

“ Counting Our Gains”

Workshop on Benefits of Transboundary Water Cooperation

Geneva, 22-23 May 2014

Session 7

Communicating the benefits of transboundary water cooperation

Communicating the results of the TWC benefits assessment

- Evidence on the benefits of TWC can influence policy process → Need to integrate results of the identification and assessment of TWC benefits into policy process
- Communication efforts can support:
 - Awareness raising
 - Advocacy
 - Policy development
 - Negotiation and compensation



Approaching communication efforts

- Communication is strategic! → communication plan, tailored to the needs of the TWC process
- Intended use of results and intended audiences to shape communication efforts
- Communication to take into account possible different perspectives (ex. upstream – downstream)
- Cost of communication
 - Guidance to communicate TWC benefits for specific purposes



Questions for the speakers

1. What information from “benefit assessments” has been communicated to decision-makers to support the transboundary water cooperation process? How was it communicated? What was the impact?
2. What information from “benefit assessments” has been communicated to other stakeholders to support the transboundary water cooperation process? How was it communicated? What was the impact?
3. What are the key lessons learned and recommendations regarding (i) the content and format of benefit assessments, (ii) the involvement of decision-makers and other stakeholders in the design of the benefit assessment, and (iii) the communication efforts?

Presentations

- **Danube River Basin**

Benedikt Mandl, International Commission for the Protection of the Danube River

- **Upper Lempa River Basin**

Raul Artiga, Under-Secretariat of Territorial Development and Decentralisation, El Salvador

- **Mesta/Nestos River basin**

Jacques Ganoulis, UNESCO-IHP

- **Prespa Park basin**

Daphne Mantziou, Society for the Protection of Prespa

Questions for discussion

- What are the key lessons learned and recommendations regarding:
 - (i) the content and format of benefit assessments
 - (ii) the involvement of decision-makers and other stakeholders in the design of the benefit assessment
 - (iii) the communication efforts?