

Fifth joint meeting of the Working Group on Integrated Water Resources
Management and the Working Group on Monitoring and Assessment
6-8 May 2024

Item 13. Communication and knowledge management

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Communication channels:

Social media



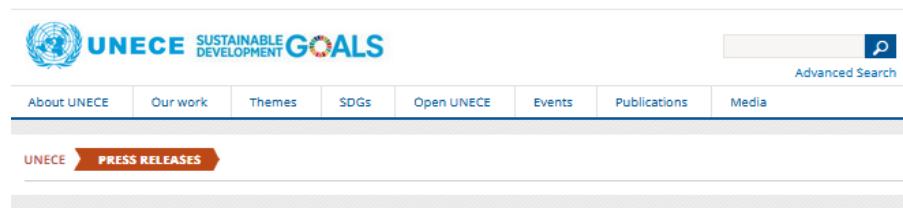
 **X (former Twitter): 9,495 followers (2024)**
8,102 followers (2023) - 5,066 followers (2022) → increase by over 80% in followers since 2022
@UNECE_Water

 **LinkedIn: 1,941 followers (2024)**
1,096 followers (2023) - 691 followers (2022) → increase by 180% in followers since 2022
@Water Convention/Protocol on Water & Health

 **Facebook: 1,500 followers (2024)**
1,300 followers (2023) - 794 followers (2022) → increase by over 80% in followers since 2022
@UNECEWater

Communication channels: Newsletters and press releases

Press releases on UNECE website



Water for peace on World Water Day. momentum builds for cross-border cooperation through UN Water Convention

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

22 March 2024

"Action for water is action for peace...Achieving it relies on far greater cooperation...We must accelerate efforts to work together across borders, and I urge all countries to join and implement the United Nations Water Convention - which promotes managing shared water resources sustainably."



In his [message for World Water Day](#) (22 March), which this year focuses on "water for peace", United Nations Secretary-General António Guterres further reinforces the rising political momentum for water cooperation through the 1992 Convention on the Protection and Use of Transboundary Watercourses and International Lakes, known as the UN Water Convention.

20 articles published since the last WG meeting (June 2023).

Newsletter (every 3-4 months)

From: ECE-Water <water.convention@un.org>

To: ECE-Water <water.convention@un.org>

Subject: Newsletter | Water Convention & Protocol on Water and Health | April 2023



Sign up by writing to 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 with news agency dpa featured in **almost all major German speaking written 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



Focal points to the Water Convention: key communication channel

- Main **channel of communication** between the secretariat, the country concerned and other countries on Convention-related matters.
- Key role in **promoting and (for Parties) implementing** the Convention, as outlined in the strategy for the implementation of the Convention at the global level.

Main responsibilities:

- **Receive notifications** of meetings, activities and other information related to the Convention and **disseminate such information** to other relevant national authorities, organizations and the general public, as appropriate;
- **Facilitate regular and active involvement** of the country in the activities under the Convention;
- **Ensure and facilitate**, through the appropriate consultative process, **the preparation and submission of national reports** under the Convention, SDG global indicator 6.5.2 on transboundary water cooperation;
- **Follow up on secretariat requests** (information and inputs based on decisions by the Meeting of the Parties or other subsidiary bodies);
- **Disseminate information on the implementation of the Convention** and other relevant national developments in the framework of the Convention's meetings and those of other relevant national and international forums;
- **Facilitate** possible voluntary **contributions** to the Convention's trust fund;

List of current focal points available on UNECE website at:

<https://unece.org/environment-policy/water/contacts/national-focal-points/national-focal-points-water-convention>

Water Convention's Focal points current status:

Countries Parties to the Water Convention (52 in total)	Countries non Parties to the Water Convention (111 in total)
Number of Parties with a focal point: 50	Number of Non-Parties with a focal point: 61
Number of Parties <u>without</u> a focal point: 2	Number of Non-Parties <u>without</u> a focal point: 50

Key messages on the focal points

-All countries Parties to the Convention which have not yet done so, are requested to officially designate a focal point before MoP 10 (October 2024)

-Countries non-Parties to the Convention which have not yet done so, are encouraged to officially designate a focal point by the MoP 10

-Being a focal point does not have any financial implications—it is rather an *in kind-role*(opportunity to share your country experiences in the Convention's platform)

-Nominating a focal point does not imply any commitment to ratify the Water Convention

Key messages on the focal points

- **Possibility** to nominate **more than one focal point**; **focal points** can come from **different Ministries** (eg. Water, Foreign Affairs) and from **different levels**
 - If a **change occurs**, please **communicate it to the secretariat** with new focal point contacts
 - Focal points should mobilize **appropriate expertise** within their country (**tailored to the topics discussed** in meetings/conferences)
 - Focal points should **report back to their Ministry** when taking part in the Water Convention related activities (**two way channel**)
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Thank you!



WEB

[unece.org/env/water](https://www.unece.org/env/water)



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RESOURCES

www.unece.org/env/water/publications/pub.html

How to better promote the Convention and its Protocol on Water and Health: a guide for focal points

https://www.unece.org/fileadmin/DAM/env/documents/2009/Wat/mp_wat/ECE_MP_WAT_2009_13_e.pdf

Decision on the designation and responsibilities of focal points

https://www.unece.org/fileadmin/DAM/env/documents/2018/WAT/10Oct_10-12_8thMOP/Official_docs/ECE_MP.WAT_2018_7_ENG.pdf

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WATER
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