



World Water Day 2009 preparations

Working Group on Integrated Water
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Convention of the Protection and Use of Transboundary Watercourses and International Lakes



The World Water Day

- In 1992, the General Assembly declared 22 March of each year as World Water Day (WWD)
- Topic of World Water Day 2009 is **transboundary water cooperation**, slogan: shared waters, shared opportunities
- This is a good opportunity to promote the Water Convention's work, thus there will be a few new products on the Convention
- Events will be organized at the local, regional, national and international level
- At the international level, UNESCO and the UN-Water Task Force on Transboundary Waters will produce some products and a website
- Working Group should discuss suggestions for activities and material to be produced



A vertical photograph of a waterfall cascading over rocks in a forest, positioned on the left side of the slide.

Involvement of partners

- focal points, river basin commissions, NGOs and other partners are encouraged to organize events to reach out to the public
- Water Convention's products should serve end-users
- Water Convention can play a useful role through exchange of information on events on website

*Are there already plans for the WWD 2009 in your country/
institution?*

How can the Convention best support national/ local efforts?

How can the work of the Water Convention be publicised?





Promotion material for the Convention


- Shorter, updated brochure on the Convention (6-8 pages), its work and achievements will be produced and should be translated nationally, if possible

What should be included? How to ensure optimal distribution?

- Water Convention website will serve as a forum for exchange and include a calendar of events, promotion material etc.
- Fact sheets will be produced at UN-Water level, describing best practice examples of transboundary cooperation – UNECE region should contribute some of them

Can you contribute any examples from your region?





Other possibilities for promotion of the work and activities under the Convention

- Production of a calendar with photos?
- Production of post cards from the region?
- Involvement of press and media?
- Production of a video?
- Efforts should focus on products with broad distribution potential and which are useful for focal points

What do you think should be developed as promotion material? Suggestions are welcome!

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