



Communications Report

Communications Tools

It is worth noting that all communication tools produced for the 2015 UN-Water International Zaragoza Conference were done in both English and Spanish.

Conference Website: The conference website was the main hub for communications activities. There interested parties could find all the information regarding human logistics, agenda, participants, interviews with conveners and other participants. They can also access thematic articles, case studies and toolboxes, and users were directed back to the website via social media whenever it was updated. The site also hosted our live webcast.

Webcast: In addition to live reporting, all sessions were broadcast online as they happened. Quotes from these sessions, content information and speaker details were also highlighted on social media.



Dailies: Each daily provided comprehensive, digestible on the day's sessions, as well as quoted highlights from the previous day. These were sent direct to inboxes in a move to reduce paper and increase efficiency for a smart phone savvy crowd (although printed versions were available). Links to the dailies also were promoted on social media, increasing the scope and reach of conference materials and serving as a 'TV Guide' for those not attending but planning to watch the live webcast.

A daily was produced for each day from 14/01/2015 (side events and introducing the conference) to 18/01 (post conference wrap up).

Totals: Daily 14/01

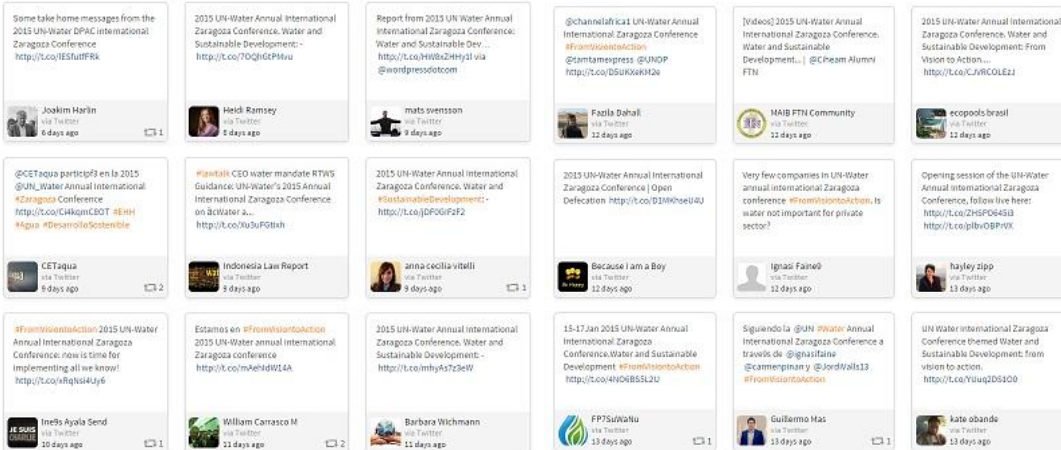
Daily 15/01

Daily 16/01

Daily 17/01

Daily 18/01

Twitter: Pre-conference we highlighted updates to our website (agenda, interviews). During the



conference we broke news, used quotes and images to draw attention to the webcast and promoted the dailies. We also interacted with followers during the conference – answering questions and resharing information from other UN agencies and partners. Good relationships with key agencies allowed them to bolster our efforts, and to give the sense of a view of the entire conference, despite social media authors being unable to be everywhere at once.



For the first time we trialled the hashtag #FromVisiontoAction as a function for non-attendees to pose questions in realtime by adding the hashtag to their tweet. This all contributed to a significant increase

in interactivity across the channel and the perception of an all-encompassing 'eye' on events. See twitter metrics for more details. Between 17 December 2014 and 17 January 2015 we:

Produced 90 tweets, with a 142,500 retweet reach

Received 94 mentions, with a 259,100 mention reach

Received 10 replies

Gained 102 new followers

A [twitter activity report](#) was produced to register information concerning the Conference, including number of tweets, the most active contributors, the most important tweet and top 8 languages used.



Interviews with session conveners: Prior to the conference, we approached session conveners for interviews regarding their role, the theme area and how their organisation plugged in to the broader water and sustainable development picture. These provide a human face, and an introduction to the role of the conference and its themes that shows the diversity of participants and the huge scope for water in sustainable development. We promoted these via twitter before the conference in order to pique the interest of educated laypeople.

Participants interviewed:

Alice Bouman-Dentener, Women for Water Partnership

Aziza Akhmouch, OECE Water Governance Programme

B. Fazila Dahall, Executive Producer/Presenter programmes (English/French)

Fredrick Mugira, Coordinator and Editor Water Journalists Africa Network

Carlo Galli, Technical and Strategic Adviser for Water Resources at Nestlé's Corporate Head Office

Ivanise Aparecida Pachane Milanez, Assessora de Comunicação da Agência das Bacias PCJ

Joan Clos, UN-Habitat Executive Director

John Matthews, Alliance for Global Water Adaptation (AGWA)

Joyce Chimbi, Journalist/Sub-editor, Africa/Kenya

Kat Luis Simas, The Water and Waste Services Regulation Authority, Water Quality Department, Portugal

Kate Eleyi Obande, Reporter, News Agency of Nigeria (NAN)

Mai-Lan Ha, Pacific Institute/CEO Water Mandate

Marianne de Nazareth, journalist

Meenakshi Shedde, Freelance Journalist

Mohammad Faridur Rahaman, Senior Correspondent

Paul Reig, World Resources Institute

Ranjita Biswas, Media/Author Brahmaputra and the Assam Valley

Colin Green, Middlesex University

Sarantuyaa Zandaryaa, Programme Specialist in the Division of Water Sciences and International Hydrological Programme, UNESCO

Video interviews with key participants: During the conference, a series of video interviews with key participants (in Spanish and English) were conducted to highlight the role of the conference and key case studies and announcements to be discussed. These are intended to serve alongside the text based case studies themselves, again providing a strong sense of the conference beyond the texts.

Journalist participation: Ten funded participant journalists were invited to take part in the conference, along with two journalists who self-funded. These journalists were active participants in the Media and Communicators session. As all were coming in from distant places, the Office made efforts to establish with each journalist i/ Specialisms ii/ Briefed them on key participants as they were relevant to these specialisms. This enabled the journalists to 'hit the ground running', as the Office had already pre-introduced or established interview times for each of them. Each journalist also became something like their own 'national hub' for news on the conference, with live radio, recorded radio and TV being produced by them on site, in addition to news wire stories, features and other pieces. The full scope of these is still ongoing.

Participants interviewed:

Pedro Domaniczky, Director of Coordination, Itaipu Binacional, Paraguay

Dominique Gatel, Veolia

Leo Héller, UN Special Rapporteur on the human right to water and sanitation

Pablo Lloret, FONAG Ecuador

Ruth Mathews, Water Footprint Network

Eliza Mngale, Tegemeo Women's Network

Jack Moss, Aquafed

Gavin Power, UN Special Compact/CEO Water Mandate

Franz Rojas, expert consultant, Bolivia

Ursula Schaefer-Preuss, Chair, GWP

Denise Soares, Mexican Institute of Water Technology (IMTA), Mexico

NiNi Thein, National Water Resources Committee, Myanmar

Press materials: Original photography, detailed descriptions of conference venues, the host office, as well as a series of updated press releases were sent out to our list of over 1600 journalists around the world.

Press box: For the first time, we provided journalists with a press box, meaning that once that had received the link contained in the email press release, they had a constantly updating source of information on the conference.

The initial press box contained: A selection of free to use images; Two Press releases; Banner images for promoting the conference online; The latest agenda; Some historical/practical details about Casa Solans (location of the Office) and ETOPIA (the conference venue).

Later were added: All the outcomes, images and videos

Information Briefs: Prior to the conference, we produced a series of briefs showing how the conference theme (From Vision to Action), has highlighted in pre-conference aims, then presented in-conference in the form of case study solutions. These were further categorised

Total 5: [Information brief on Water and Sustainable Development](#) 

[Information brief on Implementing improvements in water quality and protecting ecosystem services](#) 

[Information brief on Implementing Water, Sanitation and Hygiene \(WASH\)](#) 

[Information brief on Implementing Risk Management in Water and Sanitation](#) 

[Information brief on Implementing Water Resources Management](#)

Tools: Prior to the conference, all the tools highlighted by the cases were collected into documents and categorised on a standalone website in both English and Spanish.

One toolbox (link above)

Total 3 tool papers: [Economic and Financial Instruments for the Implementation of the water-related Sustainable Development Goals](#) 

[Governance challenges and suggested tools for the implementation of the water-related Sustainable Development Goals](#) 

[Technology Challenges and tools for the implementation of the water related sustainable development goals and targets](#)

Cases: All the cases presented at the conference were template, standardised and categorised on standalone website

Topic areas (total number of cases by topic area): Risk Management (8); Water Resources management and Scarcity (10); Water and Sanitation (22); Water Quality (13)



Media and Communicators Session: Following a presentation from one of the architects of the SDGs, journalists saw a series of presentations on various aspects of communication in Asia and Africa. These led to a series of roundtable discussions on barriers and solutions to these (detailed in Media and Communicators Session Outcomes). The afternoon session began with an overview of water campaigns within the UN and beyond. Then a series of presentations on UN campaigns in more specific detail, and some from beyond the UN system. Again, this led to a series of roundtable discussions about the effectiveness and targeting of these campaigns, how they could be improved, and how media communicators to engage advertising professionals to produce pro-bono work.

Presentations by: Joakim Harlin (UNDP); Daniella Bostrom (UN-Water); Christina Samson (Open Defecation); Kristine Bender (WATERisLIFE); Fredrick Mugira (African Journalists Network); Celine Herve-Bazin (author: Water Communication); Divine Ntiokam (CSAYN); Gareth George (UNW-DPAC)

Media Coverage: In addition to the journalists attending the conference, the press box was distributed to key individuals in journalism, the UN system and beyond. In addition to this, the press box was shared via twitter in the build up to the conference and during.

Reporter	Date	Description	Person/Event	Media	Status/link
Jimmy Okello	15/01/2015	Coverage of welcome remarks Josefina Maestu	Josefina Maestu	Radio	Edited finished posted to Dropbox, (COMNETU) and

		Tryp Hotel			Radio Apac
Jimmy Okello	15/01/2015	Recordings of Implementing Water related SDGs	Minna Hanski Luis Simas Iskander Abduller Raimund Mair	Radio	Scripting and Editing to be done to produce 10 – 15 Minute Audio program, work in progress to be completed deadline 25/01/2015
Jimmy Okello	15/01/2015	Recordings of Water related SDGs	Richard Connor Joakim Harlin Karin Lexen	Radio	Scripting and Editing to be done to produce 10 – 15 Minute Audio program, work in progress to be completed deadline 25/01/2015
Jimmy Okello	15/01/2015	Implementation Challenges and tools	Jose Gesti Hanna Leckie Elisa Tonda	Radio	Scripting and Editing to be done to produce 10 – 15 Minute Audio program, work in progress to be completed deadline 25/01/2015
Jimmy Okello	15/01/2015	Best practices and lessons learned	Ursula Schaefer Alice Bouman Gavin Power Barbara Anton	Radio	Scripting and Editing to be done to produce 10 – 15 Minute Audio program, work in progress to be completed deadline 25/01/2015
Jimmy Okello	15/01/2015	Protest at Mayor’s office	Picture and audio	Radio	To add to Luis Simas interview.
Jimmy Okello	15/01/2015	Interview	Luis Simas	Radio	Editing
Jimmy Okello	16/01/2015	Interview	Joakim Harlin	Radio	Editing
Jimmy Okello	16/01/2015	Interview	Barbara Anton	Radio	Editing
Jimmy Okello	16/01/2015	Interview	Jean Marc Faures	Radio	Editing

Jimmy Okello	17/01/2015	Targeted Interviews, unconfirmed	Jack Moss Thomas Chirambo Alice Bouman dentener	Radio	Unconfirmed
Fazila Dahall	15/01/2015	Live interview	Shauna Curry Josefina Maestu	Radio	https://www.dropbox.com/s/c908g1v70rqbton/UN%20WATER%20AFRICAN%20DIALOGUE%2015012015%20%20.mp3
Fazila Dahall	21/01/2015	Radio programme	Joakim Harlin Josefina Maestu	Radio	http://www.channelafrica.co.za/sabc/home/channelafrica/multimedia/details?id=ffe23c5d-3590-4ebe-923b-9bec8a989212&title=Tam%20Tam%20Express
Kate Obande	17/01/2015	Hard news	Joakim Harlin Fazila Dahall	Online newspaper	http://leadership.ng/news/402432/capacity-development-key-achieving-goals
Kate Obande	16/01/2015	Hard news	Ilias Sawadogo	News agency	http://www.nannewsnigeria.com/youth-parliament-urges-devt-partners-mobilise-youth-achieve-sdgs
Kate Obande	16/01/2015	Hard news	Ilias Sawadogo	News agency	http://www.nannewsnigeria.com/youth-parliament-urges-devt-partners-mobilise-youth-achieve-sdgs
Kate Obande	15/01/2015	Hard news	Josefina Maestu	News agency	http://www.nannewsnigeria.com/water-scarcity-key-challenge-health-development-africa-un
Joyce Chimbi (byline)	15/01/2015	Hard news	Thomas	News	http://www.ipsnews.net/2015/01/africa-must-prioritise-

Miriam Gathigah)	015		Chiramba Nataliya Nikiforova	agency	water-in-its-development-agenda/
Joyce Chimbi (byline Miriam Gathigah)	26/01/2 015	Hard news	Dismas Wangai Mary Rusimbi Alice Bouman- Dentener	News agency	http://www.ipsnews.net/2015/01/africas-rural-women-must-count-in-water-management/
Joyce Chimbi (byline Miriam Gathigah)	26/01/2 015	Hard news	Dismas Wangai Mary Rusimbi Alice Bouman- Dentener	News agency	http://allafrica.com/stories/201501270824.html
Ranjita Biswas	17/01/2 015	Hard news		News agency	http://www.newkerala.com/news/2015/fullnews-7547.html
Ranjita Biswas	17/01/2 015	Hard news		News agency	http://indiablooms.com/ibns_new/finance-details/1430/water-for-the-future.html
Marianne De Nazareth	20/01/2 015	Feature	NiNi Thein Jeff D'Lemos	Crowd funded alternativ e opinion blog	http://www.countercurrents.org/nazareth200115.htm
Fredrick Mugira	27/01/2 015	Hard news	Iskander Adbull aev Hongpeng Liu Jong Ho Ahn	Online newspape r	http://en.people.cn/n/2015/0127/c98649-8841804.html
Kaye Lafond	16/01/2 015	News roundup		Water and Developm ent blog	http://www.circleofblue.org/waternews/2015/the-stream/stream-january-16-humans-degrading-systems-

					sustain/
Joe Turner	21/01/2015	Hard news	Joakim Harlin Luis Veiga da Cunha Roger Falconer	News and analysis site	http://www.scidev.net/global/mdgs/news/st-investment-water-sdg-targets.html
Rubina Abu Zeinab Chahine	22/01/2015	Opinion		Newspaper, and online edition	http://www.dailystar.com.lb/News/Lebanon-News/2015/Jan-22/284918-the-year-2015-a-beginning-and-a-deadline.ashx
	15/01/2015	Diary		Online news site	http://www.ansamed.info/ansamed/en/news/sections/politics/2015/01/15/ansamed-tomorrows-events-in-the-mediterranean_bf7e0bb3-f65e-4dd2-b1b7-30d912af6df9.html
	16/01/2015	Diary		Online news site	http://www.ansamed.info/ansamed/en/news/sections/diary/2015/01/16/ansamed-todays-events-in-the-mediterranean_38171fe2-57cd-4fff-94e3-4507e3af3e44.html
	12/01/2015	Diary		Online news site	http://www.ansamed.info/ansamed/en/news/sections/politics/2015/01/12/ansamed-weekly-diary-from-january-12-to-january-18_e0203988-b512-4848-8acb-136fad93c963.html
Celine Herve-Bazin	12/01/2015	Blog		Blog/commercial professional site	https://turningstoriesintowater.wordpress.com/2015/01/12/un-water-water-communication-is-stepping-

					into-the-agenda/
Global Water Partnership	19/12/2014	Pre-conference		GWP website	http://www.gwp.org/en/gwp-in-action/Events-and-Calls/GWP-at-the-UN-Water-Zaragoza-Conference/
Foundation for Water Research	01/01/2015	Pre-conference		FWR Website	http://www.euwfd.com/eventsdiary/#p=2
International Institute for Sustainable Development	01/01/2015	Pre-conference		IISD website	http://water-iiisd.org/events/2015-zaragoza-conference/#more-253415
UN Water	15/01/2015	Hard news	Michael Jarraud	UN Water website	http://www.unwater.org/news-events/news-details/en/c/274945/
Sustainable Development.t.UN	01/01/2015	Diary		UN sustainable development website	https://sustainabledevelopment.un.org/sdinaction/newsletter/jan2015#4
World Water Development Report	01/01/2015	Hard news		UNESCO WWAP website	http://www.unesco.org/new/en/natural-sciences/environment/water/wwap/
UN	01/01/2015	Diary		UN Website	http://www.un.org/waterforlifedecade/pdf/2015_un_water_zaragoza_conference_leafler_low_res.pdf
Women for Water Partnership	17/01/2015	Briefing		WfWP website	http://www.womenforwater.org/openbaar/index.php?alienaID=466
Women for Water	20/01/2015	Lessons Learnt	Alice Bouman-Dentener	WfWP website	http://www.womenforwater.org/openbaar/index.php?alienaID=466

Partnership					nealID=469
Women for Water Partnership	20/01/2015	Conference expectations	Alice Bouman-Dentener	WfWP website	http://www.womenforwater.org/openbaar/index.php?alienalID=465
European Innovation Partnerships	01/01/2015	Conference expectations		EIP Website	http://www.eip-water.eu/2015-un-water-annual-international-zaragoza-conference-water-and-sustainable-development-vision
10 Times	01/01/2015	Diary		10 Times event website	http://10times.com/water-zaragoza
Sustainable Sanitation for All	26/05/2014	Diary		SuSanA Website	http://m.forum.susana.org/forum/categories/156-conferences-seminars-and-workshops/8736-2015-un-water-annual-international-zaragoza-conference-15-17-january-2015
United Nations Office for Disaster Risk Reduction	01/01/2015	Briefing		UNISDR Website	http://www.unisdr.org/we/inform/events/38991
World Water Council	15/01/2015	Briefing		WWC Website	http://www.worldwatercouncil.org/events/all-events/event/2015-un-water-annual-international-zaragoza-conference/
China Water Risk	01/01/2015	Briefing		CWR Website	http://chinawaterrisk.org/events/2015-un-water-international-zaragoza-conference/
Aqua Publica,	01/01/2015	Diary		EAPWO	http://www.aquapublica.eu/?2015-UN-Water-Annual-

European Association of Public Water Operators	015			website	International
Aqua Publica, European Association of Public Water Operators	17/01/2015	Diary		EAPWO website	http://www.aquapublica.eu/spip.php?page=evenements&lang=en&date=2015-01-17
UN Water Facebook	13/01/2015	Briefing		Facebook	https://www.facebook.com/unwater/posts/607419282697614
Federal Ministry for the Environment , Germany	01/01/2015	Diary		BMUB Website	http://www.bmub.bund.de/en/service/events/details/event/2014-un-water-annual-international-zaragoza-conference/
Unlocking the Potential of groundwater for the Poor (UPGro)	21/01/2015	Interview/discussion	Jose Gesti, John Chilton, Sharon Velasquez-Orta	UPGro website	http://upgro.org/2015/01/21/upgro-invited-by-unicef-to-present-at-the-un-zaragoza-conference/
EUCC Coastal and Marine	18/01/2015	Report		EUCC website	https://euccnews.wordpress.com/2015/01/18/report-from-un-water-annual-international-zaragoza-conference-water-and-sustainable-development-from-vision-to-action-14-to-17-january-2015-zaragoza-spain/
Post 2015 UNSSC	01/01/2015	Diary		UNSSC website	http://post2015.unssc.org/calendar/view.php?view=mon

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World Council of Civil Engineers	01/01/2015	Diary		WCCE website	http://www.wcce.biz/index.php/agenda/international-agenda/regional-information-europe/61-water-energy-management-and-innovation-in-latin-america
Obasanjo Foundation	15/01/2015	Briefing		Facebook	https://www.facebook.com/Obasanjofoundation/posts/1019927131355169
Waterlex	16/01/2015	Report		Waterlex website	http://www.waterlex.org/?p=2824
United nations Regional Information Centre for Western Europe	12/01/2015	Diary		UNRIC Website	http://www.unric.org/en/week-ahead-the-un/event/1866-2015-un-water-annual-international-zaragoza-conference-on-water-and-sustainable-development-from-vision-to-action-
UNESCO	01/01/2015	Briefing		UNESCO Website	http://en.unesco.org/events/2015-water-annual-international-zaragoza-conference-water-and-sustainable-development-vision
Open Defecation Campaign	14/01/2015	Briefing		OD Website	http://opendefecation.org/news/2015/01/14/2015-un-water-annual-international-zaragoza-conference/
Ciudades Sustainable	09/2014	Call for participants		Google+	https://groups.google.com/forum#!topic/Ciudades-Saludables/A3iVwqg08yc
Global Water System	01/01/2015	Briefing		GWSP	http://www.gwsp.org/products/archive/unwater-

Project	015			Website	conference-2015.html
International Waters Learning Exchange and Resource network	01/01/2015	Briefing		IWLEARN Website	http://iwlearn.net/news/iwlearn-news/partners/2015-un-water-annual-international-zaragoza-conference-water-and-sustainable-development-from-vision-to-action-15-17-january-2015/image/image_view_fullscreen
UNW-DPC	01/01/2015	Diary		UNW-DPC website	http://www.unwater.unu.edu/article/read/unw-dpc-at-the-international-zaragoza-conference
Dutch Water Sector news	20/01/2015	Report		DWS website	http://www.dutchwatersector.com/news-events/news/12867-un-water-conference-zaragoza-economic-growth-both-blessing-and-curse.html
UNDP Capacity Development in Sustainable Water Management (CAP-net)	07/01/2015	Briefing		CAPNET Website	http://www.cap-net.org/2015/01/07/2015-un-water-annual-international-zaragoza-conference-water-and-sustainable-development-from-vision-to-action-15-to-17-january-2015-zaragoza-spain/
European Population Alliance	01/01/2015	Diary		EPA website	http://www.europeanpopulationalliance.org/page.php?id=events
IMDea Water	12/2014	Diary		IMDea website	http://www.water.imdea.org/news/2014/new-sources-water-reuse-framework-sustainable-management-

					side-event-organized-imdea-water
The Water Network	12/2014	Diary/Briefing	Ruth Mathews Alberto Garrido Leshia Witmer Giuseppe Frapporti Arjen Hoekstra Michael Spencer	Water Network website	http://water.tallyfox.com/groups/water-footprint-and-virtual-water-trade/blog/side-event-2015-un-water-international-conferenc
GWP	12/2014	Diary		GWP website	http://www.gwp.org/gwp-in-action/Events-and-Calls/
UN Environment Programme	12/2014	Diary		UNEP Website	http://www.unep.org/ecalendar/contents/details_view.asp?EventID=26501
Global Water Solidarity	16/01/2015	News Report		GWS website	http://www.globalwatersolidarity.org/press-and-media/news/545-undp-global-water-solidarity-launches-its-new-web-space-to-support-and-facilitate-local-level-decentralized-water-solidarity-for-the-post-2015-development-agenda
World Water Week, Stockholm	12/2014	Briefing		WWW website	http://programme.worldwaterweek.org/event/world-water-day-3923
Association for European Life Science Universities	01/01/2015	Diary		Ica-is website	http://www.ica-ls.com/
PTB National Meteorological Institute,	01/01/2015	Diary		PTB Website	http://www.ptb.de/cms/en/fachabteilungen/abtq/fb-q5/candela/quality-

Germany					infrastructure-news/qi-deutsch.html?tx_t3blog_pi1%5BblogList%5D%5BshowUID%5D=118&tx_t3blog_pi1%5BblogList%5D%5Byear%5D=2014&tx_t3blog_pi1%5BblogList%5D%5Bmonth%5D=12&tx_t3blog_pi1%5BblogList%5D%5Bday%5D=12&cHash=791e1ed6e8481c80561f1bf4c6e3c4a5
Global Water Jobs	01/01/2015	Diary		GWJ website	https://www.globalwaterjobs.com/Events/event_496.html
ENVIS Centre on NGO and Parliament	01/01/2015	Diary		ENVIS Website	http://www.wwfenvis.nic.in/Viewevents.aspx?id=4387
Ministry of Foreign Affairs, Tajikistan	15/01/2015	Report/Speech		MFAT Website	http://mfa.tj/en/speeches-articles-interviews/address-of-the-minister-of-foreign-affairs-of-the-republic-of-tajikistan-to-the-participants-of-the-un-water-zaragoza-conference-water-and-sustainable-development-from-vision-to-action.html
ICIS	01/01/2015	Diary		ICIS website	http://iciscenter.org/materials/
Mediawire	01/01/2015	Diary		Mediawire website	http://mediawireglobal.com/events-calendar-2015
UN-Department for Economic and Social Affairs	01/01/2015	Diary		UN-DESA website	http://fiplv.com/2015/01/04/desa-news-volume-19-no-01-january-2015/

Selar PMF	01/01/2015	Diary		Selar website	http://selar.pmf.kg.ac.rs/sites/iselar/Lists/Announcements/DispForm.aspx?ID=16&ContentTypeId=0x010400F63EB05A12AC604DAB624EFD04A30119
PAP/RAC Coastal management Centre	01/01/2015	Diary			http://www.pap-thecoastcentre.org/#
Sanitation and Water for All	06/01/2015	Report		SWA Website	http://sanitationandwaterforall.org/news/decemberjanuary-issue-of-swas-newsletter-is-out-now
International Association for Hydrogen Energy	01/01/2015	Diary		IAHE Website	http://www.iahe.org/whewcwhc.asp
ESCAP/K-Water	01/01/2015	Published report		Waterforum Website	http://www.waterforum.jp/apwf/archive/documents/2014/1208/3-2.pdf
Pacific Institute	16/01/2015	Report		Pacinst website	http://pacinst.org/news/new-guidance-available-for-companies-to-help-them-respect-human-rights-to-water-and-sanitation/
Plumbing Africa	12/01/2015	Briefing		Plumbing Africa Website	http://www.plumbingafrica.co.za/index.php/newspage/local-news/88-news/local-news/725-the-zaragoza-conference

Traffic statistics

Website [pending]

[Social](#)

International Media Coverage

Content analysis: Reporting on the conference from available press materials took one of three forms. i/ Diary entries – appearing pre-conference, these provided practical detail and perhaps a short description of the conference. ii/ Briefings – these tended to feature information as diary entry, along with a fuller description of the conference and its significance, perhaps a note or two about speakers. These tended to appear pre-conference or during the conference. iii/ Reports – these pieces ran during or after the conference, and involved the author reporting on the specific details of one or more sessions/participants/themes.

News: Hard facts of the conference; reporting on announcements and unveilings from the conference

Features: Specialist journalists drawing together multiple sources to discuss an issue; ‘observation’ articles – eg. the number of women leaders at the conference

Op Ed: Expert journalists backing opinions with conversations and quotes from key participants

TV and Radio: Broad introduction to the conference; ongoing reports as important for journalists’ geographic regions

Media Sources: TV, radio, newspapers, online news agencies, online newspapers, blogs, UN agency websites, Associated organisation websites

As anticipated, many of the early stories produced about the conference were diary notes. **Key topics of interest among participant journalists writing feature stories for their audiences have included:**

Nigeria: Water scarcity, sustainable development, capacity development, youth involvement

Kenya: Access to water, agriculture, energy, women and water

India: Access to water, Rain Water Harvesting, Water quality, Tourism, agriculture, women and water, water scarcity, transboundary

Uganda: Cooperation networks, water quality,

South Africa: Rivers, Transboundary, Water Quality, Water Scarcity

Features by non-participant journalists focused on:

UK: Technology, Corruption

Lebanon: SDGs

France: Water communications

Pakistan: Sanitation

Spanish Media Coverage

Taking into account that the event took place in Zaragoza, Spain, and all the communication tools and materials were also prepared in Spanish, special attention was given to the coverage in the Spanish media. Summary and data analysis is the following:

Summary

A total of 102 news on the Conference have been published in Spain– 74 in national or digital media and 28 in local. Moreover, 8 interviews with conference participants in Local radio and TV. According to Formats: 13 news in printed media, 89 in Internet and 8 in radio or TV.

Topics

- sanitation (appears in 35% of the headlines)
- the Zaragoza Conference itself (20%)
- the permanence of the UN-Water Office in Zaragoza (17%)
- water scarcity or quality (14%)
- access to water (13%)
- the universal right (10%).

Highlights

- [Water Heroines](#) (El País)
- [The conquest of the Tegemeo Women](#) (El País)
- [UN calls to invest 1% of GDP to achieve access to water and sanitation](#) (20 minutos and SER)
- [UN places sanitation at the core of water innovation](#) (El Mundo),
- [UN gathers world leaders in water management in Zaragoza](#) (La Vanguardia).
- Several news appeared in the [iAgua portal](#).

Impact

The impact can be analyzed taking into account the number of times the news have been shared in social networks (information which appears in the news itself, and which can be around 10 to 20% of the actual readers). Following this criterion, the most read story (by far) has been 'Heroines of water' (El País), which has been shared 879 times (Facebook: 526, Twitter: 314, LinkedIn: 32 and Google+: 7). The second with most impact has been 'Objective 2030: Achieving universal, equitable and affordable access to water and sanitation' (iAgua), shared 166 times. The third is 'Temegeo, the conquest of women' (El País): 140 times. The fourth, 'UN calls to invest 1% of GDP to gain access water and sanitation' (20 Minutes): 118 times. A dozen other news have been shared between 74 and 12 times (many in iAgua).

Coverage in Latin America

13 news were also published in Latin American digital media. The [“Press review-media coverage in Spanish and Latin America” \(in Spanish\)](#) presents the detailed information of all news.