

UN WATER



Water and Urbanization

WATER FOR CITIES:

RESPONDING TO THE URBAN WATER CHALLENGE.

ADVOCACY GUIDE

AND ACTION HANDBOOK

LEARN. ACT. SHARE.

This publication has been developed by UN-Water as an advocacy guide ahead of the World Water Day 2011 (WWD 2011). Different UN agencies are responsible for different aspects of the WWD 2011. If you have queries, or would like to share information, please contact the following people (contact details for each of them are listed below).

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For more information visit the website: www.unwater.org/worldwaterday

Join Facebook: www.facebook.com/pages/UN-Water-World-Water-Day/370578007108

Follow us on: http://twitter.com/UNW_WWD

Post your photos on: www.flickr.com/groups/worldwaterday2011/

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UN  **HABITAT**

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1 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.

An international day to celebrate freshwater 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. See Appendix 1 for more information about the themes of previous World Water Days.

2 INTRODUCTION TO WORLD WATER DAY 2011: “WATER FOR CITIES: RESPONDING TO THE URBAN CHALLENGE”

UN-Water ¹ is dedicating World Water Day in 2011 to the theme of ‘Water and Urbanisation’, reflecting the importance of water in ever-growing urban populations around the world.

The objective of WWD 2011 is to focus international attention on the challenges and opportunities of urban water and sanitation management. It seeks both to alert the world to the adverse global situation in urban water management, and to encourage decision-makers to seize opportunities to address these formidable challenges. Through showcasing success, it seeks to encourage decision-makers to initiate and sustain reforms and forward-looking approaches.

On March 22nd 2011, and in the period leading up to and after this day, a concerted effort will be made to:

- raise the profile of the urban water challenge and generate commitment to tackle this crucial issue
- facilitate policy dialogue and implementation partnerships for lasting water service improvements
- promote innovative solutions to provide safe water and sanitation to growing informal settlements

The international campaign includes a series of events and communication tools, including: an UN-organised conference and exhibition in Cape Town, South Africa on March 20th, 21st and 22nd; a WWD 2011 website and campaign materials; new knowledge resources and a set of outreach activities.

The United Nations Human Settlements Programme (UN-HABITAT) is the lead UN agency for this year’s World Water Day. The global WWD2011 event in Cape Town is co-organized with

¹ UN Water is a committee which coordinates the efforts of many UN bodies which are involved in water-related activities.

African Ministers' Council On Water, the United Nations Secretary-General's Advisory Board on Water and Sanitation, United Nations Environment Programme and UN-Habitat, with the support of the South African Department of Water Affairs, the Provincial Government of the Western Cape and the City of Cape Town.

3 AIMS OF THE ADVOCACY GUIDE

The aims of this guide are:

Learning:

- to help to communicate the purpose of World Water Day 2011 (WWD 2011)
- to introduce key information relevant to the theme of WWD 2011: Water and Urbanization

Action:

- to encourage advocacy and stakeholder action towards improving urban access to safe water and sanitation

Sharing:

- to promote information sharing about World Water Day 2011 activities, efforts and events, and also to encourage longer-term sharing of success stories and other valuable urban-related water knowledge.

4 TO WHOM IS THE WWD 2011 CAMPAIGN DIRECTED?

World Water Day 2011 is a global campaign to promote worldwide efforts to raise awareness and take action to respond to the challenge of maintaining and improving water services² in the context of rapid urbanization.

To turn this WWD 2011 challenge into successful activity we need inspired and coordinated advocacy from water sector-related organizations and stakeholder, all over the world. The best way to do this is to work together and to communicate consistently. We are providing communication tools and ideas to help you as interested partners - whether you are an organization, a country representative, a community, a government, multilateral or donor agency, institution or an individual - to motivate others to take action as well. We would also like to learn about your experience.

2 Water services commonly refers to the provision of both water and sanitation services.

5 SLOGAN AND KEY MESSAGES

The WWD 2011 slogan is “Water for cities: responding to the urban water challenge” and the aim is to communicate messages about five key aspects (sub-themes) of urbanization. These aspects are listed here with messages about their challenges as well as the positive and actions associated with each of them:

URBANIZATION	
The impact of rapid urban population growth and the growth of informal settlements is the most pressing and urgent challenge in the water sector.	
<p>Challenge:</p> <p>A global surge is needed to tackle unprecedented population growth as well as the growth of informal settlements in developing countries.</p>	<p>Positive / Action Messages:</p> <ul style="list-style-type: none"> → Providing water and sanitation services in the growing populations in informal settlements is critical to poverty alleviation. → Urban environments provide economies of scale: improving urban water and sanitation services gives the best opportunity to accelerate achievement of the MDGs. → Fully integrate serving the informal settlements into local government and utility responsibilities. Water service providers should be mandated to ensure water supply in all parts of the city irrespective of property rights.

SANITATION AND POLLUTION	
The impact of industrialization, water pollution, lack of sanitation and environmental degradation (on land, in fresh water and marine environments) needs greater recognition and attention.	
<p>Challenge:</p> <p>Urban waste has value in terms of energy, agriculture and industry. Its collection and reuse can have economic and social benefit, protect the environment (especially downstream users) and improve health.</p>	<p>Positive / Action Messages:</p> <ul style="list-style-type: none"> → Join the 5-year drive to meet the sanitation MDGs by 2015. → Utilities and local governments should take on professional management of sanitation and waste management as part of their core business. → Recycling, such as phosphorus from sewage, can provide an economic return and increase security in food supply.

GOVERNANCE AND MANAGEMENT

Improve governance; deepen the reform of local government, city and utility management.

Challenge:

Utility reform and building the capacity of local government is critical to improving service performance. Key reforms are: strengthening government leadership, capacity and oversight, transparent regulation, ring-fenced water finance, professionalization or corporatization, private-sector partnerships and accountability to consumers.

Positive / Action Messages:

- Build and maintain a broad-based alliance of urban stakeholders supporting an agreed program of reform.
- Reduce unaccounted for water to improve efficiency, increase water availability and strengthen revenue.
- Tackle corruption in urban water management.

INVESTMENT AND FINANCE

Increase investment and sustainable financial management of urban water supply, sanitation/sewerage, wastewater treatment and storm water infrastructure.

Challenge:

Finance-strapped governments cannot meet all the financial requirements for urban services: national and local investment strategies should mobilize additional financing from different sources e.g. the 3 T's - tariffs, taxes and transfers.

Positive / Action Messages:

- Use the service provider's own revenues to leverage further private and non-traditional finance sources: this is critical for service expansion and sustainability.
- Restructure water tariffs for sustainable urban water provision: revenue should aim (at least) to meet the full costs of O&M, retain the value of water assets and give targeted subsidies to the poor.
- Countries should develop a growth path and within that growth path, decide what should be done first; priority should be to maximize use of available resources.
- Government entities should lead the fight for sustainable water services by paying their bills.

ENVIRONMENTAL IMPACT AND CLIMATE CHANGE

Impacts on the environment from climate change, conflicts and natural disasters pose huge challenges for urban water and waste management.

Challenge:

Cities depend on resources drawn from the natural environment and will bear the impact of extreme climatic events. Ensuring that the environment has the capacity to sustain itself is a precondition for human survival.

Positive / Action Messages:

- Adaptation to climate change and threats to the environment will require city and utility management to take greater account of the interdependent nature of water resources and urban delivery systems.
- Close the loop in urban water and waste water management by incorporating protection of ecosystems.
- The environmental impact of cities extends downstream as well as upstream. Capturing water in the city (e.g. rain-water harvesting) and reusing / recycling water reduces both up- and down-stream negative impacts on water quality and quantity.
- Urban development plans should anticipate urban growth and systematically include water supply, wastewater collection and treatment, rainwater management, flooding protection and potential environmental and climate change impacts.

6 KEY FACTS AND INFORMATION

Key facts and figures

Every second, the urban population grows by **2 people**.

5 million city residents are joining the urban population in the developing world each month.

95% of the urban population growth in the next decades will take place in the developing world.

In Africa and Asia the urban population will **double** between 2000 and 2030.

827.6 million people live in informal settlements, often lacking adequate drinking water and sanitation facilities.

27% of the urban population in the developing world does not have piped water at home.

250-500 m³ of drinking water leaks from the supply systems in many mega cities each year.

493 million people in cities share their sanitation facilities. In 1990 this number was 259 million.

One in four city residents worldwide – **794 million in total** – live without access to improved sanitation facilities.

A lack of safe water and sanitation in cities leads to **cholera, malaria** and **diarrhoea**.

The poor pay more. Someone living in an informal settlement in Nairobi pays 5 to 7 times more for a litre of water than an average North American citizen.

Urban trends

Today, one in two people on the planet is an urban dweller and the world's cities and towns are growing at an unprecedented rate. According to UN-HABITAT's 'State of the World's Cities 2010-2011' report, virtually the whole of the world's demographic growth over the next 30 years will be concentrated in urban areas - a stark contrast with the pattern that prevailed between 1950 and 1975, a period characterized by a much more balanced split between urban and rural areas.

By 2050, the world urban population is expected to double, increasing from 3.3 billion in 2007 to 6.4 billion in 2050.

The United Nations estimates that virtually all of the world's population growth will be absorbed by the urban areas of the less developed regions, whose population is projected to increase from 2.4 billion in 2007 to 5.3 billion in 2050. Between 2007 and 2025, small urban centers with fewer than half a million inhabitants are expected to absorb nearly half of the expected increase in urban population.

Among the less developed regions, Latin America and the Caribbean have an exceptionally high level of urbanization (78 per cent), higher than that of Europe. Africa and Asia, in contrast, remain mostly rural, with 38 per cent and 41 per cent respectively, of their populations living in urban areas. Over the coming decades, the level of urbanization is expected to increase in all major areas of the developing world, with Africa and Asia urbanizing more rapidly than the rest.

Although empirical evidence indicate that urbanization has helped reduce overall poverty by providing new opportunities, raising incomes and increasing the numbers of livelihood options, urban population growth in some less developed regions has been accompanied by rise of urban poverty.

Nearly 40% of the world's urban growth is the growth of informal settlements. Informal settlements are growing at an unparalleled rate. Between 1990 and 2001 the world's informal settlements increased at a rate of 18 million people a year, but this is projected to increase to 27 million new informal settlement dwellers per year between 2005 and 2020.

Cities are complicated institutional entities: different approaches are needed for different types of urban environments. Rising institutional urban challenges in the water sector also include: increasing inequity, exclusion and marginalization of pockets of the population, corruption in urban water transactions and weak governance.

Water and cities

Access to water is vital to the location and growth of cities, and to the survival of their citizens. As cities and towns grow and their populations increase, water scarcity is becoming an increasing constraint to urban development. Between 1998 and 2008, 1052 million urban dwellers gained access to improved drinking water and 813 million to improved sanitation. However, the urban population in that period grew by 1089 million people and thus undermined the progress. 1 out of 4 city residents worldwide, 789 million in total, live without access to improved sanitation facilities. 497 million people in cities rely on shared sanitation. In 1990, this number was 249 million.

The situation is worse in less developed regions. It is estimated that almost half a billion people who require water and sanitation services will be added to urban population in the Sub-Saharan African countries within the next 25 years.

Urbanization is enlarging the areas and number of people un-served by public water supply utilities. This results in more people, especially the poor who live in urban informal settlements, who are forced to buy their water from non-state providers (NSPs)/water vendors, usually at a price estimated to be between 20% - 100% higher than that charged by the utility. In Sub-Saharan Africa, it has been estimated that between 30% - 60% of the urban population is not connected to the public water supply system, and are served by NSPs.

In the urban half of the world, public policies promoting access to safe water and sanitation are being outpaced by demographic growth. Despite providing access to water and sanitation services to hundreds of millions of additional people in towns and cities, current policies have been unable to prevent the situation worsening. With the rapid urbanization that took place between 1990 and 2008, the urban population not using water from an improved source increased by 40 million, and the urban population not using improved sanitation increased by 260 million³.

Comparing the latest UN figures⁴ from 2008 with those from 2000, the initial year of the Millennium Development Goals programme, a clear deterioration in urban access can be seen. The proportion of the urban population that benefits from satisfactory access to drinking water or sanitation decreased.

The challenges ahead

Infrastructure for new water sources is more costly to develop. Facing greater water resource constraints and with growing water demand, sustainable urban water management requires cities to plan with the whole river-basin in mind, requiring new skills and approaches. Lack of control of city wastes results in increasingly polluted water sources. This results in environmental degradation, higher costs in water treatment and negatively affects agriculture and the prospects of exports.

Investments in infrastructure have not kept up pace with the pace of urbanization. Water and waste services have not been given the priority they deserve, and they show significant underinvestment, in comparison with its economic, social and environmental returns.

Water services are undervalued in terms of priority and investment and water is under-priced (African water utilities forgo \$1.8 billion in revenues against the costs of water production).

3 Source: AquaFed -International Federation of Private Water Operators - media releases of September 6 2010 and September 7 2010. See: www.aquafed.org. Figures based on UN-Water Global Annual Assessment of Sanitation and Drinking-Water (GLAAS) 2010:12.
See: http://www.who.int/water_sanitation_health/glaas/en/

4 UN global statistics on access to water and sanitation are provided by the Joint Monitoring Programme [JMP] of WHO and UNICEF which builds on national surveys.
Their findings are available at website: www.wssinfo.org

Utilities in most developing countries are characterized by high unaccounted for water, bloated staffing, weak governance and financially unviable operations. Whilst there are some important exceptions (and much can be learnt from those who have made good progress), in general water utilities in developing countries have a significant way to go in improving efficiency and effectiveness.

The poor in cities receive the worst city services, if they receive them at all: piped water coverage is declining in many settings and yet the poor pay the highest water prices, often for poor quality water from alternative sources or the resale of city water.

Few urban authorities in developing countries have found a sustainable solution to urban sanitation. Many cities and towns cannot afford to extend sewers to the informal settlements; nor can they treat the volume of sewage already collected; nor have they found an acceptable on-site solution to the urban poor. Solid waste disposal is a growing threat to health and the environment. Urban sector institutional arrangements are fragmented; lack effective regulation and roles are not structured for efficiency or success.

There is growing evidence that the water sector will also be significantly affected by climate change, particularly through the impact of floods, droughts, or extreme events. Water availability is expected to change, both in quantity and quality. Water, storm water and wastewater facilities will face greater risk of damage caused by storms, floods and droughts. The effect of climate change will mean more difficult operations, disrupted services and increased cost for water and wastewater services.

Urban water opportunities

The glass is not only half empty. Urbanization also brings with it opportunities for more efficient water management as well as for the provision of drinking water supply and sanitation services to many people. Cities are generators of wealth and employment, incubators of innovation and creativity, and provide the best opportunities to improve livelihoods. Cities give great economies of scale and opportunities for efficiency to infrastructure development, including water, sewerage and sanitation services. Because of the ability to serve many people in a city, the urban water and sanitation MDGs are more achievable than those in rural areas, where there is greater poverty and the disbursed nature of rural settlement increases costs.

Urban environments give the poor the best chance of improving their level of water services. The cities of the future offer the opportunity for integrated urban management. For water management, this could mean adoption of more efficient water treatment technologies, increased re-use of water and wastes, better optimization of the interdependency between water and power and improved demand management. Future urban environments can take better advantage of economies of scale and scope (thereby increasing efficiency and promoting equity through lower costs of provision), reduce the costs of water provision, improve access to services in adjacent rural areas, design sustainable tariff and subsidy schemes and minimize environmental and downstream pollution.

Key urban water management reforms

There is no single pathway to sustainable urban water management: much depends on context. Recent studies (such as a recent study of Chile and Peru) have identified some generic success

For useful additional reading, visit the

WWW.UNWATER.ORG/WORLDDWATERDAY

website and go to the section 'About World Water Day'. You can download any of the following resources:

State of the World's Cities 2010/2011-
Cities for All: Bridging the Urban Divide.

Solid Waste Management in the World's
Cities: Water and Sanitation in the
World's Cities 2010.

Water and Cities – Facts and Figures

Media Briefs on:

- Water and Cities
- Water and Urbanization
- Cities Coping With Water
Uncertainties
- Water Quality and Sanitation
- Cities and Their Rural Surroundings

factors. A key factor is the ability of the state to take leadership (not relying on external processes), developing professional capacity and sustaining the implementation of complex public policies over time (such as regulation and the provision of targeted subsidies).

The most effective reforms have been gradual changes built on realistic and pragmatic judgments within the scope of country's actual capacities, rather than sweeping, "big bang" changes. This includes careful, stepwise engagement of public-private partnerships and government discipline concerning criteria for investing fiscal resources, insisting on adequate returns. Decentralized and centralized approaches have worked. Key is to separate out clear public sector roles, whilst retaining the confidence from corporate management, investors and the public.

Another critical success factor is to develop a tariff system that not only recovers all the costs of service provision (operation, maintenance, investment, acquisition of water rights), but that also generates profits

for owners (be they private investors or the state). This can take time to develop, and generally requires some form of social tariff to assist the poorest communities and a regulatory system to control tariff increases.

7 USEFUL KNOWLEDGE RESOURCES ON URBAN WATER AND SANITATION

There are many water sector-related organizations around the world which have focused on tackling urban water and sanitation challenges, and have knowledge resources based on their approaches and experiences. A selection of these is listed below, with their website details, as useful references for follow up investigation.

AfWA

The Africa Water Association (in French and English) provides conference documents, newsletters and is a mouthpiece for many African water agencies.

www.afwa-hq.org

Aqua-Fed

An international federation of private operators has news and information of private urban operators as well as a paper on urban trends.

www.aquafed.org

BPDWS

The Business Partnership for Development for Water and Sanitation is an international networking organization with information on public, private and civil society partnerships, many of which are in urban environments.

www.bpdws.org

DFID

The British International Development Department has a focus on water and sanitation with many global research and development initiatives, many relevant to urban challenges.

www.dfid.gov.uk

GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit), was formerly GTZ

GIZ has longstanding experience and resources in urban water sector reform.

www.gtz.de/en/

IRC

The International Water and Sanitation Center has publications, news, and information on conferences and current water and sanitation approaches, many of which have relevance in urban settings.

www.irc.nl

IWA

The International Water Association brings together 10,000 water professionals on research and practice. IWA's key themes include: Cities of the Future and Managing Water Utility Assets. www.iwahq.org/Home/

IWMI

The International Water Management Institute supports a global network of research agencies focusing on many aspects of water management, including [Water Availability and Access](#); [Productive Water Use](#); [Water Quality, Health and Environment](#); and [Water and Society](#). www.iwmi.cgiar.org

SIWI

The Stockholm International Water Institute is a policy institute that seeks sustainable solutions to water problems including current and future water, environment, governance and human development issues. www.siwi.org

SUWASA

USAID supports a regional initiative on Sustainable Water and Sanitation in Africa which seeks to improve water and sanitation service delivery in Sub-Saharan Africa. www.usaid-suwasa.org

SWITCH

SWITCH is an action research project co-funded and implemented by the European Union with many partners world-wide which focuses on improving urban water management. www.switchurbanwater.eu

UN-Habitat

The Directorate of Water, Sanitation and Infrastructure leads UN-Habitat's work on water and waste in urban environments. www.unhabitat.org

UNSGAB

The United Nation's Secretary General's Advisory Board on Water and Sanitation is an independent Board to advise the UN Secretary General and galvanize actions of water and sanitation issues, including a recently announced 5 year drive to meet the sanitation MDG by 2015. www.unsgab.org

UN-Water

UN-Water coordinates the work of the many UN and multilateral bodies working in water and sanitation. www.unwater.org

UN Interational Decade for Action. Water for Life, 2005-1015

The primary goal of the 'Water for Life' Decade is to promote efforts to fulfill international commitments made on water and water-related issues by 2015. Focus is on furthering cooperation at all levels, so that the water-related goals of the Millennium Declaration, the Johannesburg Plan of Implementation of the World Summit for Sustainable Development, and Agenda 21 can be achieved.

www.un.org/waterforlifedecade/water_cities.html

Water aid

Water Aid is a UK based charity which promotes practical solutions of water, sanitation and hygiene improvement in Africa, Asia and the Pacific. Their web-site is a useful source of advocacy material.

www.wateraid.org/uk/

WSP

The Water and Sanitation Program, administered by the World Bank, provides case studies and analysis of urban water supply and sanitation issues.

www.wsp.org/

World Bank

The World Bank is a vital source of data, statistics, research and investment findings as well as program information on urban development, urban strategy, urban water and waste issues.

www.worldbank.org

8 WORLD WATER DAY 2011 OUTREACH AND CAMPAIGN MATERIALS

A THE LOGO

With a simple hand drawn font, resembling the most basic of stencils (a now common urban graffiti practice) and with various pictorial elements affected by water and urbanization, the logo adorn the theme “Water for cities: responding to the urban challenge”.

A modular system is developed, with different color schemes applied to different language logos, with the iconography moving to different positions on the globe.

The result is a strong brand that is diverse in its approach to multi-lingual content and illustrates the broad aspect of urbanization; cities, slums, villages and the people living there.

The 2011 World Water Day logo is available online in 2 formats (eps and jpg). 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.

Further materials and information is available on the official World Water Day 2011 Website: www.unwater.org/worldwaterday



B WEBSITE

A **UN-Water World Water Day 2011 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 2011 activities and events from around the world. The website is hosted by UN-Water and will be updated on a regular basis before WWD 2011, on the 22nd March 2011 itself and after. Visit the website at:

www.unwater.org/worldwaterday

C FACEBOOK PAGE

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

www.facebook.com/pages/UN-Water-World-Water-Day/370578007108

D TWITTER ACCOUNT

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

http://twitter.com/UNW_WWD

E 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

F PHOTO REPORTING

Photo reporting will be requested. Photographic images of water resources and water and sanitation services in cities will be added to photo-galleries on the WWD 2011 website, Facebook and in Flickr for others to see.

www.flickr.com/groups/worldwaterday2011/

G CAMPAIGN MATERIALS

Branded campaign tools and products have been designed and produced to help people with their advocacy events and activities. These include:

- a multilingual WWD 2011 logo



- posters



- banners



- buttons for website use



- an official WWD 2011 brochure

- a 'Frequently Asked Questions' resource to provide teachers and the media with ready to use information to create awareness among students and communities



- electronic backgrounds for computers and mobile phones



- a template design for T-shirts



H THE MAIN GLOBAL EVENT IN CAPE TOWN ON MARCH 22ND 2011.

An international conference and exhibition will be held in Cape Town, South Africa hosted by the Government of South Africa, in collaboration with UN-Water, the African Ministers' Council on Water (AMCOW), the United Nations Secretary General's Advisory Board on Water and Sanitation (UNSGAB), the United Nations Environment Programme (UNEP) and the United Nations Human Settlements Programme (UN-HABITAT). The exhibition and fair will be open for three days from 20th - 22nd March, and the conference will be on the World Water Day itself - March 22nd. Key features of the conference include live connections to other world cities throughout the day, a Mayor's Caucus and a High-level Panel.

- ✿ **Connecting Cape Town to the World.** World Water Day is celebrated throughout the world by hundreds of organizations and thousands of individuals. In 2011, UN-Water with the assistance of the World Bank's, Global Development Learning Network (GDLN) will make WWD on 22nd March a truly a global event. Participants from other countries will be connected in "real-time" throughout the day to the debates and dialogues taking place at the Cape Town International Conference Center (CTICC). The morning session will connect Fiji, Bangkok and Manila to the debate, around noon, Zaragoza and Amsterdam will be linked and in the afternoon Washington and Rio will join the celebrations. A typical GDLN session during World Water Day 2011 will focus on the challenges and opportunities of water and urbanization. Participants are water experts, professionals and suppliers from around the world, working in government, non-governmental organizations, and the media. These participants will contribute with suggestions and recommendations to conclude the debate on WWD 2011.
- ✿ **Mayors Caucus.** The Mayors Caucus will bring together prominent mayors, International Association of Local Governments (ICLEI), representatives of development banks and international organizations working with local governments to discuss water and sanitation challenges confronting local governments. The Panel will also brainstorm ideas, including policy and investments, required to improve the water and sanitation situation in a rapidly urbanizing world.
- ✿ **High-Level Panel.** The High-Level Panel will comprise celebrities, heads of United Nations agencies and prominent personalities from the media and private sector. It will summarize the outcome of the WWD 2011 global celebrations based on inputs from the regions and provide policy guidance based on a variety of approaches and ideas for accelerating efforts in reaching the Millennium Development Goal targets for water and sanitation.

For more information about the programme of the main Cape Town event, and about many other events organized by international partner organizations in the days leading up to March 22nd, updates will be available on the website:

www.unwater.org/worldwaterday/events

1 MEDIA KIT



Media Resources, Facts and Figures you may download from:

www.unwater.org/worldwaterday/about.html

- Water and Cities - Reader
- Water and Cities - Facts and Figures
- Water and Cities - Facts and Figures - A Snapshot
- Water and Cities (Media Brief)
- Water and Urbanization (Media Brief)
- Cities Coping With Water Uncertainties (Media Brief)
- Water Quality and Sanitation (Media Brief)
- Cities and Their Rural Surroundings (Media Brief)

9 GETTING STARTED WITH YOUR ADVOCACY

To organize successful awareness-raising or 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 in section 13 below.

A SET OBJECTIVES AND CONDUCT RESEARCH

- Identify the most important urban water issues or challenges in your area, country or region, along with areas of good progress made and potential solutions which could be applied elsewhere.
- Collect information about the challenges and solutions/opportunities. Find useful websites and media sources for this research.
- Identify objectives for what you would like to achieve from the advocacy communication e.g. a shift public opinion on an issue, or promoting a new policy, or encouraging a measurable change in a specific behaviour. (What would you like people to think, feel and/or do?)

B IDENTIFY AND UNDERSTAND YOUR TARGET AUDIENCES

- 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?
- Your audiences may include: policy makers; public or private sector water providers; politicians; government officials; local authorities; specific decision-makers such as Finance / Water Ministers, Mayors or City Managers; development planners; educators; community-based organisations or civil society groups; organised labour; industry 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.
- Learn as much as you can about your target audience's knowledge, attitudes and practices related to urban water issues and the kind of changes you would like to advocate. (Conduct 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.

C DEVELOP APPROPRIATE MESSAGES, METHODS AND CHANNELS

- 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 improve urban water and sanitation services.

- ✿ A large range of advocacy methods, activities and events are possible, depending on what 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, 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 for 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 leadership 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, development agencies etc.
- ✿ Organise 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.**

D ESTABLISH PARTNERSHIPS, PLANS AND RESOURCES

- ✿ Mobilize partners to assist you with organising and implementing your WWD advocacy initiatives. Depending on where you are and what you are trying to achieve, partner organisations could be community-based organisations or non-government/ public-benefit/ non-profit organisations who have similar development objectives, or 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 their involvement and support. Explain how their participation can be of benefit to them.

- ✿ 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 2011 theme messages and your advocacy activities to your own organisation's internal and external audiences, via your newsletters, information material, etc.

10 PREPARING MESSAGES ON THE 'WATER AND URBANISATION' THEME

- ✿ Collect and analyse information on urban water issues in your city/country/region, using the WWD 2011 message 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 analysed 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.

11 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.

- ✿ Each media organisation or channel has different audiences, covers different geographical areas and focuses on different types of subject matter or style of delivery. Approach only those which match your WWD advocacy interests.
- ✿ 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.
- ✿ 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.

A 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 2011 messages and interesting facts and figures
- Story ideas for WWD theme issues
- Workshops or short briefing sessions related to the WWD theme for journalists or editors. (Media staff 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.

B SOME TIPS FOR RADIO AND TELEVISION INTERVIEWS:

- Make sure you have identified the message/s you want to transmit, based on your advocacy objectives, and you have accurate and significant information collected and prepared in advance.
- 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.)
- 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.
- 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.
- 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.

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.

12 THE UN SYSTEM

Contact the United Nations Information Center/s (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:

www.un.org/aroundworld/unics/english/directory.htm

- ✿ Contact UN offices/programmes/agencies in your area and inform them about the WWD 2011 and your activities. WWD 2011 is being coordinated by UN-Habitat, so be sure to inform UN-Habitat 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 2011.
- ✿ 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. Ulrike Kelm at the contact details listed earlier in the document.

The United Nations Department for Public Information, based in New York, also handles media relation requests and sends information through its database.

See: <http://unic.un.org/aroundworld/unics/en/whoWeAre/aboutDPI/index.asp>
or <http://unic.un.org/aroundworld/unics/en/contactUs/index.asp>

13 REFERENCES FOR ADVOCACY RESOURCES

For organizations or individuals interested in advocacy initiatives, there are a range of guides and resources which have been developed to help. Some are specific to the water and sanitation sector, and some are more general development-related resources which have useful ideas and methodologies which can be applied to the water and sanitation services sector. A selection of some of the most relevant publications and organizations follow.

A KEY WATER SECTOR ADVOCACY GUIDE DOCUMENTS:

De Jong, D. (2003). **Advocacy for Water, Environmental Sanitation and Hygiene. Thematic Overview Paper.** IRC International Water and Sanitation Centre: Delft, Netherlands. It includes many further references for other useful advocacy resources.

www.irc.nl/redirect/content/download/4154/47972/file/advocacy.pdf

End Water Poverty- Sanitation and Water for All. (2010) **Advocacy Guide: UN High-Level Plenary on the MDGs.**

www.endwaterpoverty.org/documents/advocacy_guide_mdg_2010_summit.pdf

Or: www.endwaterpoverty.org/mdg2010

Green, J. (2003) **Advocacy guide to private sector involvement in water services.** Tearfund and Wateraid: London.

www.wateraid.org/documents/psp_advocacy_guide_tf_and_wa.pdf

Lidonde R. A., De Jong D., Barot N., Nahar B. S., and Maharaj N. Editors: Lidonde R. A. and Derbyshire H. (2003) **Advocacy manual for Gender and Water Ambassadors.** Gender and Water Alliance: Delft, Netherlands.

www.wsscc.org/resources/resource-publications/advocacy-manual-gender-water-ambassadors

Or: www.genderandwateralliance.org

Wateraid (2008) **Improving water and sanitation governance through citizens' voice.**

www.wateraid.org/documents/plugin_documents/wa_nep_improving_watsan_governance_ca_dec2020.pdf

WSSCC and Wateraid (2003) **Advocacy Sourcebook. A guide to advocacy for WSSCC co-ordinators working on the WASH campaign.**

www.wsscc.org/resources/resource-publications/advocacy-sourcebook-guide-advocacy-wsscc-co-ordinators-working-wash?rck=36dd2f59198aef6b2c5837238dc8bd9e

World Health Organisation (2005) **Celebrating water for life: The International Decade for Action 2005-2015.** (Produced ahead of World Water Day in 2005.)

www.who.int/water_sanitation_health/2005advocguide/en/

Water Integrity Network (WIN) – fighting corruption in water worldwide (2009) **Advocacy Guide. A toolbox for water integrity action.**

www.waterintegritynetwork.net/page/3336

B WATER-SECTOR ORGANIZATIONS WITH USEFUL ADVOCACY RESOURCES:

IRC International Water and Sanitation Centre.

For example, see 'Resources on Participatory Approaches and Communication for Water and Sanitation Programming'.

<http://www.irc.nl/page/119>

UNICEF

The UN lead agency for children also has a strong focus on water and sanitation advocacy.

http://www.unicef.org/wash/index_documents.html

Water Aid

For a range of Water Aid's advocacy resources/ publications see:

http://www.wateraid.org/uk/what_we_do/documents_and_publications/4935.asp?Keywords=437&Subject=&Author=&Country=0&Language=0&Sort=Date&Display=results

The Water Supply and Sanitation Collaborative Council (WSSCC) - Global WASH Campaign

For a range of their advocacy resources see:

<http://www.wsscc.org/resources/advocacy-materials>

WSP

The Water and Sanitation Program has a strategic communication theme.

www.wsp.org/wsp/featuresevents/features/communications-core-water-sanitation-reforms

World Bank

The World Bank's Development Communication (DevComm) initiative.

<http://web.worldbank.org/WBSITE/EXTERNAL/TOPICS/EXTDEVCOMMENG/0,,menuPK:34000201~pagePK:34000189~piPK:34000199~theSitePK:423815,00.html>

Examples of relevant publications WB development communications resources are:

- ✿ Mefalopulos, P. (2008) **Development Communication Sourcebook**. Broadening the Boundaries of Communication. The World Bank: Washington D.C.
<http://siteresources.worldbank.org/EXTDEVCOMMENG/Resources/DevelopmentCommSourcebook.pdf>
- ✿ Tufte, T and Mefalopulos, P. (2009) **Participatory Communication. A Practical Guide**. World Bank Working Paper No 170. The World Bank: Washington D.C.
<http://siteresources.worldbank.org/EXTDEVCOMMENG/Resources/Participatorycommunication.pdf>
- ✿ World Bank Development Communication (Date unknown). **Communication for Water Reform. A Guide for Task Team Leaders**. World Bank, Washington D.C.
<http://siteresources.worldbank.org/EXTDEVCOMMENG/Resources/commwaterreformfinal.pdf>
- ✿ Mozammel, M and Schechter, G. (2005) **Strategic Communication for Community-Driven Development. A practical guide for project managers and communication practitioners**. The World Bank: Washington, D.C.
<http://siteresources.worldbank.org/EXTDEVCOMMENG/Resources/cddcommguidefinal.pdf>

C SOME OTHER INTERNATIONAL ORGANIZATIONS DEDICATED TO DEVELOPMENT-RELATED COMMUNICATION AND ADVOCACY, WITH USEFUL RESOURCES:

The Communication Initiative Network.

www.comminit.com

The Communication for Social Change Consortium.

www.communicationforsocialchange.org/publications-resources

The Social Marketing Institute

www.social-marketing.org/papers.html

Sustainable Development Communications Network

www.iisd.org/sdcn/

14 SHARING APPROACHES

WWD 2011 is a group effort by participants from around the world. The WWD 2011 campaign will maximize its outreach and impact with contributions from as many organizations and people as possible.

A PASS ON WWD 2011 CAMPAIGN MESSAGES, MATERIALS AND APPROACHES

The campaign information content and promotional materials available on the WWD 2011 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.

B REGISTER LOCAL WWD 2011 ACTIVITIES AND EVENTS

The WWD 2011 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 events and celebrations, by registering them on the WWD 2011 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)

C SHARE INFORMATION ABOUT URBAN WATER SOLUTIONS AND OPPORTUNITIES

The campaign will also benefit by people sharing success stories and case studies of urban water and sanitation 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 urban water policies and programmes. By doing this, WWD 2011 can make a long term difference beyond the 22nd of March 2011.

Organizations and individuals who are interested in sharing information or photos, can contact:

Ms. Nicoletta Forlano

(UN-Water Communications Manager c/o Food and Agriculture Organization of the United Nations)

e-mail: nicoletta.forlano@fao.org;

skypename: nicoforlano

telephone: +39 06 570 54068 (Rome, Italy)

You may also send informations directly to: wwd2011@fao.org

or share photos, videos and content on:

Flickr: www.flickr.com/groups/worldwaterday2011/

Facebook: www.facebook.com/pages/UN-Water-World-Water-Day/370578007108

Twitter: http://twitter.com/UNW_WWD

Youtube: www.youtube.com/user/UNWaterWorldWaterDay

APPENDIX 1 - PREVIOUS WWDS

Each year, World Water Day highlights a specific aspect of water.

2010 Water Quality

Water Quality was the theme in 2010, highlighting its importance alongside the quantity of our precious water resources. The intention was to raise awareness about sustaining healthy ecosystems and human well-being through addressing the increasing water quality challenges in water management. Stakeholders were encouraged to proactively address water quality e.g. in pollution prevention, clean up and restoration, and to promote innovative solutions to reduce the threats on water quality. The main global event was held in Nairobi, Kenya. The United Nations Environment Programme (UNEP) was the lead agency and UNEP, UN-Habitat and the UN Secretary General's Advisory Board on Water and Sanitation (UNSGAB) coordinated organization of the World Water Day 2010 campaign on behalf of UN-Water.

2009 Transboundary Waters

In 2009, the theme for World Water Day was "Shared Water - Shared Opportunities." Special focus was placed on transboundary waters. Nurturing the opportunities for cooperation in transboundary water management can help build mutual respect, understanding and trust among countries and promote peace, security and sustainable economic growth. The United Nations Educational, Scientific and Cultural Organization (UNESCO) lead the activities of the day with the support of United Nations Economic Commission for Europe (UNECE) and the Food and Agriculture Organization of the United Nations (FAO).

2008 Sanitation

In 2008, World Water Day coincided with the International Year of Sanitation, and challenged us to spur action on a crisis affecting more than one-out-of-three people on the planet. Every 20 seconds, a child dies as a result of the abysmal sanitation conditions endured by some 2.6 billion people globally. That adds up to an unconscionable 1.5 million young lives cut short by a cause we know well how to prevent. Ceremonies for the day took place at Geneva, Switzerland. Speakers included Royal Highness Willem-Alexander, Prince of Orange and Director-General of WHO Dr. Margaret Chan.

2007 Coping with Water Scarcity

The growing problem of "Water Scarcity" was the topic for World Water Day 2007. The theme highlighted the increasing significance of water scarcity worldwide and the need for increased integration and cooperation to ensure sustainable, efficient and equitable management of scarce water resources, both at international and local levels. The Food and Agriculture Organization

of the United Nations (FAO) hosted ceremonies for the day, which included an opening address from FAO Secretary-General Jaques Diouf and video addresses from UN Secretary General Ban Ki-Moon and Green Cross International President Michail Gorbachov.

2006 Water and Culture

The theme of World Water Day 2006 was “Water and Culture” under the leadership of UNESCO and drew attention to the fact that there are as many ways of viewing, using and celebrating water as there are cultural traditions across the world. Sacred, water is at the heart of many religions and is used in different rites and ceremonies. Fascinating and ephemeral, water has been represented in art for centuries – in music, painting, writing, cinema – and it is an essential factor in many scientific endeavors as well.

2005 Water for Life

The United Nations General Assembly at its 58th session in December 2003 agreed to proclaim the years 2005 to 2015 as the International Decade for Action, “Water for Life,” and beginning with World Water Day, March 22, 2005. The Water for Life decade set the world’s goals on “a greater focus on water-related issues, while striving to ensure the participation of women in water-related development efforts, and further cooperation at all levels to achieve water-related goals of the Millennium Declaration, Johannesburg Plan of Implementation of the World Summit for Sustainable Development and Agenda 21.”

2004 Water and Disasters

The UN International Strategy for Disaster Reduction and the World Meteorological Organization were charged with co-ordinating events for World Water Day 2004. The message of the day was: “Weather, climate and water resources can have a devastating impact on socio-economic development and on the well-being of humankind.” According to the World Meteorological Organization, weather and climate-related extreme events, such as tornadoes, thunderstorms, storms, cyclones, floods and drought, account for nearly 75 per cent of all disasters. They lead to an enormous toll of human suffering, loss of life and economic damage. Monitoring these events, predicting their movements and issuing timely warnings are essential to mitigate the disastrous impact of such events on population and economy.

2003 Water for the Future

“Water for the Future” was the theme for World Water Day 2003. It called on each one of us to maintain and improve the quality and quantity of fresh water available to future generations. This is essential if we are to achieve the Millennium Development Goal to halve, by 2015, the number of people living without safe drinking water and basic sanitation. The United Nations Environment Programme (UNEP) was the lead UN agency for World Water Day 2003. The goal was to inspire political and community action and encourage greater global understanding of the need for more responsible water use and conservation.

2002 Water for Development

“Water for Development” was the theme for 2002. The International Atomic Energy Agency was the coordinating UN agency. The currently poor and deteriorating state of water resources in many parts of the world demand integrated water resources planning and management.

2001 Water for Health

“Water for Health – Taking Charge” was the theme for 2001. The WHO was the coordinating UN agency. The message for the day was: “Concrete efforts are necessary to provide clean drinking water and improve health as well as to increase awareness worldwide of the problems and of the solutions. 22 March is a unique occasion to remind everybody that solutions are possible. Use the resources on this site to help turn words into political commitment and action.”

2000 Water for the 21st Century

“The availability and quality of water is increasingly under strain. Even if conditions were to remain constant for the foreseeable future, much of the world would find itself in a state of water-related crisis. To make matters worse, populations are growing most rapidly in those areas where water is already in scarce supply.” This is how Wim Kok, Prime Minister of the Netherlands, started his welcome words in the second announcement for the Second World Water Forum and Ministerial Conference that began in the Netherlands in the week prior to 22 March 2000.

1999 Everyone Lives Downstream

Excessive flooding of major rivers in the world in 1998 has resulted in thousands of deaths and caused enormous damage in China, Bangladesh and India, where nearly half of the world population lives. The flooding was not only the result of excessive rains, but also of interference by mankind in the river basins. These tragedies make us realize that virtually everybody in this world lives downstream. UNEP was the coordinating UN agency.

1998 Groundwater – The Invisible Resource

The sixth annual World Water Day (WWD) was celebrated on 22 March 1998. As per the recommendations of the 17th meeting of the ACC Sub-Committee on Water Resources, UNICEF and the United Nations Division of Economic and Social Affairs (UNDESA), took the lead in organizing the observance of World Water Day in 1998.

1997 The World’s Water, Is There Enough?

The message of the day was: “Water is a basic requirement for all life, yet water resources are facing more and more demands from, and competition among, users.”

1996 Water for Thirsty Cities

The 3rd annual World Water Day was celebrated on March 22, 1996, with the theme “Water for Thirsty Cities.” It emphasized the growing water crisis faced by cities across the world which threatens the sustainability of their social and economic development.

1995 Women and Water

For the first time, Lesotho celebrated “World Day for Water,” on March 22, 1995. The international theme for the day was ‘Women and Water.’ The Department of Water Affairs organized two main activities for the celebration of the day focusing on water pollution and on environmental degradation.

1994 Caring for our Water Resources is Everyone’s Business

The Theme of World Water Day 1994 was “Caring for Our Water Resources is Everyone’s Business.”



Water and Urbanization
