

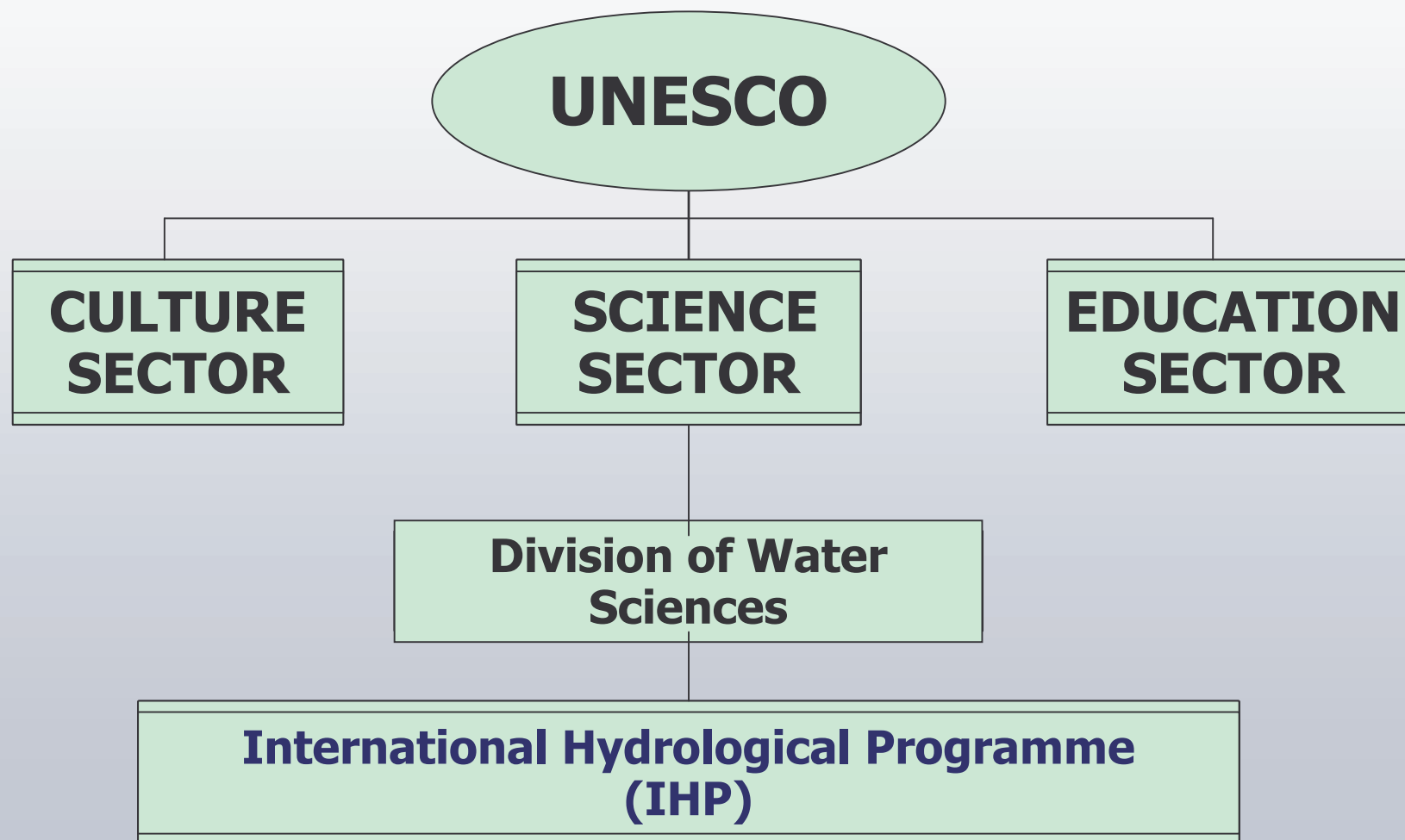


# **"ACCESS TO INFORMATION AND STRATEGIC COMMUNICATION"**

**International Hydrological Programme  
for Latin America and the Caribbean**

**UNESCO/IHP-LAC**

**DECEMBER, 2006**





# **International Hydrological Programme (IHP)**

- **Created in 1975 after International Hydrological Decade**
- **Member States decide needs and plans : intergovernmental programme**
- **Increasing importance of management and social aspects**



# **International Hydrological Programme (IHP)**

- **Intergovernmental Council**
- **National Committees / Focal Points**
  - Multidisciplinary (government, academy, NGOs, private sector, society)
  - Plan and coordinate programmes and activities
  - Support in IWRM and water sciences



# **Mainstreaming Public Participation IHP VI (2000-2006) Themes – Water and Society**

## **Linking environment and society**

### **Focal areas**

Water, civilization and ethics

Value of water

Water conflicts: prevention and resolution

Human security in water-related disasters and  
degrading environments

Public awareness raising on water interactions



# **Mainstreaming Public Participation IHP VI (2000-2006)**

## **Themes – Water education and training**

**Water and knowledge: importance of  
capacity-building**

### **Focal areas**

Continuing education and training for selected target groups

Crossing the digital divide

Institutional development and networking



# **Mainstreaming Public Participation IHP-LAC Programmes and Projects**

## **Global Programmes:**

PccP (From Potential Conflict to Co-operation Potential)

## **Regional Programmes:**

Water and Culture,  
Water and Education,

## **Working Groups:**

Water and Gender



# **VII<sup>TH</sup> PHASE OF IHP (2008 – 2013)**

**Water dependencies:  
Systems under Stress and Societal Responses**

**Mainstreaming Public Participation  
All Themes**

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17<sup>th</sup> Session of the IHP Intergovernmental Council  
(Paris, 3 – 7 July 2006)





## DEPENDENCIES

2500 years ago,  
Taoist Chuang-Tzu  
said: *"Water is the  
blood of the Earth,  
and flows through its  
muscles and veins."*

Poverty

Governance

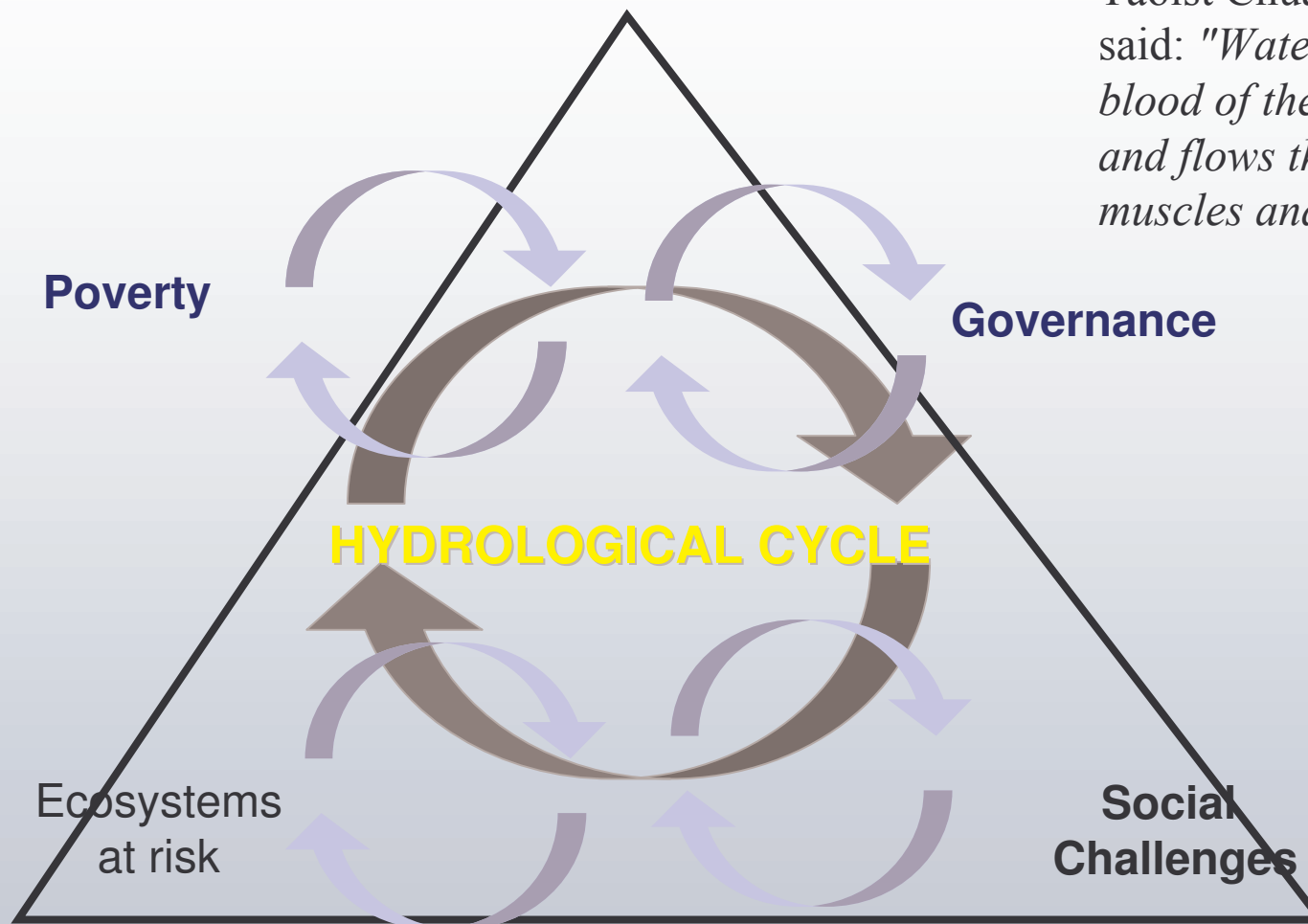
## HYDROLOGICAL CYCLE

Ecosystems  
at risk

Social  
Challenges

STRESS

SOCIETAL  
RESPONSES





# **UNESCO/IHP-LAC - INFORMATION DELIVERY**

**Briefings and Presentations at technical meetings**

**Exhibits and Displays**

**IHP-LAC Secretariat**

**Internet (Websites, Electronic mail)**

**Mailing key documents**

**Newsletters**

**Panels / Presentations**



# **Effective Public Participation requires access to and exchange of information**

**Access to and exchange of information  
is a *tool* for public participation**



## **Information has to be**

- **Accurate**
- **Relevant**
- **Timely**
- **Continuous process**

**Information should be based on  
and/or consist of:**

- **Traditional knowledge**
- **Scientific-technical state-of-the-art**



**However,**

**THIS IS NOT SUFFICIENT**

**Information Flow should  
include interactions  
between  
the provider  
and target groups**



## **KEY ASPECTS:**

- Format**
- Understandable / language**
- Information sharing mechanisms**
- Identification of needs in terms of time and place of delivery**



# **Strategic communications** ( “social marketing”)

*goes beyond awareness-raising*

**use information to influence  
stakeholder perceptions and  
behaviors in relation to  
a resource or issue.**



## **Strategic Communications Tools can be used to:**

- **Encourage people to change damaging behaviors;**
- **Build public support for the introduction of other incentives and rules to change behaviors and protect shared natural resources; and**
- **Raise public awareness of resource management problems.**





# Thank you

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**UNESCO**

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