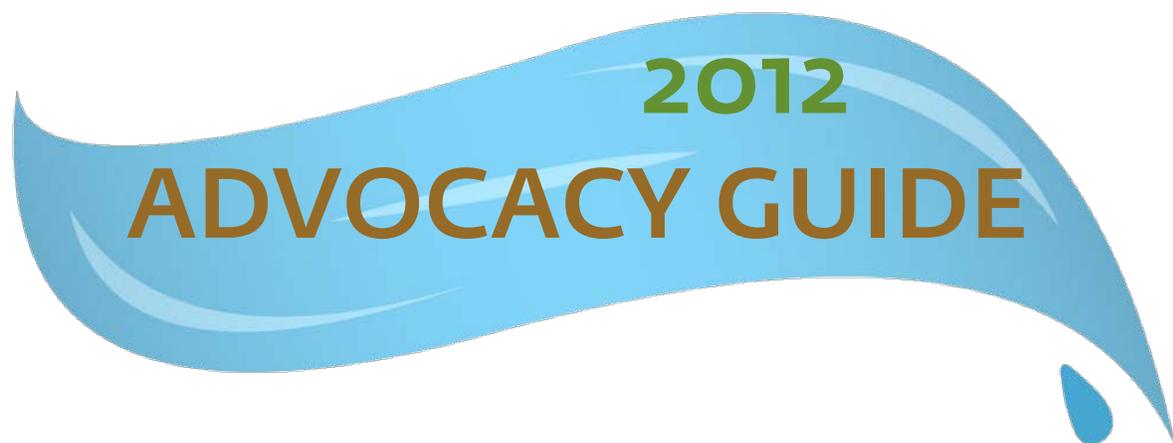




# Water and Food Security

22 March 2012

*The world is thirsty because we are hungry*



This publication has been developed by UN-Water as an advocacy guide ahead of the World Water Day 2012 (WWD 2012). If you have queries, would like to share information or photographs, or link to WWD 2012 through social media, please contact the following:

- For overall coordination of WWD2012 contact Pasquale Steduto from FAO based in Rome, Italy
- For Media relations and communication related to the WWD2012 event in Rome, contact Stefanie Neno from FAO.
- For the exhibition/fair at the celebrations in Rome, contact Stefanie Neno from FAO.
- Website, Logo, visual identity and to send photos – contact the Stefanie Neno from FAO

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You can also post photos on Flickr:

<http://www.flickr.com/groups/worldwaterday2012/>

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For more information visit website: [www.unwater.org/worldwaterday](http://www.unwater.org/worldwaterday)



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# ADVOCACY GUIDE

## 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. Aims of the Advocacy Guide

The aims of this guide are:

### Learning:

To help to communicate the purpose of World Water Day 2012 (WWD2012)

To introduce key information relevant to the theme of WWD 2012: Water and Food Security

### Action:

To encourage advocacy and stakeholder action towards improving water and land management and governance.

### Sharing:

To promote information sharing about World Water Day 2012 activities, efforts and events, and also to encourage longer-term sharing of success stories and other valuable urban-related water knowledge.

## 3. 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 at the end of this document.

## Set objectives and conduct research

- Identify the most important food security issue or challenge in your area, country or region, along with areas of good progress made and potential solutions which could be applied everywhere.
- 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?)

## Identify and understand your targets and 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 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.
- Learn as much as you can about your target audience's knowledge, attitudes and practices related to water and food security 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

- 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 food security issues.

- 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 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 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.
- 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.

## Establish partnerships, plans and resources

- 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, 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 2012 theme messages and your advocacy activities to your own organization's internal and external audiences, via your newsletters, information material, etc.

## 4. 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 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 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.

## 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.

## 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.

## 5. 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](http://www.un.org/aroundworld/unics/english/directory.htm)

- Contact UN offices/programmes/agencies in your area and inform them about the WWD 2012 and your activities. WWD 2012 is being coordinated by FAO, so be sure to inform FAO 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 2012.
- 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.



# WWD 2012 – WATER AND FOOD SECURITY

## 1. Introduction to World Water Day 2012: Water and Food security

UN-Water is dedicating World Water Day in 2012 to the theme of 'Water and Food Security'.

The objective of WWD 2012 is to raise awareness on the relationship between water and food production and promote more sustainable food production and consumption patterns. It seeks both to alert the world of the adverse global situation in water and food security, and to encourage decision-makers to seize opportunities to address global challenges. Through showcasing success, it seeks to encourage decision-makers to initiate and sustain reforms and forward-looking approaches.

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>

On March 22nd 2012, and in the period leading up to and after this day, a concerted effort will be made to:

- Raise the profile of the water and food security challenge and generate commitment to tackle the issue
- Facilitate policy dialogue and implementation partnerships
- Promote innovative solutions

The international campaign includes a series of events and communication tools, including: an UN-organized conference and exhibition in Rome, Italy on March 20th, 21st and 22nd; a WWD 2012 website and campaign materials; new knowledge resources and a set of outreach activities.



## 2. To whom is the WWD 2012 campaign directed

World Water Day 2012 is a global campaign to promote worldwide efforts to raise awareness and take action to respond to the challenge of maintaining and improving access and safety in regards to water and food.

To turn this WWD 2012 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.

## 3. Key facts and information

### Key facts and figures

During the second half of the 20th century, world population had a twofold increase, **agriculture doubled food production** and developing countries increased per capita food consumption by 30 percent.

**70%** of the blue water withdrawals at global level go to irrigation. Irrigated agriculture represents 20% of the total cultivated land but contributes 40% of the total food produced worldwide.

Agriculture uses **85% to 95%** of all water in many developing countries.

FAO estimates that irrigated land in developing countries will increase by **27%** between 1996 and 2030, but the amount of water used by agriculture will only increase by 12 percent, thanks to improved irrigation efficiency.

There are **7 billion** people to feed on the planet today and another 2 billion are expected to join by 2050. This means that 70% more food will be needed, up to 100% in developing countries.

Statistics say that each of us drinks from **2 to 4 litres** of water every day, however most of the water we 'drink' is embedded in the food we eat.

It takes about **1500 liters** of water to produce 1 kg of wheat, but it takes **10**



**times more to produce 1kg of beef!**

Roughly **30%** of the food produced worldwide – about 1.3 billion tons - is lost or wasted every year.

Diets with **excessive food intake** are also a source of waste and a cause of growing health costs.

By 2025, **1.8 billion** people will be living in countries or regions with absolute water scarcity, and two-thirds of the world's population could be living under water stressed conditions.

## Water and food security

Food security exists when all people at all times have both physical and economic access to sufficient, safe and nutritious food that meets their dietary needs for an active and healthy life.

People who have better access to water tend to have lower levels of undernourishment. The lack of water can be a major cause of famine and undernourishment, in particular in areas where people depend on local agriculture for food and income.

Erratic rainfall and seasonal differences in water availability can cause temporary food shortages. Floods and droughts can cause some of the most intensive food emergencies.

## Growing demand, limited resources

Limited water resources are already a constraint to development in large parts of the world, such as the Near East and North Africa. As development and population growth continue, this problem is increasing – as are tensions between water users. Agriculture usually faces strong competition from the municipal and industrial sectors, which are able to pay more for water. Government agricultural policy must address water allocation because of its implications for the economy and food security.

Different regions have very different water problems. Sub-Saharan Africa extracts less than 2 percent of available water for all uses and needs to make significant investments in irrigation so farmers can increase their productivity. The Near East and North Africa uses a demanding 59.7 percent of available water, and some countries are already exploiting water resources fully. In Asia, where

water is abundant, 14.2 percent of available water resources are used. In fact, land scarcity is often more of an issue than water in Southeast Asia

### The challenges ahead

Today's agriculture sector faces a complex series of challenges: produce more food of better quality while using less water per unit of output; provide rural people with resources and opportunities to live a healthy and productive life; apply clean technologies that ensure environmental sustainability; and contribute in a productive way to the local and national economy.

The main challenges are the following:

- Improving on-farm water management: producing more with less water
- Improving the performance of irrigation services
- Augmenting supply: the use of non-conventional water
- Water Harvesting
- Integrated watershed management
- National policies: water allocation to agriculture
- Trade and the potential of virtual water

### Water and food security Opportunities: raising productivity

The future production of food and other agricultural products will not be possible without increased efforts aiming at better using water in the fields. For a long time, progresses in agricultural production have been assessed in terms of 'yield', the amount of production that could be extracted from a given area of land. Now, in many places, maximizing the yield per unit of land should give way to achieving the maximum yield per unit of water used. This requires a better control and application of irrigation water, and a sharper combination of the use of rain and irrigation water, combined with good agricultural practices to ensure the highest possible productivity.

For instance, in sub-Saharan Africa, only 4 percent of cropland is irrigated. But unlike many areas of the world, parts of this region have large untapped reserves of groundwater. In addition, there is great potential for harvesting water runoff and for farming lowlands and valley bottoms that catch it naturally. With investment, this potential could be unleashed.

## 4. Slogans and key messages

### Consumption and Demand Patterns

Shifting diets and increasing population are the most pressing and urgent challenges regarding water and food security

#### Challenge:

There are over 7 billion people to feed on the planet today and another 2 billion are expected to join by 2050. This means that 70% more food will be needed, up to 100% in developing countries. Besides, with rapid urbanization and incomes increase, diets are shifting.

#### Positive/Action Messages:

- Promote sustainable diets with low environmental impacts, which contribute to food and nutrition security and to healthy life for present and future generations
- Improvements have to be made along the different steps of the food chain to cut water and food loss and waste
- Promote awareness and education regarding sustainable consumption and production patterns

### Water Scarcity

Water scarcity affects every continent and more than 40 percent of the people on our planet

#### Challenge:

Currently, already 1.6 billion people live in countries or regions with absolute water scarcity, and by 2025 two-thirds of the world's population could be living under water stressed conditions

#### Positive/Action Messages:

- Maximize the yield per unit of land to achieve the maximum yield per unit of water used
- Use of drainage water, treated wastewater, brackish and



desalinated water for agriculture

- Improve control and application of irrigation water efficiency, an account for volumes of water in the food supply chain, and a sharper combination of the use of rain and irrigation water, combined with good agricultural practices to ensure the highest possible productivity

## Water and Land Degradation

Water and land degradation is the main cause of reduced availability and can have serious consequences on industrial and agricultural practices.

### Challenge:

A quarter of the world's lands are degraded. Groundwater depletion, contamination of land and water, forest resources, ecosystem and biodiversity losses affect the access and safety of water and food.

### Positive/Action Messages:

- New and more integrated approaches to crop and livestock management can substantially improve the water safety and limit pollution.
- Conservation agriculture is a farming practice that makes best use of available water, increases the resistance of plants to droughts and at the same time contributes to improving both the quantity and quality of groundwater and rivers
- Management of watersheds and the protection of water sources are also important. Forests can play an important role in protecting water

resources.

- Protection also means conservation. A good and well-maintained soil can capture much of the rainwater, and avoid surface runoff which causes erosion and the loss of soil nutrients.

## Governance and Capacity Development

A dialogue between water managers, agricultural planners and stakeholders is needed to identify and properly implement solutions regarding Water and Food Security

### Challenge:

The key constraint to develop water for food in most countries is the acute lack of governance and capacity building at all levels

### Positive/Action Messages:

National strategies for food and nutritional security, for all countries, should be implemented and linked to the Integrated Water Resource Management

Promote an appropriate institutional framework that has the authority to implement relevant land and water management policies, incentives for efficient water use and strategies to strengthening the integration between the existing land-use and ecosystems planning

Enhance dialogue, coordination, participation and knowledge sharing among farmers, the state, finance and donor organizations, NGOs, community based organizations, the private sector and research centres

# Environmental Impact and Climate Change

## Climate change

### Challenge:

Climate change is expected to impact both rainfed and irrigated agriculture, including feed and fodder for livestock, as well as forests and aquaculture

### Positive/Action Messages:

Improve water harvesting and retention (such as pools, dams, pits, retaining ridges, etc.),

Implement highly efficient irrigation systems and best practices in water management to address the increasing irregularity of rainfalls and enhance water productivity and food production

# Financing

Financial support to small scale farmers contribute directly to economic growth and poverty reduction regarding food security

### Challenge:

Improving access and effectiveness of their existing financing at the local and community level

### Positive/Action Messages:

Raise incentives and opportunities for small scale projects that are better adapted to local environment

Making a better use of available capital by reducing capital requirements or substituting capital with other inputs (e.g. voluntary labor) can make the best use out of scarce but valuable financial resources

Improvements in the efficiency of the public spending, guarantee instruments, result-based financing and environmental funds are some examples of existing finance mechanisms.

It is the role of governments to invest in water infrastructures that have relatively higher start-up costs as well as technology innovation, adaptation and adoption

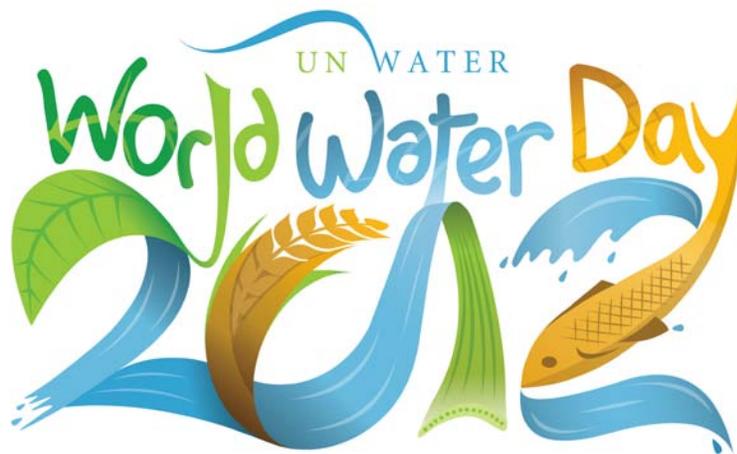
# CAMPAIGNING ON WATER AND FOOD SECURITY

## 1. Preparing messages on the Water and Food Security Theme

- Collect and analyze information on water and food security issues in your city/country/region, using WWD 2012 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.

## 2. World Water Day 2012 outreach and campaign materials

### The logo



The result is a strong brand that is diverse in its approach to multi-lingual content and illustrates the broad aspect of food security and the link with water.

The 2012 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 2012 Website: [www.unwater.org/worldwaterday/index.html](http://www.unwater.org/worldwaterday/index.html)

## Website

A UN-Water World Water Day 2012 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 2012 activities and events from around the world. The website is hosted by UN-Water and will be updated on a regular basis before WWD 2012, on the 22nd March 2012 and after.

[www.unwater.org/worldwaterday](http://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 joint the discussion here:

[www.facebook.com/pages/UN-Water-World-Water-Day/370578007108](http://www.facebook.com/pages/UN-Water-World-Water-Day/370578007108)

## 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](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](http://www.youtube.com/user/UNWaterWorldWaterDay)



## Photo reporting

Photo reporting will be requested. Photographic images of daily food will be added to photo-galleries on the WWD 2012 website, Facebook and in Flickr for others to see.

[www.flickr.com/groups/worldwaterday2012/](http://www.flickr.com/groups/worldwaterday2012/)

## Campaign materials

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

## Videos and animations

- “All you eat” - Promo spot
- Water Re-use in a Recycling society
- Water for food

## Educational Materials

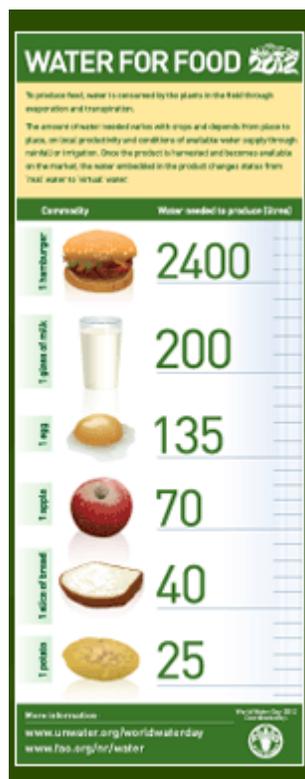
How much water is needed to make your meal?



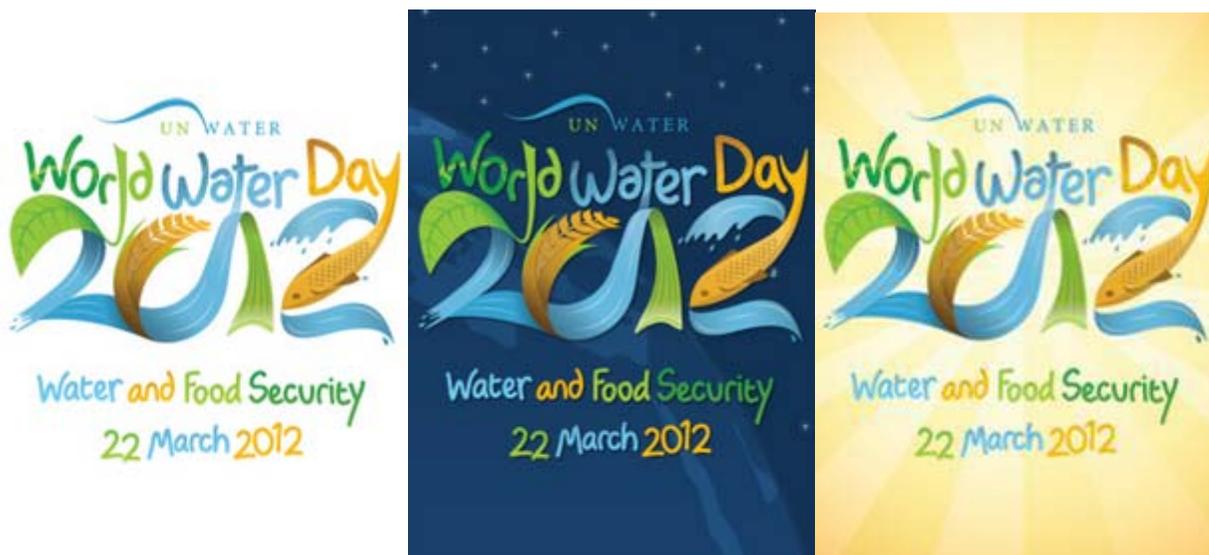
How much Water' game for your classroom or event



## Water for food poster (216 x 85 cm)



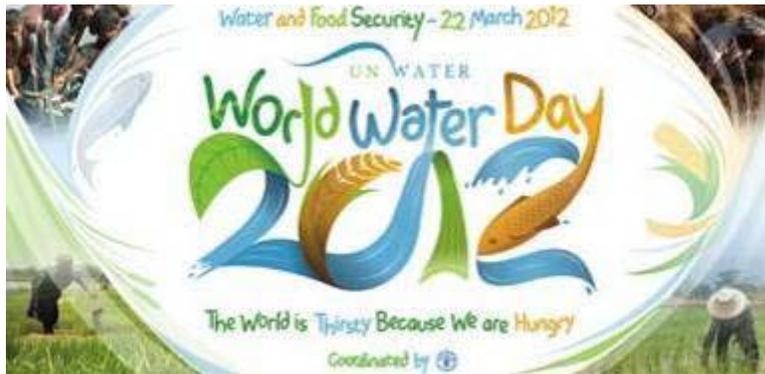
## Mobile and Tablet Content



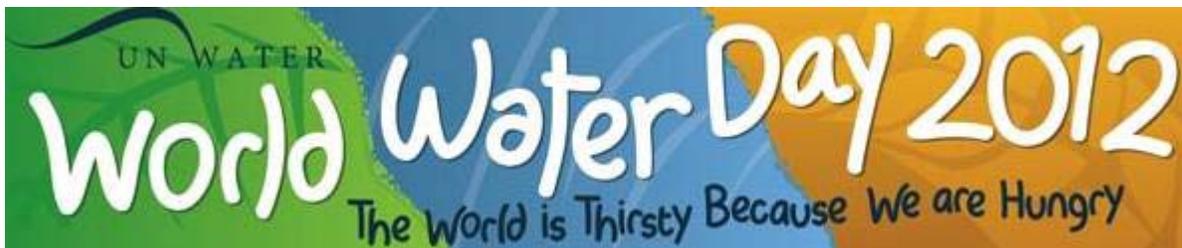
Web Banners and Buttons



Exhibition Materials



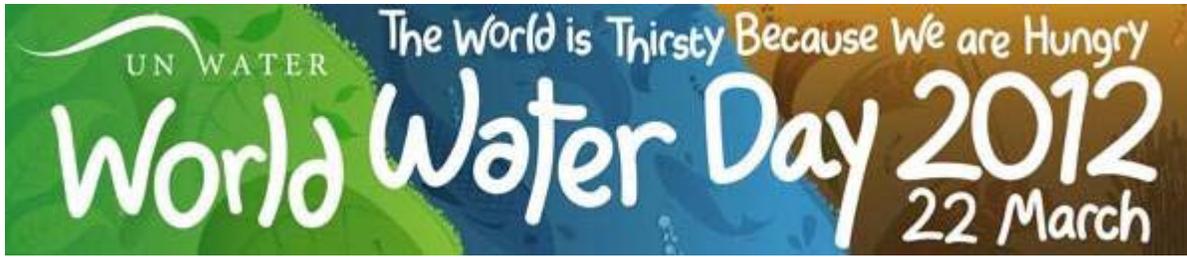
*Extra large exhibition banner 400 x 200 cm*



*Large exhibition banner 200 x 45 cm*

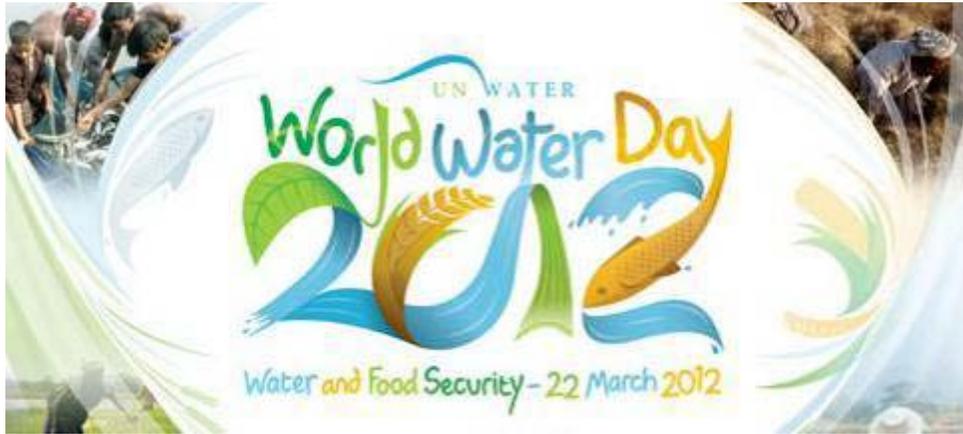


*Large exhibition banner 200 x 45 cm*



*Large exhibition banner 200 x 45 cm*

### Desktop Backgrounds



### Logo Tee-shirts



## Water for food Tee-shirts



## Main global event on March 22nd 2012

### A global celebration

All around the world, local events will be organized by stakeholders at all levels in order to promote water and food security. These distinct local initiatives will be celebrated through various forms. Walks and runs, conferences, exhibitions, workshops, among others, will be held in order to raise awareness about the link between water and food production and encourage more sustainable food production and consumption patterns.



## Americas:

- New York, US: Get dirty for World Water Day
- Calgary, Canada: Youth letter writing Campaign
- Mexico City, Mexico: Contest “Wise with Water – Whater you thinking?”
- Buenos Aires, Argentina: “Picnic y cuentos para celebrar el agua
- Sao Paulo, Brasil: “Campanha Pelo Día Mundial da Agua”

## Europa:

- Zaragoza, Spain: “Water and Food Security” Exhibit on World Water Day”
- Paris, France: Projection-Débat a partir du film « Water Makes Money” sur les enjeux de la réappropriation publique de l’eau
- Vienna, Austria: « Action day: Water and Food Security”

## Asia:

- Bangalore, India: “Water: the threat of life”. Art exhibition of contemporary artists on issue on domestic waters.
- Who Che Shatin, China: “Walk for living water 2012”
- Ho Chi Min, Vietnam. “ Save Water, Safe food, Safe life. Vina Water (Vietnam water supply and sewerage forum)”

## Africa:

- Kapor-Rails, Guinea. “The importance of Water”
- Cairo, Egypt. “Towards health living”
- Dakhla, Morocco. Sensibilisation des écoles pour une bonne gestion de l’eau

## Oceania:

- Perth, Australia. “World Water day Art projections” - Spearwood Primary school



- Sydney, Australia. “Little books for UN Water World Water Day 2012”
- Port Vila, Vanuatu. “Water resource Management» Department of Geology, Mines and Water resources

### UN-Water event in Rome, Italy

UN-Water is organizing different activities in Rome to celebrate World Water Day 2012, lead by the United Nations Food and agricultural organization. The event will include:

#### The “Morning Talks”

- Welcoming and high level addresses
- Facilitated discussion panel
- Award ceremony: UN-Water “Water for Life” Best Practices Award
- Video message
- Musical performance by FAO Goodwill Ambassador

The exhibition and water-friendly degustation: “Water we eat”

The World Water Day 2012 Open Fair which will include concerts, information stands and didactic and educational activities.

## UN-Water “Water for Life” Best Practices Award 2012

UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC) and the UN World Water Assessment Programme (WWAP) organize the “Water for Life” UN-Water Best Practices Award on behalf of UN-Water. The Award is open to projects or programmes achieving particularly effective results in the field of water management or in raising awareness in water issues.

In accordance with selected theme for next World Water Day, this edition’s focus is on “Water for food security”. The prize is awarded yearly in two categories, one in ‘best water management practices’ and another one in ‘best participatory, communication, awareness-raising and education practices’.



## Media Kit

Media Resources, Facts and Figures you may download from:

- Water and Food Security - Facts and Figures
- Agricultural Ecosystems: Facts and Trends
- Unlocking the water potential of agriculture (FAO Fact Sheet)
- Water and Food Security – Reader
- Water and Agriculture in the Green Economy (Information Brief)

## SHARING APPROACHES

WWD 2012 is a group effort by participants from around the world. The WWD 2012 will maximize its outreach and impact with contributions from as many organizations and people as possible.

### 1. Pass on WWD 2012 campaign messages, materials and approaches

The campaign information content and promotional materials available on the WWD 2012 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 the others who you know might be interested.

### 2. Register local WWD 2012 activities and events

The WWD 2012 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 on the WWD 2012 website.

[www.unwater.org/worldwaterday/events](http://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)

### 3. Share information about water and food security solutions and opportunities

The campaign will also benefit by people sharing success stories and case studies of water and food security 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 food security



policies and programmes. By doing this, WWD 2012 can make a long term difference beyond the 22nd of March 2012.

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

Flickr: [www.flickr.com/groups/worldwaterday2012](http://www.flickr.com/groups/worldwaterday2012)

Facebook: [www.facebook.com/pages/UNWorldWaterDay](http://www.facebook.com/pages/UNWorldWaterDay)

Twitter: [http://twitter.com/UNW\\_WWD](http://twitter.com/UNW_WWD)

Youtube: [www.youtube.com/user/UNWaterWorldWaterDay](http://www.youtube.com/user/UNWaterWorldWaterDay)



# RESOURCES

## 1. Useful knowledge resources on water and food security

There are many water sector-related organizations around the world which have focused on tackling water and food security 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.

### FAO

The Food and Agriculture Organization of the United Nations coordinates the work of the many UN and multilateral bodies working in water and food security. [www.fao.org](http://www.fao.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](http://www.siwi.org)

### UN-Water

UN-Water coordinates the work of the many UN and multilateral bodies working in water and food security. [www.unwater.org](http://www.unwater.org)

### World Bank

The World Bank is a vital source of data, statistics, research and investment findings as well as program information on agricultural trade and policy, water and food security. [www.worldbank.org](http://www.worldbank.org)

## 2. References for advocacy resource

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.

### **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/redir/content/download/4154/47972/file/advocacy.pdf](http://www.irc.nl/redir/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](http://www.endwaterpoverty.org/documents/advocacy_guide_mdg_2010_summit.pdf)

Or: [www.endwaterpoverty.org/mdg2010](http://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](http://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-waterambassadors](http://www.wsscc.org/resources/resource-publications/advocacy-manual-gender-waterambassadors)

Or: [www.genderandwateralliance.org](http://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](http://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 coordinators working on the WASH campaign.**

[www.wsscc.org/resources/resource-publications/advocacy-sourcebook-guideadvocacy-wsscc-co-ordinators-working-wash?rck=36dd2f59198aef6b2c5837238dc8bd9e](http://www.wsscc.org/resources/resource-publications/advocacy-sourcebook-guideadvocacy-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/](http://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](http://www.waterintegritynetwork.net/page/3336)

### **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'. [www.irc.nl/page/119](http://www.irc.nl/page/119)

**UNICEF.** The UN lead agency for children also has a strong focus on water and sanitation advocacy. [www.unicef.org/wash/index\\_documents.html](http://www.unicef.org/wash/index_documents.html)

**Water Aid.** For a range of Water Aid's advocacy resources/ publications see: [www.wateraid.org/uk/what\\_we\\_do/documents\\_and\\_publications/4935.asp?Keywords=437&Subject=&Author=&Country=o&Language=o&Sort=Date&Display=results](http://www.wateraid.org/uk/what_we_do/documents_and_publications/4935.asp?Keywords=437&Subject=&Author=&Country=o&Language=o&Sort=Date&Display=results)

**The Water Supply and Sanitation Collaborative Council (WSSCC) - Global WASH Campaign.** For a range of their advocacy resources see: [www.wsscc.org/resources/advocacy-materials](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-sanitationreforms](http://www.wsp.org/wsp/featuresevents/features/communications-core-water-sanitationreforms)

**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 **World Bank** 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/cddcommguidefinala.pdf>

Some other international organizations dedicated to development-related communication and advocacy, with useful resources:

**The Communication Initiative Network.**

[www.comminit.com](http://www.comminit.com)

**The Communication for Social Change Consortium.**

[www.communicationforsocialchange.org/publications-resources](http://www.communicationforsocialchange.org/publications-resources)

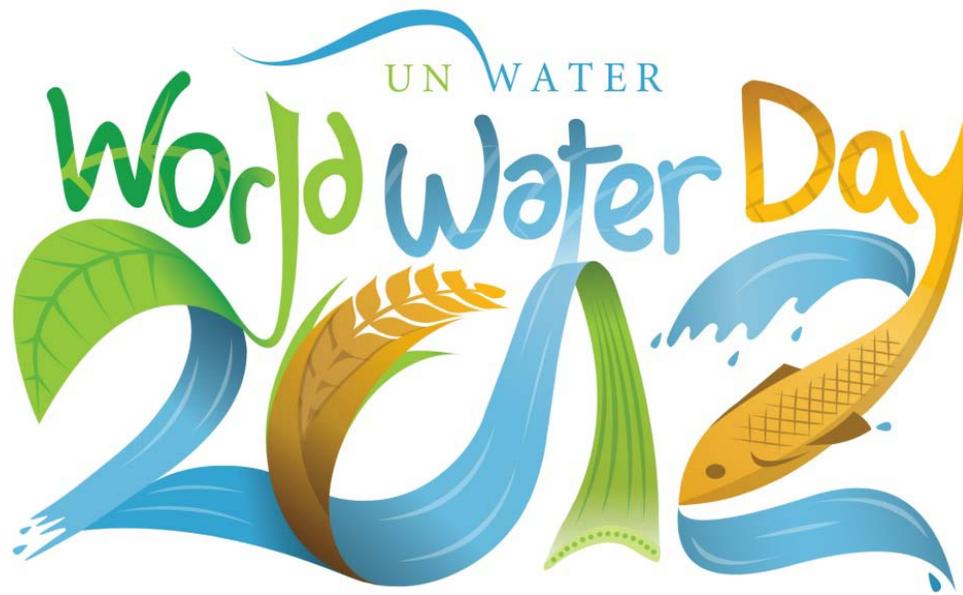
**The Social Marketing Institute**

[www.social-marketing.org/papers.html](http://www.social-marketing.org/papers.html)

**Sustainable Development Communications Network**

[www.iisd.org/sdcn/](http://www.iisd.org/sdcn/)





# Water and Food Security