

# STRIKING



# COMMUNICATIONS

**Who** WASH communications and advocacy professionals, project managers or specialists, journalists and others striving to demonstrate the real or potential impact of water sector communications.

**What** Submit your cutting-edge cases of water, sanitation and hygiene (WASH) communications in cities, peri-urban areas and informal settlements for potential presentation on our blog and at a side-event entitled “Striking WASH Communication: Urban Water in

Depth”, 23 August 2011 at the World Water Week in Stockholm.

**Why** Because effective communications are vital for making development work succeed. Communications and information sharing continue to improve WASH services, and media, marketing, public relations and advocacy impact strongly on WASH sector programmes and help achieve measurable results. Tell the world how you did it!

**How** Visit <http://washcommunication.blogspot.com/> to download more detailed information and an entry form. You can also see examples from last year’s side-event.

**When** **Submit your entry by 15 July 2011**; eight entries<sup>1</sup> will be selected in early August 2011 for presentation at the side-event.

1. Presentations are preferred in person but proxy presentations are permitted. The seminar organizers cannot fund or sponsor participation in Stockholm.



**pr audit**  
strategic  
communication  
for development



THE SIDE-EVENT IS ARRANGED BY IRC INTERNATIONAL WATER AND SANITATION CENTRE, PR AUDIT, UN-WATER DECADE PROGRAMME ON ADVOCACY AND COMMUNICATION (UNW-DPAC) AND THE WATER SUPPLY AND SANITATION COLLABORATIVE COUNCIL (WSSCC).



United Nations Office to Support  
the International Decade for Action  
“WATER FOR LIFE” 2005-2015

United Nations  
Department of Economic  
and Social Affairs  
(UNDESA)

**UN WATER**  
LIV Water Decade Programme  
on Advocacy and Communication

