



10<sup>th</sup> session

Meeting of the Parties to the Water Convention

23-25 OCTOBER 2024 | LJUBLJANA | SLOVENIA

# Item 17. Communication and promotion

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REPUBLIC OF SLOVENIA  
MINISTRY OF NATURAL RESOURCES AND SPATIAL PLANNING

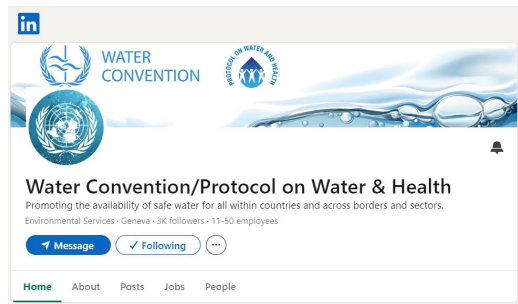
# Communication channels:

## Social media



 **X (former Twitter): 10,000 followers (2024)**  
5,066 followers (2022), 8,102 followers (2023) → increase by 100% in followers since 2022  
**@UNECE\_Water**

 **LinkedIn: 2,508 followers (2024)**  
691 followers (2022), 1,096 followers (2023) → increase by over 300% in followers since 2022  
**@Water Convention/Protocol on Water & Health**



 **Facebook: 1,700 followers (2024)**  
794 followers (2022), 1,300 followers (2023) → increase by over 100% in followers since 2022  
**@UNECEWater**

# Communication channels: Newsletters and press releases



## Press releases on UNECE website



UNECE **PRESS RELEASES**

### 10th Meeting of the Parties to UN Water Convention to advance cooperation on global water challenges

[Water Convention](#) [Climate Change](#) [Environment](#) [Sustainable Development](#)

10 October 2024

In response to recent devastating floods in Central and Eastern Europe and a drought emergency in Southern Africa, cross-border water management has become a pressing issue on the global political agenda. Against this backdrop, the [10th session of the Meeting of the Parties to the Water Convention](#) will convene in Ljubljana, Slovenia, from 23 to 25 October 2024. This major event is co-organized by the Government of Slovenia and the Secretariat of the Water Convention, hosted by UNECE.



## Newsletter (every 3-4 months)

Newsletter | Water Convention & Protocol on Water and Health | September 2024

EW ECE-Water  
To ECE-Water



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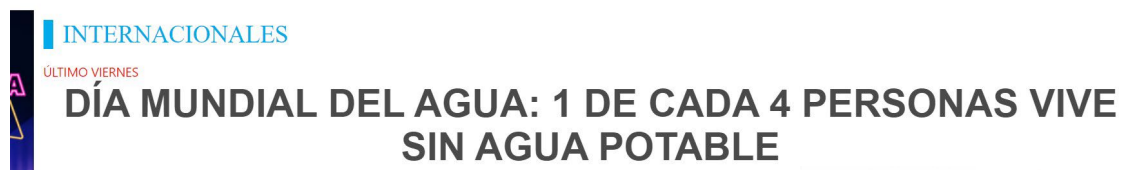
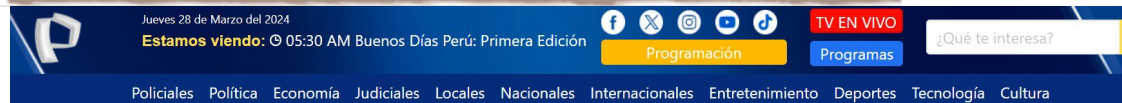
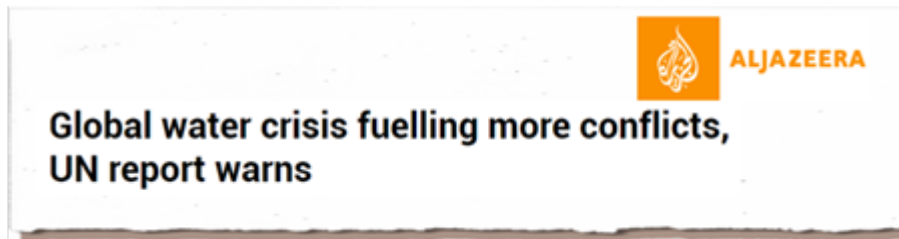
Join us for #MOP10!

The [10th session of the Meeting of the Parties to the Water Convention](#) will be held from 23-25 October 2024 in Ljubljana, Slovenia.

*Sign up by writing to [water.convention@un.org](mailto:water.convention@un.org)*

# Example of media impact of the Water Convention on World Water Day 2024 (“Water & Peace”)

- **High visibility:** 357 articles – including reprints – in 8 languages reaching a potential audience of over 511 million people.
- **Impactful interviews:** Interview of Sonja Koeppel, Secretary of the Water Convention, with news agency dpa featured in **major German print media**; some top-tier outlets such as **Al Jazeera** also reflected Sonja Koeppel’s interview with **news agency AFP**.
- **UN message:** Secretary General’s message, urging Water Convention accession, was also an important driver of coverage



# Designation of Focal Points of the Water Convention

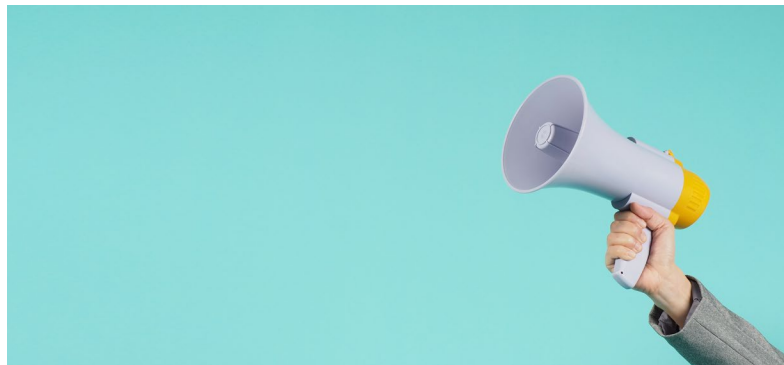
- The 8th session of the Meeting of the Parties to the Water Convention (Nur-Sultan, Kazakhstan, 10-12 October 2018) adopted [decision VIII/2](#) on the designation and responsibilities of focal points (ECE/MP.WAT/54/Add.2).
- **Importance of national focal point(s)** in countries (Parties and non-Parties):
  - **Main channel of communication** between the secretariat, the country concerned and other countries on Convention-related matters
  - Play a **critical role in the implementation of the Convention**
- Decision requests Parties and encourages non-Parties to **officially designate one or more national focal point(s) of the Convention** through an official communication to the secretariat signed by the concerned Ministry(ies).





# Responsibilities of Focal Points

- **Promote the Convention's objectives**, tools, and programme of work
- Serve as the **communication link** with the secretariat and other countries
- Receive and **share information** on meetings, activities, and updates
- **Facilitate national coordination** and participation in Convention activities (nomination of experts, delegates, etc.)
- Ensure the preparation and **submission of national reports**, including for SDG 6.5.2
- **Respond to secretariat requests** and Meeting of the Parties decisions
- **Share updates** on national implementation and developments
- **Facilitate voluntary contributions** to the Convention's trust fund



# Status of nomination of Focal Points of the Water Convention



	National focal point	No national focal point
<b>Parties</b>	<b>53</b>	<b>2</b>
<b>Non-Parties</b>	<b>62</b>	

List of the **current focal points** at:  
[https://www.unece.org/env/water/nfp\\_convention.html](https://www.unece.org/env/water/nfp_convention.html)

Countries need to regularly **update nomination, as needed, and inform Secretariat**



## National Focal points of the Water Convention

The 8th session of the Meeting of the Parties to the Water Convention (Astana, Kazakhstan, 10-12 October 2018) adopted decision VIII/2 on the designation and responsibilities of focal points (ECE/MP.WAT/54/Add.2).

The decision explains the importance of having national focal points in countries (both Parties and non-Parties) as they play a critical role in the implementation of the Convention and represent the main channel of communication between the secretariat, the country concerned and other countries on Convention-related matters.

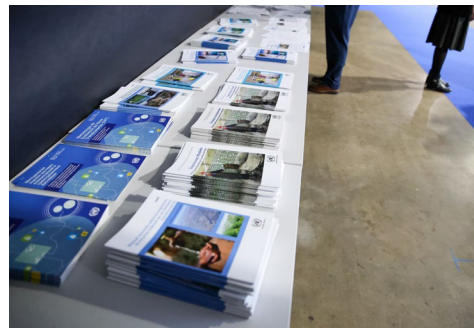
The decision requests Parties and encourages non-Parties to officially designate one or more national focal points for the Convention through an official communication to the secretariat signed by the concerned Ministry(ies).

More detailed information on the responsibilities of the Water Convention focal points available [here](#).

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	Z	EU
<b>Afghanistan</b>																							
Mr. Wais Ahmad Basiri Director General of Water Resource Management Ministry of Energy and Water Phone: +93 799 100382 E-mail: waisbasiri@yahoo.com																							
Mr. Mohd Hassan Faizee Deputy Director General of Border Affairs and Transboundary Water Ministry of Foreign Affairs Phone: +93 788034190 E-mail: mhassanfaizee@gmail.com																							
<b>Albania</b>																							
Ms. Gerta Lubonja General Director of Water Resources Management Agency Water Resources Management Agency Prime Minister's office Bulevardi "Deshmoret E Kombit" 1001 Tirana Phone: +355 6720 705 76 E-mail: gerta.lubonja@ambu.gov.al																							

# Proposed Future Activities for 2025-2027

- **Ongoing communication:** The Secretariat will maintain its outreach through social media, press releases, news stories, and the Water Convention's newsletter.
- **Greater accessibility:** Efforts are undertaken to ensure all publications and materials developed under the Convention are more widely accessible.
- **Key role of Focal Points:** Focal points are key to promoting and implementing the Convention, as outlined in the *Strategy for the Implementation of the Convention at the Global Level* (ECE/MP.WAT/54/Add.2).
- **Call for nominations:** Parties are requested to officially nominate a focal point at their earliest convenience, and non-Parties are encouraged to do the same as soon as possible.





# Thank you!



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For more information:

<https://www.unece.org/env/water/>



Twitter: [@UNECE\\_Water](https://twitter.com/UNECE_Water)



Facebook: [@UNECEWater](https://www.facebook.com/UNECEWater)



LinkedIn: [@UNECEWater](https://www.linkedin.com/company/UNECEWater)

Secretariat: [water.convention@un.org](mailto:water.convention@un.org)



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