Workplan
World Water Day campaign 2019
Leaving no one behind

Background
The World Water Day campaign is about inspiring action to tackle the global water crisis. In 2019, the campaign will focus on the theme of 'Leaving no one behind. This is the essence of the commitment of the 2030 Agenda for Sustainable Development, which aims to allow all people in all countries to benefit from socio-economic development and to achieve the full realisation of human rights, without discrimination on the basis of gender, age, race, language, religion, political (or other) opinions, national or social origin, property, disability, residency status (including citizenship, residency, immigration, refugee, statelessness, etc.) or any other social, economic or political status.

UN-Water has formed an internal Task Force to carry out the campaign. Coordinated by OHCHR and UNHCR, the Task Force consist of Aquafed, CEO Water Mandate, FAO, ILO, SWA, UCLG, UNCCD, UNDP, UNESCO, UN Habitat, UNICEF, UNU, UN Women, WaterLex and WSSCC.

Rationale:
People from different groups are left behind for different reasons. Unless exclusion and inequality are explicitly and responsively addressed in both policy and practice, water interventions fail to reach those most in need and who stand to benefit most. Those 'left behind' need greater representation in political and other decision-making processes, either directly or through civil society organisations with a clear mandate from those they represent. This is why public awareness and empowerment of communities is critical to enable the human rights to water and sanitation to be realized.

Change requires genuinely participatory processes, bringing in and valuing new and diverse voices, so that people, including those 'left behind' can, as rights-holders, actually influence decisions. This requires shifting deep-seated and unconscious bias and discrimination by changing attitudes and norms within water institutions and at all levels. It also requires a recognition of States as primary duty-bearers for ensuring that the human rights to water and sanitation are realized for all, on a non-discriminatory basis.

Objectives and activities

1. **Put a spotlight on people currently left behind and their rights to water and sanitation by changing attitudes, shaping culture and increasing awareness.**
   a. Target group: Public at large

   Part of the ability to transform our world in the context of the 2030 Agenda for Sustainable Development doesn't' have to do with legislation or regulations but with shaping attitudes, shaping cultures and increasing awareness. Through an information-oriented digital campaign UN-Water will put a spotlight on people currently left behind. The public will be invited to engage on the relationship between people left behind and how water and sanitation can be both the reason for the situation and enablers of change. Information and engagement material will be available on a digital platform consisting of a hub to showcase UN-Water Members and Partners' work and initiatives and campaign material for organizations to freely use.

   Activities:

- Produce digital material for information and engagement
  Draft, edit and translate texts (six languages) for information material and posters; Graphically design digital material for information and engagement; research and

produce stories to inspire the public; Graphically design and print promotional material

- Develop and adapt World Water Day website to the 2019 theme;
  Design and technically implement the website adaptation;
- Develop social media outreach
  Produce a social media kit; Reach out to networks on social media to engage audiences; Analyze results;
- Provide public activation ideas;
- Engage regional country offices/regional commissions in organizing activities
- Engage celebrity networks/Ambassadors to support the campaign

2. **Help policy makers understand that the lack of water and sanitation contributes to leaving people behind and promote a change in policies and regulations to include a human rights based framework**
   a. Target group: Governments/donors especially targeting countries with large groups of people left behind.

In the World Water campaign, UN-Water actively supports Member States in the organization of national activities- especially by providing technical and policy input. Further, many stakeholders organize policy, technical or information- oriented events and use the World Water Development Report to feed the discussion. The 2019 edition will be used for these purposes and launched in Geneva on 22 March at an event at the Palais des Nations (tbc).

Activities

- Organize the pivot event, with the launch of the World Water Development Report, at the Palais des Nations in Geneva (TBC);
- Organize briefing in New York to Member States on the topic and the campaign;
- Organize World Water Day showcase event at the World Water Week in Stockholm;
- Create exchanges between UN and international organizations to raise profile on water and leaving no one behind in respective organizations;
- Create powerpoint presentation on the WWDR to be distributed to organizers of events;
- Support and liaise with organizers of regional launches of WWDR;
- Prepare press release and coordinate media outreach;
- Coordinate interviews;

3. **Help local and regional authorities, private sector and service providers take a rights based approach to target people currently left behind**
   a. Target group: Local and regional authorities with large groups of people left behind
   b. Private sector service providers
   c. Private sector

Local authorities and service providers represent a major stakeholder in implementing the rights based approach to water and sanitation. Through outreach and information material, local authorities and service providers will be invited to engage by for example organizing local discussions.

Activities

- Actively reach out to local stakeholders to support the organization of events;
- Support organizations through information and campaign material;
- Showcase existing initiatives on the World Water Day website and on social media channels to serve as inspirations to others.

Budget for confirmed activities

Results/Activities	Budget (USD)	Lead unit	Details/comments
Digital material for information and engagement produced and translated	10 000	TAU/WMO	
World Water Day website developed and adapted to the 2019 theme;	3000	TAU	
Social media outreach developed and analyzed	4000	TAU	
Public activation ideas provided	-	All TF members	In kind
Country and regional offices engaged	-	All TF members	In kind
Celebrity networks/Ambassadors engaged	-	TAU	In kind
Pivot event organized	12000	UNHCR/OHCHR	
Briefing in New York organized	3000	DESA	
World Water Day showcase event at the World Water Week in Stockholm	-	TAU	Through MoU with SIWI
Exchanges created between UN and international organizations to raise profile on water	-	-	Through WWDR budget
Powerpoint presentation on the WWDR distributed to organizers of events;	-	WWAP	Through WWDR budget
Organizers of regional launches of WWDR liaised with	-	WWAP	Through WWDR budget
Press release and media outreach and interviews coordinated	-	WWAP/TAU	Through WWDR budget
Local stakeholders reached out to support the organization of events;	-	TAU	In kind
Existing initiatives showcased on the World Water Day website and on social media channels	-	TAU	In kind
Print promotional material	4000	TBD	
Support to other events	5000	TBD	
Support with printed material to other to organizations	3000	TBD	
Additional social media outreach	3000	TBD	
TOTAL with PSC	**50290**		

Timeline with milestones (in bold)

- May, June, July: plan Stockholm event and finalize **communications plan**;
- August: present campaign ideas and elements at UN-Water Meeting; **UN-Water SPM approve workplan, budget, timeline**; Present and invite partners during Stockholm World Water Week.
- August - September: Work on campaign material, website and build partnerships;
- November, December: **Launch website,** engage country offices and partners
- January: Plan **WWD event** and other events
- February: Getting partners active; celebrity engagement;
- March: 22 World Water Day