



Outreach & Communication

Updates for the 53rd Bureau of UNESCO-IHP

Outreach & Communication Committee

13 June 2016, Paris

Background

- ❑ 1996 – 2010 Council resolutions acknowledging the urgent need for a permanent post for a communications specialist
- ❑ UNESCO IOS: raise IHP profile by comms strategy, improving website, allocating resources
- ❑ 2014: Outreach and Communication Committee established by IHP Council in the 21st session. Builds on work of the Publication and Communication Committee
- ❑ 2014 Resolution XXI-2 (2014) Implementation of a communication and outreach strategy
- ❑ 2015-, implementation and actions of the strategy and plan

Background

The Council (2014) elected the following members to the Committee:

- ❑ Ms. Andrea Van der Kerk (shared with Ms Rozemarijn ter Horst, The Netherlands, Group I)
- ❑ Mr. Maciej Zalewski (Poland, Group II)
- ❑ Mr. Luis Moreno (Chile, Group III)
- ❑ Ms. Yan Huang (China, Group IV, chairperson)
- ❑ Mr. Seydina Oumar Traore (Burkina Faso, Group Va)
- ❑ Mr. Abdallah Abdelsalam Ahmed (Sudan, Group Vb)

Why Outreach & Communication?

a **key** enabler for the fulfillment of IHP's mandate, it helps to:

Increase the visibility and transparency of IHP's activities

- helps to understand the potential of IHP and participate in its activities more easily,

Share knowledge & enable cooperation

- Build water cooperation network world-widely

Strengthen connections within the IHP network

- Enhance the leading position of IHP

Increase public recognition

- Increases awareness of water and IHP work

Attract funding

- Improve capacity

Responsibilities IHP Secretariat: as presented in the strategy

- Present, on a biennial basis, a communication action plan (together with O&C Committee)
- Facilitate implementation of the strategy and communication actions, in particular through IHP website
- Enhance the division's communication capacity by communication capacity-building actions;
- Systematically collect and diffuse communication content from/to members of the IHP network,
- Establish IHP presence on social media platforms
- Contract a dedicated communication specialist on a full-time basis at the Secretariat

Fact: Insufficient due to lack of Resources in IHP!

Responsibilities IHP network - as presented in the strategy

- ❑ Undertake communication actions, incl. maintaining a website or webpage and providing relevant information for the IHP website (???)
- ❑ Systematically provide content to the Secretariat for mass diffusion, as appropriate (the Secretariat will provide templates/guidance for this)
- ❑ Actively participate in and take ownership of the platforms for communication and collaboration at their disposal.

Fact: the committee could hardly help due to the loosing formation of the committee & lacking of staffing support from IHP office.

Proposed action plan from 52nd bureau meeting

- ❑ Complete action-oriented communication plan (by O&C together with Secretariat)
- ❑ Core funding to support O&C activities made available by the Secretariat
- ❑ A dedicated communication specialist on a full-time basis at the Secretariat (resources required)
- ❑ A user friendly IHP (VIII) website
- ❑ Other actions when necessary

The importance of outreach and communication has drawn attention from the bureau and the AP region countries during the 2015 **AP-RSC meeting in Indonesia**, discussions have been made and actions were proposed (ref. Ian White)

Action 1: website

❑ Water website was core-maintained online and IHP substantially updated the websites on Water Security available in:

- English (<http://en.unesco.org/themes/water-security>)
- French (fr.unesco.org/themes/securite-apvisionnement-eau)
- Spanish (<http://es.unesco.org/themes/garantizar-suministro-agua>)

❑ Information from older web platforms are being migrated or archived.

The new Water Security website established thematic entry points based on the six IHP VIII areas and is regularly updated.



Action 2: communication plan

- ❑ IHP implemented an **action-oriented communication plan** for the 50th anniversary of the UNESCO Water Programmes, International Hydrological Decade and IHP, supported by dedicated temporary staff, including a junior communication specialist on a full-time basis.
- ❑ The reinforced team informed Member States through frequent e-mails and news items about ongoing programme activities and events, including the 50 Years celebration.
- ❑ Dedicated webpages in English, French and Spanish were cited as example for good practice by UNESCO's communication services.

Action 3: reporting

- ❑ IHP issued 32 news items reporting on activities/projects, events and publications and made them **available online**, such as information on the 50 Years celebration, the Water and Megacities conference and events as part of COP21.
- ❑ IHP has been featured on social media through the general accounts of UNESCO on **Facebook** (3 posts) and **Twitter** (15 tweets).
- ❑ Many IHP events have also been featured on Flickr through dedicated photo albums as part of the UNESCO Natural Sciences account.

Action 4: Informing IHP National Committees

- ❑ The 52nd IHP Bureau concluded that informative e-mail messages should be sent to the IHP National Committees.
- ❑ Regular notes were thus sent to the Committees and the UNESCO Water Family to inform them on activities and events of the Programme, inviting them to attend and contribute on key issues related to IHP and its further development.

Action 5: Publications

- ❑ In 2014-2015, **23 publications** were uploaded online as well as **7 videos**, **88 web news** items were also produced and released.
- ❑ A dedicated **Twitter account** managed by the Secretary of IHP has 130 tweets and 96 followers.

In Oct-Nov 2015, the general freshwater website received 15792 visits with 39891 page views. The IHP website received 2484 visits with 9187 page views.

Challenges & lessons learnt

- ❑ Lack and movement of staff, caused delays in implementing the draft Communication and Outreach Strategy and in establishing a regular informative e-mail circular to IHP Council members;
- ❑ Close collaboration with the Natural Science Sector's communication team helped establish solutions and substantial enhancements of IHP's communication and outreach activities.

Suggestions

- ❑ Take cost effectiveness measures included the **use of temporary staff** to respond to the need for communication personnel.
- ❑ **Close collaboration** with partners and other UNESCO **Water Family Members** and **category II centers** for increased communication output and multiplier effects.

Outcomes from the 53rd Bureau meeting

- ❑ The bureau encouraged the secretariat implement the Communication and Outreach Strategy developed jointly by the committee and secretariat;
- ❑ The bureau requested the secretariat to strengthen direct communication with the delegations, updating them on IHP activities, reinforce the communication by and with the IHP national committee in the context of the upcoming 22nd IHP council meeting, and to increase the visibility of the scope of services of the secretariat.
- ❑ The bureau further decided to maintain the committee (4-year functioning period).

Expectations from the council

Draft Resolution

- ❑ **Invites** the Secretariat, supported by the Communication and Outreach Committee, to set **milestones** for the implementation of the Communication and Outreach Strategy to be presented to the 54th Bureau meeting and reported on in the next Bureau and Council meetings, and to update the strategy every 4 years with new action plans;
- ❑ **Requests** the Secretariat to **further strengthen** the implementation of the most important outreach and communication activities such as updating the IHP website and to send, at least on a quarterly basis, an update on relevant activities to the UNESCO Water Family;
- ❑ **Requests** the Member States, the UNESCO Water Family, IHP flagship initiatives and programmes and in particular National IHP Committees to actively contribute to this outreach.



Thanks!