch ceremony for the 2014 edition of the United Nations World Water Development Report (WWDR), titled '**Water and Energy**'. Providing a detailed analysis of the interlinkages between water and energy in the context of sustainable development, the WWDR 2014 is the result of the joint efforts of the UN agencies and entities which make

up UN-Water, working in partnership with governments, international organizations, non-governmental organizations, and other stakeholders. World Water Day (WWD) 2014 will also link with the primary theme of the 2014 World Water Week in Stockholm. The major event of WWD will be hosted in Tokyo and linked to dozens of other national and international events worldwide.



**UNITED NATIONS
UNIVERSITY**



**UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION**

Aims of the Advocacy Guide

LEARNING

To help to communicate the purpose of World Water Day 2014 (WWD2014) and to introduce key information relevant to the theme of WWD 2014: [Water and Energy](#).

ACTION

To encourage advocacy and stakeholder action towards improving combined and coordinated [water and energy](#) management and governance.

SHARING

To promote information sharing about World Water Day 2014 activities, efforts and events, and also to encourage longer-term sharing of success stories and other valuable [water and energy](#) knowledge.

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2014

& water
& energy

22.03.2014

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Advocacy Guide

GETTING STARTED WITH YOUR ADVOCACY

To organize successful awareness raising of advocacy campaigns for World Water Day, your communication needs to be planned in a strategic way, and some preparation work is necessary. There are many possible ways to plan and implement advocacy efforts. The following is a basic guide, with a focus on three main issues: [messaging](#), [methods](#), and [media](#). For more information, please see the list of advocacy resources provided at the end of this document.

SET OBJECTIVES AND CONDUCT RESEARCH

1. Identify the most important water or energy issue or challenge in your area, country or region, along with areas of good progress made and potential solutions that could be applied everywhere.
2. Collect information about the challenges and solutions/opportunities. Find useful websites and media sources for this research.

3. Identify objectives for what you would like to achieve from the advocacy communication: e.g., a shift in public opinion on an issue, promoting a new policy, or encouraging a measurable change in a specific behaviour. (What would you like people to think, feel, and/or do?)

IDENTIFY AND UNDERSTAND YOUR TARGETS AND AUDIENCES

1. Identify your main target audiences, including the decision-makers who have powers to implement desired changes, and those individuals or groups who can best influence the decision-makers. Who needs to be mobilized to take action, and who can help mobilize them?
2. Your audiences may include: policy-makers; public or private sector [water and energy](#) providers; politicians; government officials; local authorities; specific decision-makers such as Finance/Water Ministries, mayors or city managers; development planners; educators; associations; religious leaders;

the media; celebrities, advisors or influential people or any of a range of other stakeholders depending on the issue or the advocacy objective.

3. Learn as much as you can about your target audience's knowledge, attitudes and practices related to water and energy issues, and the kind of changes you would like to advocate. Conduct your opinion research if possible. Understand what their concerns and interests are, so that you can package your information and direct your advocacy efforts in a way that is most relevant to them and is most likely to influence them.

DEVELOP APPROPRIATE MESSAGES, METHODS AND CHANNELS

1. Plan the most effective messages, communication channels and advocacy methods/activities to reach and influence your different target audiences. Explore the best ways to mobilize decision-makers who can address water and energy issues.
2. A large range of advocacy methods, activities, and events are possible, depending on which target audience you are engaging, what you want to achieve in your particular situation, and what resources are available. Some might aim for awareness/education, others might aim for participation. In some cases the target audience will be thousands of people, in some cases just one individual decision-maker. Sometimes a lighter "entertaining" approach will work best, and at other times the topic needs to be addressed very seriously. Some activities

cost a lot, and some cost very little.

Given the diversity of advocacy needs and methods in the world, this guide can only offer a few generic examples or ideas of advocacy actions to plan a WWD.

- » Get persuasive information to decision makers, e.g., a short briefing sheet delivered into their hands, making a strong case for why change needs to happen and the positive steps they can take to make it happen.
- » Stimulate dialogue between key stakeholders. Through forums, a high-level 'round table' or panel discussion or community meetings.
- » Send an open letter to a Minister or City Manager. Publish it in the media, with backing support from a range of stakeholders.
- » Take people on a site visit. Show decision-makers or policy-makers things that they need to see and help fix.
- » Produce materials for mass media use. Develop well-made and useful promotional media products which can be used by mass media publishers or circulated using social media or networks: e.g., an audio-visual/video clip, a radio show, a 'viral' email, traditional media (e.g., newspapers etc.).
- » Stage a big public event. Raise awareness through staging a concert, a play, a media opportunity, a high level debate, a march, or a protest.

- » Lobby local politicians. Show how the changes you want can win them votes.
- » Engage those who can influence or advise leadership. Meet with the people who leaders trust and listen to. If they understand the issues, what is at stake, and how to help, then they can help advise or can influence the decision-makers in government, water providers, energy producers, development agencies, etc.
- » Organize a petition, a competition, or a quiz.
- » Hold a workshop or seminar on the topic. Create the opportunity for more in-depth understanding of the issues.
- » Get interviewed on talk radio.

their involvement and support. Explain how their participation can be of benefit to them.

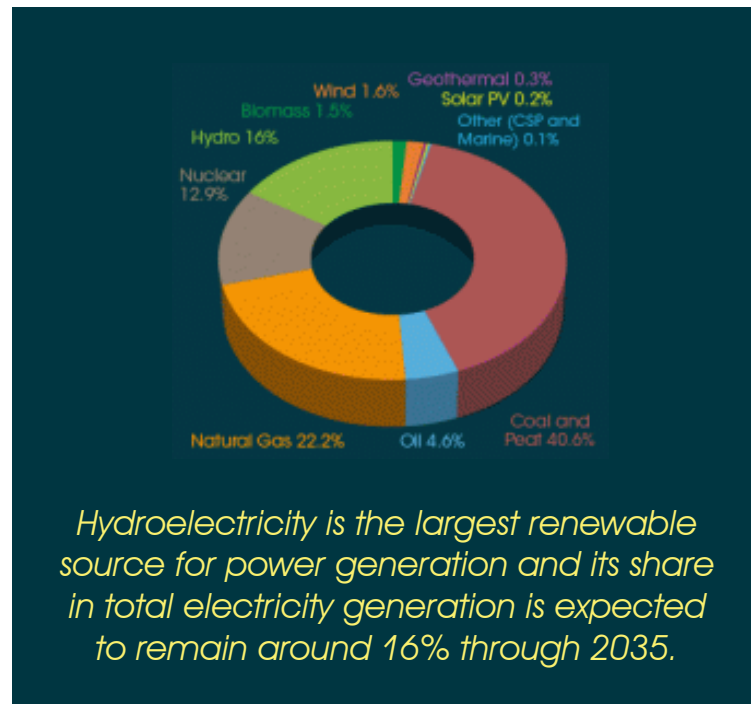
2. Work with the media as an essential partner in any WWD advocacy effort.

Based on all of the above, develop an advocacy action strategy/ plan, and use it to motivate for and raise or allocate the financial and other resources to be able to implement it.

- » Plan how you will monitor and assess/ evaluate the impacts of your efforts.
- » Spread the word about the WWD 2014 theme messages and your advocacy activities to your own organization's internal and external audiences, via your newsletters, information material, etc.

ESTABLISH PARTNERSHIPS, PLANS AND RESOURCES

1. Mobilize partners to assist you with organizing and implementing your WWD advocacy initiatives. Depending on where you are and what you are trying to achieve, partner organizations could be community-based organizations or non-government/ public-benefit/ non-profit organizations who have similar development objectives, local companies who could perhaps help with providing resources, or the local media to help promote the event and its cause, etc. For example, approach local partners with an outline of objectives and planned activities for WWD and ask for



WORKING WITH THE MEDIA

The media is clearly one of the most effective ways to communicate messages to large audiences in awareness-raising campaigns like WWD. Working successfully with the media requires good planning and preparation.

1. Each media organization or channel has different audiences, covers different geographical areas and focuses on different types of subject matter or style of delivery. Approach only those that match your WWD advocacy interests.
2. Make sure your story is 'newsworthy'. News media will be most interested in information that is about something new, surprising, and compelling, or with an impact on the public.
3. Provide information in the format which suits each type of media: e.g., a radio news programme might want short 'sound bites' of only a few sentences.

SOME TOOLS FOR WORKING WITH MEDIA

- » Media release
- » Media conference or briefing session
- » Interviews
- » Articles (either on request and proactively produced)
- » Using websites
- » Specialized media material; e.g., a media kit including WWD 2014 messages and interesting facts and figures
- » Story ideas for WWD theme issues
- » Workshops or short briefing sessions related to the WWD theme for jour-

nalists or editors. (Media persons are usually time-pressured and they tend to prefer shorter briefing sessions).

- » Leverage getting free editorial coverage
- » If you can find a sponsor, pay for advertising space or advertorials.

SOME TIPS FOR RADIO AND TELEVISION INTERVIEWS

1. Make sure you have identified the messages you want to transmit, based on your advocacy objectives, and that you have accurate and significant information collected and prepared in advance.
2. Request questions for the interview before it takes place to prepare yourself or your spokesperson. Negotiate the questions if necessary and point out important issues the journalists might have forgotten or which you would like them to focus on. (or send a set of your own interview questions as a possible guideline).
3. As your spokesperson, choose a representative of your organization/office who is most likely to be able to impress the audience in terms of their subject knowledge and also their personal charm/charisma.
4. In radio and television interviews, the person interviewed has to be a good speaker and be able to come to the point quickly. They should speak slowly and not use sentences that are too long or explanations that are too technical. Use concrete/practical examples that will be of interest for the audience.

-
5. Prepare just a few core messages you want to communicate, as most interview opportunities are brief. If it is a longer interview, then find ways to keep your answers directed at these core messages, even if it means repeating them using different words, facts, or explanations.
 6. Rehearsing the interview in advance, and preparing for a range of possible questions (even some you might not want to answer) is always a good idea.

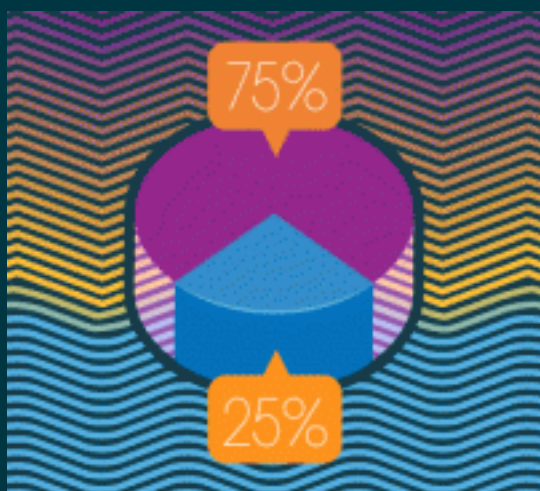
THE UN SYSTEM

Contact the United Nations Information Centers (UNICs) of your country or region for information on local UN communication capacity and for support for your events, publications, information material, translation into local languages, etc. There are 63 UNICs around the world.

See: <http://unic.un.org>

Or see the directory of UNICs at:

<https://unic.un.org/factsheet/Default.aspx>



Roughly 75% of all industrial water withdrawals are used for energy production.

- » Contact UN offices/programmes/agencies in your area and inform them about the WWD 2014 and your activities. WWD 2014 is being coordinated by UNU and UNIDO, so be sure to inform UNU and UNIDO offices of your activities.
- » Usually UN agencies have Communication Departments: e.g., UNESCO -PBI in Paris, and UNEP -DCPI in Nairobi. These can also help with communicating WWD 2014.
- » The UN Water Decade Programme for Advocacy and Communication (UNW-DPAC) is responsible for the media relations of UN-Water and the World Water Day. For help with or queries about media relations, contact Ms. Pilar González Meyauí at gonzalez-meyauí@un.org.



CHAPTER 2

WWD 2014 – Water and energy

INTRODUCTION TO WORLD WATER DAY 2014: WATER AND ENERGY

Water and energy are closely interlinked and interdependent. These interdependencies lie at the heart of what is known as the “water-energy nexus”.

Energy has different forms, and water is crucial to produce, transport, and use all forms of energy to some degree, and these activities have different impacts on water resources. Water is used in the extractive industries to produce fuels such as coal, oil, gas and uranium. The increasing momentum in the production of biofuels has created a growing demand on water resources; WWDR 2012 predicts that even a nominal increase in biofuel demand (say 5% of road transport by 2030, as predicted by the International Energy Agency) could push up the water demand by as much as 20% of the water used for agriculture worldwide. Conventional energy generation requires the mobilization and utilization of considerable water resources, particularly for cooling for nuclear and thermal energy, and reservoir storage

and driving turbines for hydroelectricity. Power generation is particularly sensitive to water availability and several power plants have been forced to shut down due to lack of cooling water or high water temperatures.

In terms of renewable energy, solar power, depending on its type, can use little water (solar photovoltaic) or five times more water per unit energy (concentrated solar power) than a gas-fired thermal power plant or two times more than a coal-fired plant. Wind power uses a negligible amount of water but has other limitations. Geothermal energy has been reported to use and consume less water than other electricity generating technologies, though actual water requirements are variable and dependant on site conditions. While the water is generally reinjected to the reservoir, co-production of water and energy offers interesting opportunities to energy- and water-scarce countries.

On the other side of the nexus, about 8% of the global energy generation is used for pumping, treating, and transporting and water to various consumers. Water, being

dense, requires much energy to move it. Globally, the amount of energy used for irrigation is directly related to the huge amounts of water pumped. In addition, water and water treatment processes can require a lot of energy, though this is dependent on the contamination and treatment technology. Moreover, different levels of treatment are required depending on the use. For example, drinking water for municipal systems typically requires extensive treatment and once it becomes wastewater it requires treating again before it can be discharged to the environment.

Growing demand for limited water supplies puts increasing pressure on water intensive energy producers to seek alternative approaches, especially in areas where energy is competing with other major water users (agriculture, manufacturing, drinking water and sanitation services for cities) and where water uses may be restricted to maintain healthy ecosystems. Uncertainties related to the growth and evolution of global energy production (e.g., via growth in unconventional sources of gas and oil, or biofuels) can create significant risks to water resources and other users.

Securing water and energy must be central to the new and emerging agenda around the Sustainable Development Goals and the post-2015 development dialogue. This must also be linked to the design of a resilient climate and robust green economy, as noted in the Section III of the Rio+20 document "The Future We Want." With industries being major water and energy consumers, a green economy will be contingent to the greening of the industrial sector and that is more resource efficient, and has cleaner

production. A particular emphasis has to be placed on increasing the water use efficiency in energy production - essentially producing more kWh per drop of water. This would require a policy environment in which economic and social incentives are offered to promote water use efficiency and protect freshwater ecosystems.

The UN system - working closely with its international partners and donors - is collectively bringing its attention to the water-energy nexus, particularly addressing inequities, especially for the 'bottom billion' who live in slums and impoverished rural areas and survive without access to safe drinking water, adequate sanitation, sufficient food, and energy services. It also aims to facilitate the development of policies and crosscutting frameworks that bridge ministries and sectors, leading the way to interlinked energy security and sustainable water use in a green economy. Particular attention is being paid to identifying best practices that can make a water- and energy-efficient 'Green Industry' a reality: several methodologies are at play in which industrial productivity can be increased while reducing the water and energy footprints.

The world cannot continue to ignore or escape the strong link between water and energy. They are not independent variables in the world's economic-ecosystem equation. The goal of WWD is show the positive aspects of that connection and how it may be put to better and more efficient use by the cooperation of all interested and affected parties; that is essentially everyone, as we all need water and energy.

TARGET AUDIENCE FOR WWD 2014

This worldwide event is intended to identify stakeholders, from policy and decision makers to the private sector, NGOs, academia, and the general public, who could be actively involved in further developing and improving the water-energy linkages, to trigger a dialogue between them on the nexus of **water and energy**, and to identify policy and capacity development issues and responses.

KEY FACTS AND INFORMATION

Gathered from a wide variety of original sources, the following set of facts and figures represents a subset of those that will be reported as part of the forthcoming WWDR 2014.

FACTS ABOUT WATER

GLOBALLY...

- » 780 million people lack access to safe drinking water - although by some estimates, the number of people whose right to water is not satisfied could be as high as 3.5 billion - and 2.5 billion are without sanitation.
- » Total freshwater withdrawals are believed to have increased by about 1% per year since the late 1980's.
- » Water demand in terms of water withdrawals is projected to increase by some 44% by 2050 due to growing demands from manufacturing, thermal power generation (mainly from the expansion of coal and gas powered plants), agriculture and domestic use.
- » The rate of groundwater abstraction is increasing by 1% to 2% per year, adding to water stress in several areas. Recent evidence has shown that groundwater supplies are diminishing, with an estimated 20% of the world's aquifers being over-exploited, and some massively so.
- » Desalinated water involves the use of at least 75.2 TWh/year, which is about 0.4% of global electricity consumption.
- » It is estimated that more than 80% of used water worldwide - and up to 90% in developing countries - is neither collected nor treated, threatening human and environmental health.

FACTS ABOUT ENERGY

GLOBALLY...

- » 1.3 billion people currently live without electricity, and roughly 2.6 billion use solid fuels (mainly biomass) for cooking.
- » By 2035, energy demand is projected to grow by more than one-third and demand for electricity is expected to grow by 70% by 2035.
- » Modern biofuels represent only 0.8% of global final energy consumption, but their contribution to energy supply is expected to grow rapidly. If bioenergy feedstock is produced on irrigated lands, then the potential impact of biofuels on water resources is also of major concern.
- » Fossil fuel consumption subsidies totalled US\$523 billion in 2011 (an increase of almost 30% over the total for 2010). Financial support for renewable energy, by comparison, amounted to only \$88 billion in 2011, and increased by another 24% in 2012.
- » With the global energy market estimated at 6 trillion US dollars annually, the energy sector is synonymous with 'big business'. The energy sector is well funded, highly organized, and attracts greatly more political attention than water in most countries.

FACTS ABOUT WATER-ENERGY NEXUS

GLOBALLY...

- » 90% of power generation is water-intensive.
- » There is an increasing risk of conflict between power generation, other water users and environmental considerations.
- » Energy production accounts for roughly 15% of all water withdrawals, or roughly 75% of all industrial water withdrawals.
- » Thermal power generation accounts for roughly 80% of global electricity production and is responsible for roughly one half of all water withdrawals in The United States and in several European countries.
- » Several factors determine how much cooling water is needed by thermal power plants, including the fuel type, cooling system design and prevailing meteorological conditions. However, efficiency is often the main factor that drives water requirements: the more efficient the power plant, the less heat has to be dissipated, thus less cooling is required.
- » Hydroelectricity, which can also require abundant water supplies, accounts for about 15% of global electricity production.
- » By 2035, global water withdrawals for energy are expected to increase by 20%, whereas water consumption for energy is expected to increase by 85%.
- » Unconventional oil (e.g., oil/tar sands) and gas production (e.g., "fracking") are generally more water intensive than conventional oil and gas production.



SLOGANS AND KEY MESSAGES

OVERARCHING MESSAGES

Water requires energy and energy requires water



Supplies are limited and demand is increasing



Saving energy is saving water: saving water is saving energy



The “bottom billion” urgently need access to both water and sanitation services, and electricity



Improving water and energy efficiency in all sectors is imperative as are coordinated, coherent and concerted policies

SPECIFIC MESSAGES

CONSUMPTION AND DEMAND

MESSAGE

- » Demand for freshwater and energy will continue to increase significantly over the coming decades. Demand in one will stimulate demand in the other.

CHALLENGE

- » Water demand in terms of water withdrawals is projected to increase by some 55% by 2050 due to growing demands from manufacturing, thermal power generation (mainly from the expansion of coal and gas powered plants), agriculture, and domestic use.
- » Water and energy have crucial impacts on poverty alleviation – directly, because a number of the Millennium Development Goals depend on major improvements in access to water, sanitation, power and energy sources; and indirectly, as lack of access to water and energy can be a limiting constraint to sustainable economic growth, which is the ultimate hope for widespread poverty reduction.

RESPONSE

- » Promote and stimulate coordination between the water and energy domains to reduce waste and inefficiency.
- » Education of consumers in the conservation of both water and energy resources (saving water saves energy and vice-versa) and consumption patterns (food, choice of vehicles, etc.).
- » Developments of alternatives such a renewable energy.
- » Technological solutions that offer combined energy and water services, particularly to the poorest segments of the society.

SUPPLY & SUSTAINABILITY

MESSAGE

- » Choices concerning the supply, distribution, price, and use of water and energy impact one another.

CHALLENGE

- » Water and energy supply and provision are strongly linked. Water is required to produce energy; energy is needed for the extraction, treatment, and distribution of water as well as its collection and treatment after use. The development of the most common forms of energy (electricity from coal/thermal and hydropower) is limited by the availability of water.
- » Energy producers have little or no incentive to conserve water due to very low prices whereas water users do pay for energy, even though the prices may be subsidized.
- » The developing world is concerned with water and energy access. The developed world is concerned with water and energy sustainability. Both are concerned with water and energy efficiency.
- » The water supply crisis is the fourth most important in the world in its likelihood and second in its impact.
- » Securing access to modern energy services represents a major challenge in pursuing sustainable development.

RESPONSE

- » Informed energy decisions, accounting for the demands and limitations on water resources, can lead to co-benefits.
- » Recognizing that win-win outcomes are not always a reality, thoughtful and managed trade-offs between the needs of both sectors are also required.
- » In terms of sustainability, renewable energy technologies are very important because they are based on renewable sources instead of finite sources such as fossil fuels.
- » Sustaining ecosystem services is fundamental to sustainable economic growth and human wellbeing. Recognizing that ecosystems provide a variety of services to the water-energy nexus can help the management of trade-offs and ensure that short-term gains do not undermine services that are critical for resilience and long-term environmental sustainability.

GOVERNANCE

MESSAGE

- » Energy and water policies must be compatible and coherent, sustainable and innovative.

CHALLENGE

- » Although the link between water and energy is evident, these domains have historically been regulated and managed separately.
- » Decisions made for water use and management and for energy production can have significant, multifaceted, and broad-reaching impacts on each other - often with a mix of both positive and negative repercussions.
- » The challenge for twenty-first century governance is to take account of the multiple aspects, roles, and benefits of water, and to place water at the heart of decision-making for all water-dependent sectors, including energy.

RESPONSE

- » Better understanding between the two sectors of the connections and effects on each other will improve coordination in energy and water planning, leading to optimized investments and reduce inefficiencies.
- » Integrated approaches and solutions to water-energy issues can achieve greater economic and social impacts.
- » Encourage government to create enabling environments to foster greater coordination between the water and energy domains and support R&D in water-efficient energy and energy-efficient water service provision, for example, heat/energy recovery from warm water in buildings or biogas from sludge from water treatment facilities.
- » Decisions about water and energy sharing, allocation, production, and distribution have important social and gender equality implications. Water and energy governance needs to be gender-sensitive.

ECONOMICS

MESSAGE

- » Pricing of energy and water services must reflect the cost of provision and socio-environmental impacts.

CHALLENGE

- » Water and energy prices are strongly affected by political decisions and subsidies that support major sectors such as agriculture and industry, and these subsidies often distort the true economic relationship between water and energy.
- » Recognition of the effects of artificial pricing is important to the evaluation of proper supply of the services, especially in developing countries.
- » Establishing appropriate pricing as an incentive to investment.

RESPONSE

- » Establishing appropriate pricing structures can provide sufficient revenues for continued operation and maintenance, and avoid waste and distortions due to under pricing.
- » Economic instruments include taxes, pollution charges, subsidies, and markets for buying and selling a service, a resource, or the rights to use the service or resource.

INVESTMENT

MESSAGE

- » Private sector investment in water and energy infrastructure and alternative, renewable, and less water intensive energy sources is essential.

CHALLENGE

- » Traditionally, the bulk of both water and energy infrastructure has been provided by the public sector.
- » According to the International Energy Agency (IEA) an extra \$49 billion per year will need to be invested to achieve universal energy access by 2030.
- » Investment for water infrastructure is even higher: it has been estimated that \$103 billion per year is required to finance water, sanitation, and wastewater treatment through to 2015.
- » The size of future investment required for both domains cannot be filled solely from public finance.
- » Convincing private investors and venture capitalists that the water-energy sector is a viable proposition for return on investment.

RESPONSE

- » Investment instruments to enlist private finance may comprise public expenditure reviews to improve public spending and its monitoring, reducing investment inefficiencies, helping utilities to move towards cost recovery, public-private partnerships, and results-based financing.
- » Private ownership and/or operation of infrastructure in both domains, through public-private partnerships (PPP), build-own-operate-transfer (BOOT), and build-operate-transfer (BOT) contracts, where the private sector builds and finances projects in the first instance, then operates them for the contract period to recoup outlays and earn a profit, and finally transfers the assets to public ownership.
- » Support for innovative technology to move it from laboratory to pilot testing to implementation.

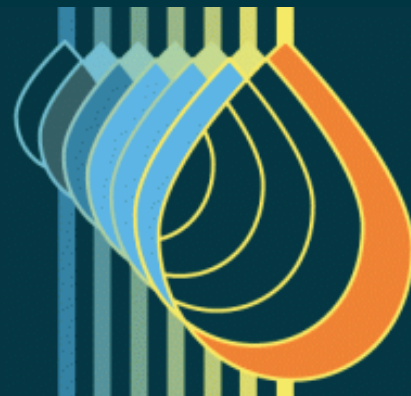
For more Water and Energy facts and figures, visit: WWW.UNWATER.ORG/WORLDWATERDAY



Access to electricity



Access to water and sanitation



Biodiesel and water



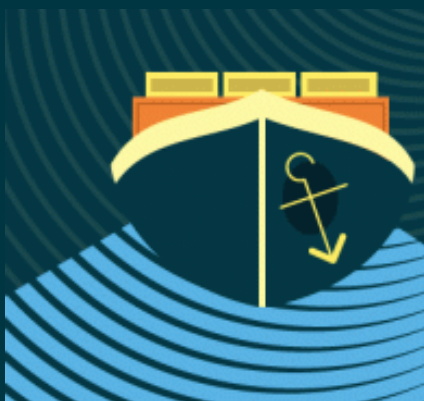
Biofuels and food prices



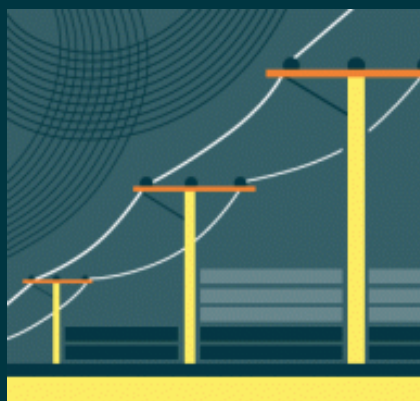
Biogas produced from sewage



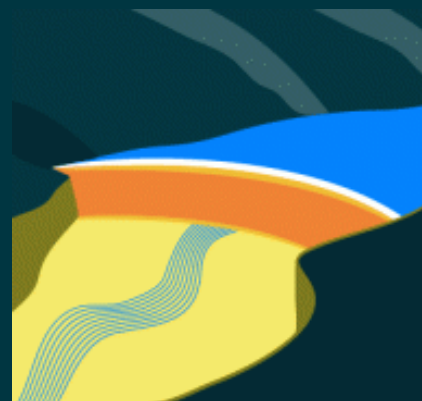
Energy for water



Waterborne transportation



Geothermal electricity potential



Hydropower and water use



CHAPTER 3

Campaigning on Water and Energy

PREPARING MESSAGES ON THE WATER AND ENERGY THEME

- » Collect and analyze information on water and energy issues in your city/country/region, using WWD 2014 messages guidelines provided above.
- » Facts based on solid research are crucial to any advocacy campaign. Although many global statistics exist, local data will be most persuasive for local decision-makers and interesting to the media.
- » Once you have collected and analyzed information, transform it into key messages and stories that your target audiences will relate to, and that will help achieve your awareness raising and advocacy goals.
- » Package the information and adapt the messages according to the different interests and needs of the various target audiences.
- » Publicize and promote the work done by you or your organization to improve the situation.



For developing countries alone, \$103 billion per year are required to finance water, sanitation, and wastewater treatment through 2015.

World Water Day 2014 Outreach and Campaign Materials

THE LOGO

The dynamic concept for the World Water Day 2014 logo makes use of two simple elements - concentric circles and a water drop - to show crossing energy and water waves forming a fingerprint/droplet, alluding to our role in the symbiotic relationship between [water and energy](#), as well as the resource issues faced by both us and future generations. 22 total waves are used to represent the date of World Water Day, a number which is particularly relevant this year as it will be the 22nd time that the day has been observed.

The 2014 World Water Day logo is available for download in two versions (EPS and JPG) for use on light or dark backgrounds in English, French, and Spanish. More languages will be made available.

The logo can be found at:

www.unwater.org/worldwaterday/campaign-materials/logo-kit/en

The EPS formats of the logo are infinitely scalable and are the most appropriate high quality versions for all use.

The logo should be clearly visible, and not be placed on a "complicated" background.





WEBSITE

A UN-Water World Water Day 2014 website has been created with a range of information tools, campaign resources, and ideas for promotional materials available for people to download and use. It also offers a place for everyone to share photos and register information about their WWD 2014 activities and events from around the world. The website is hosted by UN-Water and will be updated on a regular basis before WWD 2014, on the 21st March 2014 and after.

www.unwater.org/worldwaterday



FACEBOOK PAGE

A Facebook page is available and has already offered the platform for an open dialogue. "Like" the page and join the discussion here:

www.facebook.com/UNWorldWaterDay



TWITTER ACCOUNT

A Twitter account offers a continuous feed of information and news about the Water and Energy theme and the public's engagement. Join this at:

http://twitter.com/UNW_WWD



YOUTUBE CHANNEL

On YouTube we host a channel to which you may subscribe, follow, share, and like the videos we publish. Subscribe here:

www.youtube.com/user/UNWaterWorldWaterDay



PHOTO REPORTING

Photo reporting will be requested. Photographic images relating to water and energy will be added to photo-galleries on the WWD 2014 website, Facebook, and in Flickr for others to see.

www.flickr.com/photos/unworldwaterday/sets

CAMPAIGN MATERIALS

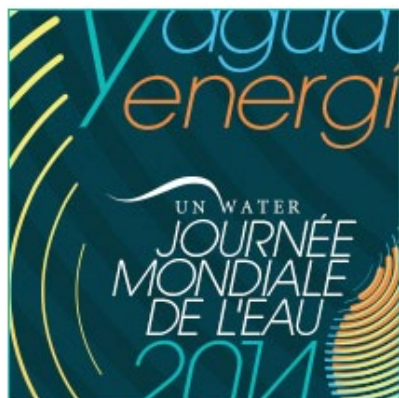
Branded campaign tools and products have been designed and produced to help people with their advocacy events and activities. Further materials and information are available on the official World Water Day 2014 Website:

www.unwater.org/worldwaterday/campaign-materials/en

- » Videos and Animations
- » Educational Materials
- » Mobile and Tablet Content
- » Web Banners and Buttons
- » Exhibition Materials
- » Desktop Backgrounds
- » Logo Tee-Shirts
- » Water and Energy Tee-Shirts

MAIN GLOBAL EVENTS ON MARCH 21ST, 2014

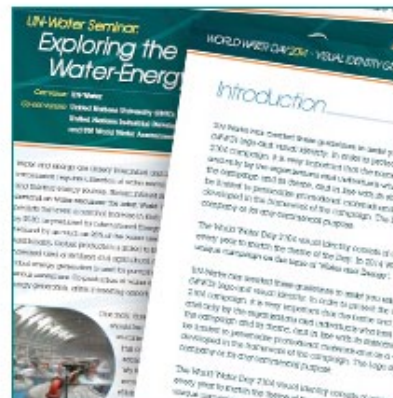
MEDIA KIT



Logo Kit



Posters and infographics



Documents & Information Resources

facebook Home

 Like our page to participate! 

 UN WATER
WORLD WATER DAY 2014

 **PHOTO CONTEST**

**& water
& energy**

Selected photos will be exhibited at the World Water Day celebrations in Tokyo, Japan.



*Learn more about the World Water Day 2014
Facebook Photo Contest at:*

<https://www.facebook.com/UNWorldWaterDay>



Sharing Approaches

WWD 2014 is a group effort by participants from around the world. WWD 2014 will maximize its outreach and impact with contributions from as many organizations and people as possible.

PASS ON WWD 2014 CAMPAIGN MESSAGES, MATERIALS, AND APPROACHES

The campaign information content and promotional materials available on the WWD 2014 website are there to be used, and the intention is that they are disseminated as broadly as possible. So please feel free to send them on to others who you know might be interested.

REGISTER LOCAL WWD 2014 ACTIVITIES AND EVENTS

The WWD 2014 events and activities are likely to achieve more if they are well publicized and supported. Everyone is encouraged to share information about their local or national WWD 2014 events and celebrations, by registering on the WWD 2014 website.

www.unwater.org/worldwaterday/events

For inclusion in the Events Calendar and Interactive Map, please send the following information.

- » Event title (you can also add a VERY short event description)
- » Event organizers
- » Event Venue
- » Contact information
- » Event website (if available)



SHARE INFORMATION ABOUT WATER AND ENERGY SOLUTIONS AND OPPORTUNITIES

The campaign will also benefit by people sharing success stories and case studies of [water and energy](#) solutions, interesting opportunities and lessons learned from past experiences. People can learn from others around the world, and can hopefully make faster progress with their own water and energy policies and programmes. By doing this, WWD 2014 can make a long term difference beyond the 21st of March 2014.

You may also send information or share photos, videos and content on:

Flickr: www.flickr.com/photos/unworldwaterday/sets

Facebook: www.facebook.com/UNWorldWaterDay

Twitter: http://twitter.com/UNW_WWD

YouTube: www.youtube.com/user/UNWaterWorldWaterDay





Solar thermal power plant, Spain Flickr CC BY-NC 2.0 by Beyond Coal and Gas

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ISBN: 978-92-808-6042-9

