

UN WATER

World Water Day

2013

International Year of  
Water Cooperation

UNESCO-UNECE

Water Cooperation 2013

[www.watercooperation2013.org](http://www.watercooperation2013.org)

# Objectives and messages of the IYWC

## Five strategic objectives:

- *Raise awareness of the importance, the benefits and the challenges of cooperation on water-related issues.*
- *Enhance knowledge and build capacity for water cooperation.*
- *Spark concrete and innovative action towards water cooperation.*
- *Foster partnerships, dialogue and cooperation around water as top priorities*
- *Strengthen international cooperation among institutions, users, social and economic sectors*

## Objectives

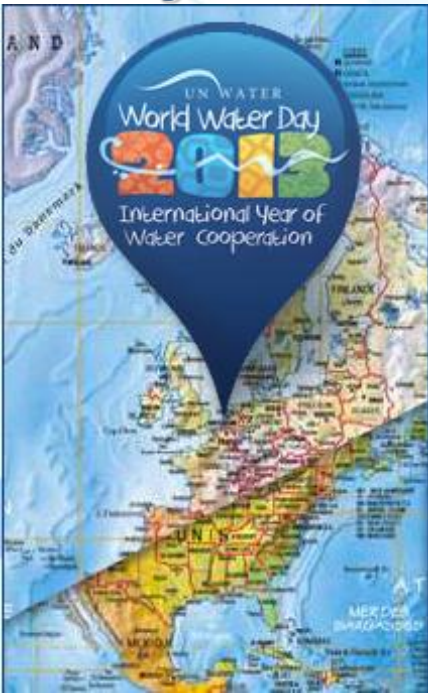
### ***Water cooperation: a foundation for peace and sustainable development***

- 1. Water cooperation builds peace*
- 2. Water cooperation is key to socioeconomic development, poverty eradication, social equity, gender equality and environmental sustainability*
- 3. Water cooperation creates tangible economic benefits*
- 4. Water cooperation is crucial to preserve water resources, ensure their sustainability and protect the environment*

## Messages

# Water Cooperation 2013 CAMPAIGN

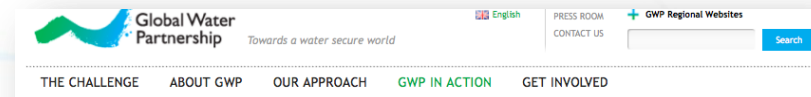
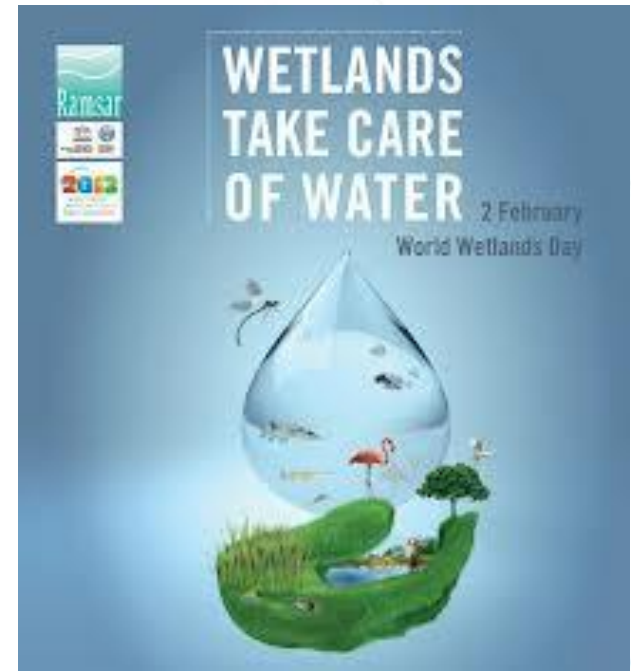
- Crucial support from UN-Water Comm Manager and Team
- Inputs from UN-Water Members and from organizations and individuals all around the world for the campaign
- Highly user friendly website [www.watercooperation2013.org](http://www.watercooperation2013.org) and active social media <http://www.facebook.com/UNWorldWaterDay>
- **Products** (calendars, brochure, postcards, Advocacy Guide, series of digital banners, customization of gadgets, educational material with partners like USGS, logos in 30 languages, etc)
- **Slogan Contest:** announcement selected proposal



# Examples of activities around the world contributing to the campaign

Member States activities are recorded in a data base

- Cycling and Walking for Water
- Ramsar Wetlands Day
- Videos from GWP
- National Italian Water Polo Team
- Prize “Monito del Giardino”
- Australian schools and Universities
- Many scientific events and International Conferences



THE CHALLENGE ABOUT GWP OUR APPROACH GWP IN ACTION GET INVOLVED

GWP IN ACTION  
News and Activities

## GWP Video Release: Water Cooperation for a Water Secure World

Water Cooperation is at the heart of GWP's mission to support the sustainable development and management of water resources at all levels. That mission can only be achieved if a partnership of government, civil society, and the private sector work together to solve water challenges.



# Partners,

## **PARTNERS**

- All UN-Water Members and affiliated organizations are by default Partners to the IYWC
- A set of Partnership criteria have been defined and will be soon available on the campaign website
- UN Member States are informed and invited to contribute
- All individuals and organizations are invited and encouraged to actively taking part in the campaign (by organizing events, raising awareness, disseminating the messages, participating in the official events, speaking up about water cooperation....)

# Milestones

6° World Water Forum, March 2012



World Water Week 2012  
Handing over the World Water Day baton...

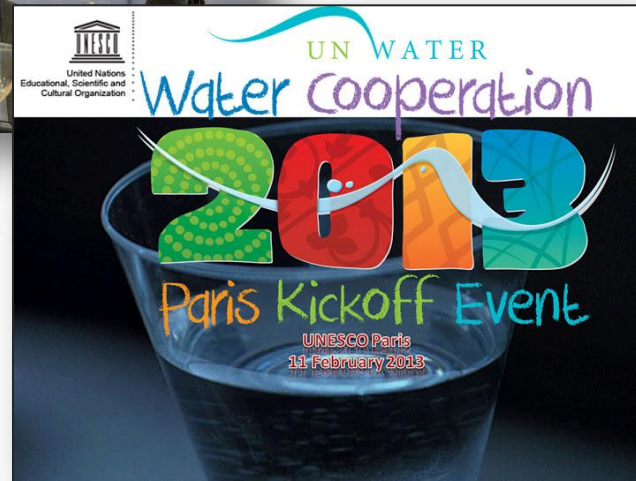
Rio+20, June 2012

# Milestones

DPAC Zaragoza Conference, January 2013



**Kick-off meeting IYWC,  
February 2013**



Announcement of Slogan Contest Winner

***Water, water everywhere,  
only if we share".***



**Megha Kumar, 23 years old  
from India.**



# Milestones

- **Lead Agencies - UNESCO and UNECE**
- **World Water Day, 22 March 2013 - The Netherlands & New York**
- **Conference on Water Cooperation in Dushanbe**
- **World Water Week - Close cooperation with SIWI**  
(breaking down water cooperation into 8 workshops)
- **Water Summit in Budapest**
- **UNESCO IHP Meeting in Nairobi**
- **Closing Ceremony of the IYWC in Mexico**



## Close Coordination :

- UN-WATER
- UNESCO -UNECE
- UNDESA
- DPC –
- DPAC

**“Water, water  
everywhere,  
only if we  
share”**

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Water Cooperation **2013**  
[www.watercooperation2013.org](http://www.watercooperation2013.org)