



# “COMMUNICATING OUR COMMON WATER HERITAGE TO THE WORLD”

VALENCIA - 13<sup>TH</sup> JUNE 2019



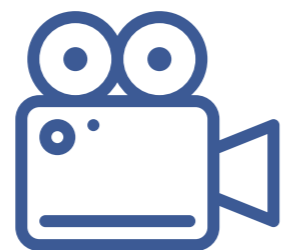
**WATER  
MUSEUMS**  
GLOBAL NETWORK



United Nations  
Educational, Scientific and  
Cultural Organization



International  
Hydrological  
Programme



**SIGN UP FOR TODAY!**

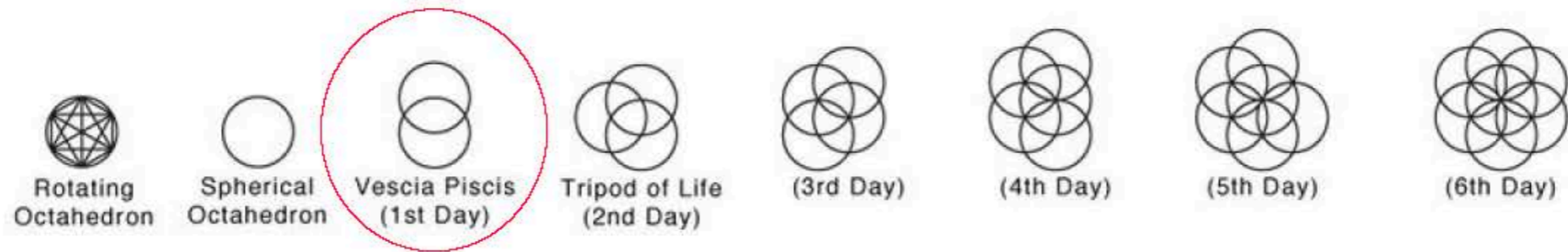
**BOOK YOUR SLOT WITH LUCREZIA AND  
THE WAMU-NET COMMUNICATION  
TEAM FOR A SHORT VIDEO INTERVIEW.**



SOMETHING ABOUT OUR LOGO

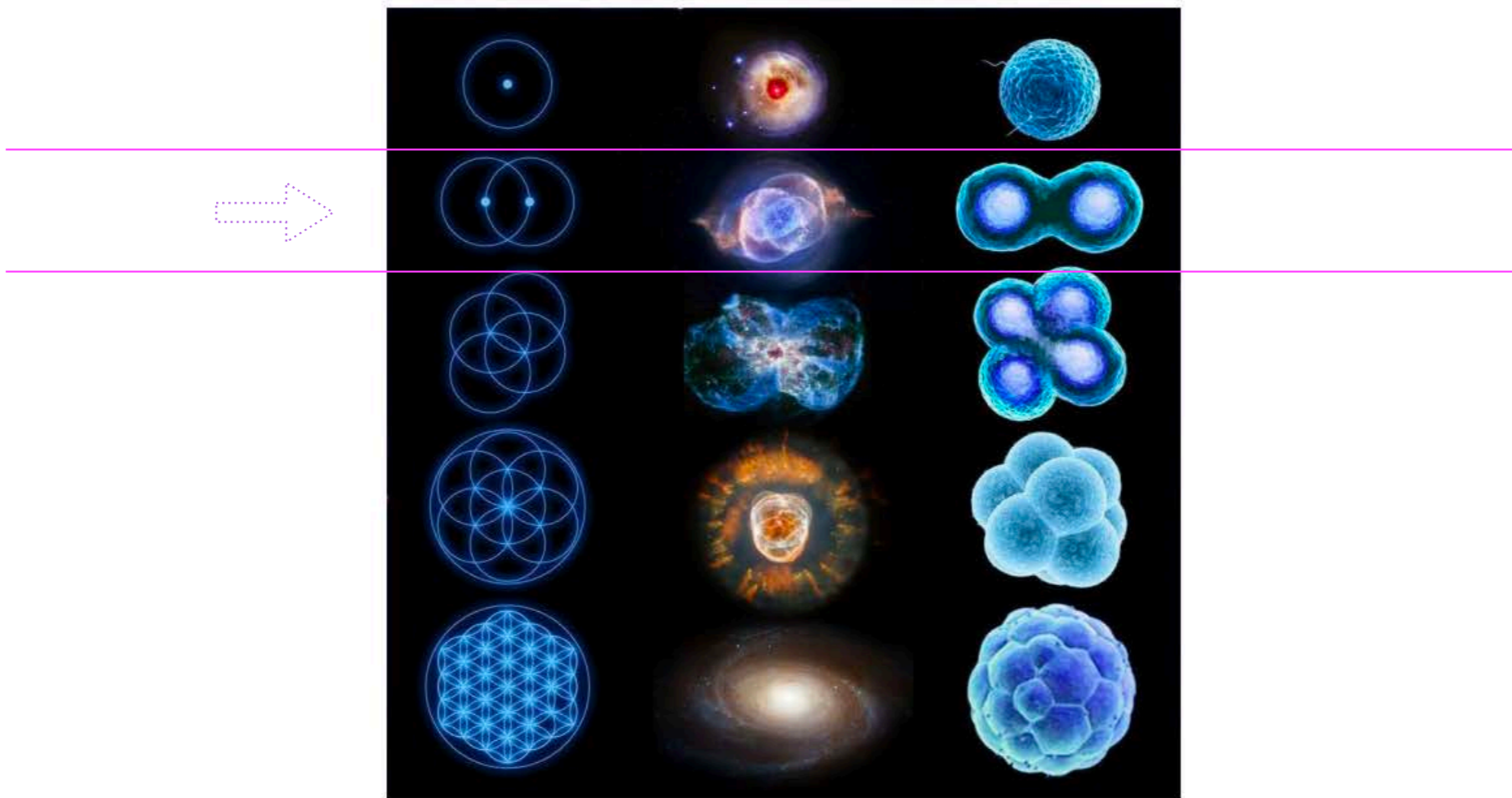


# SACRED GEOMETRY MEETS ORIGIN OF LIFE

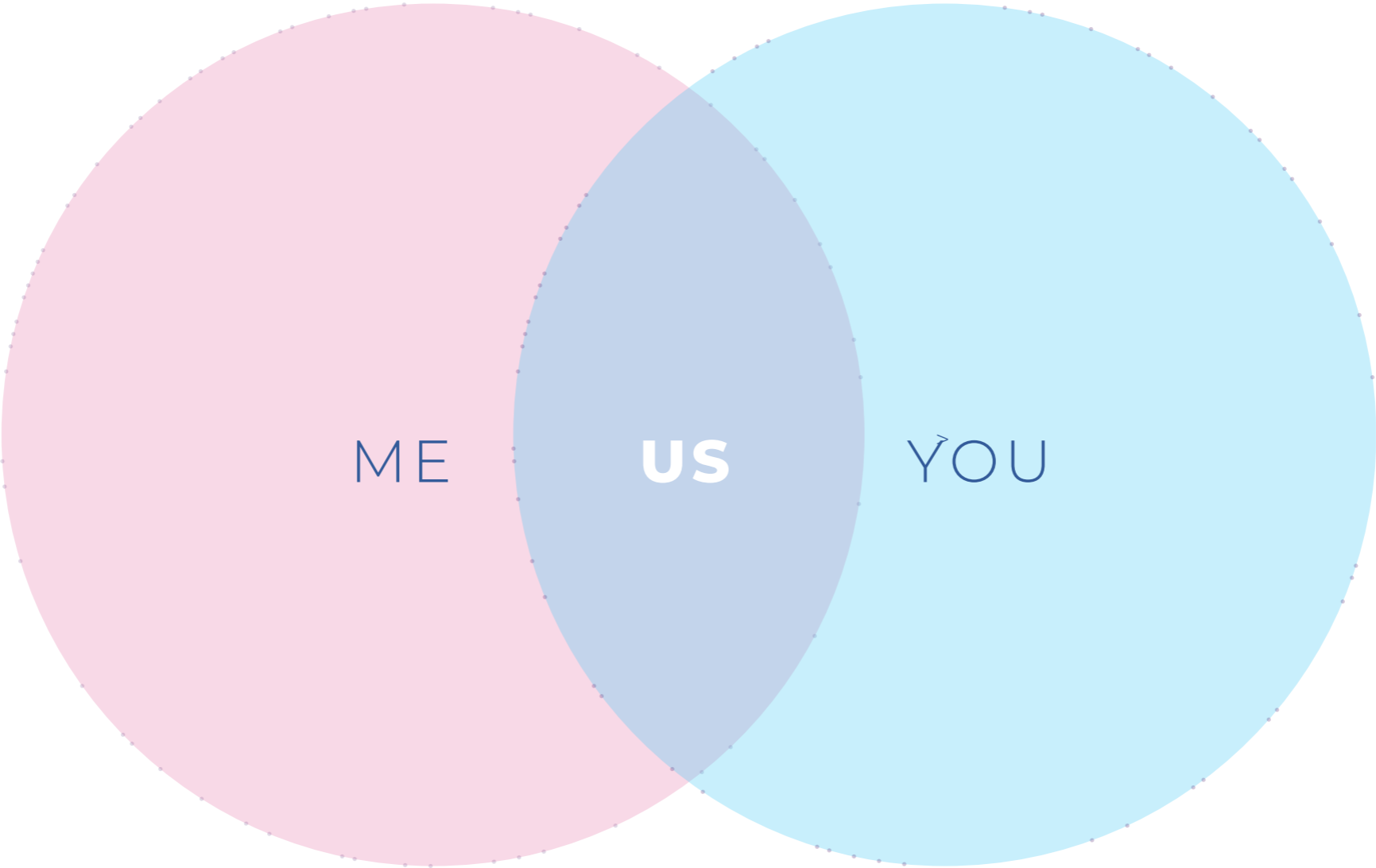


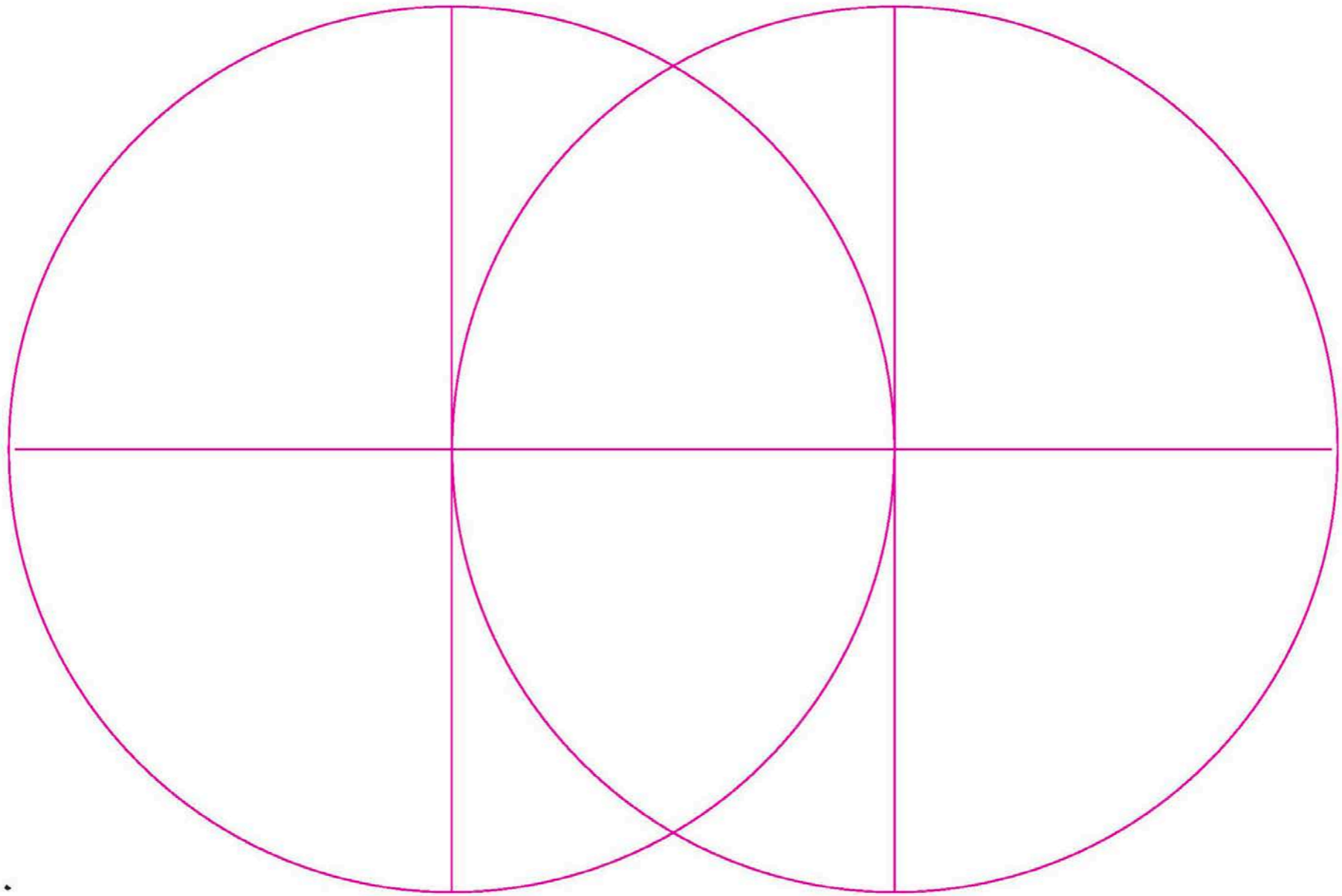


# ORIGIN OF LIFE MEETS DESIGN & SCIENCE



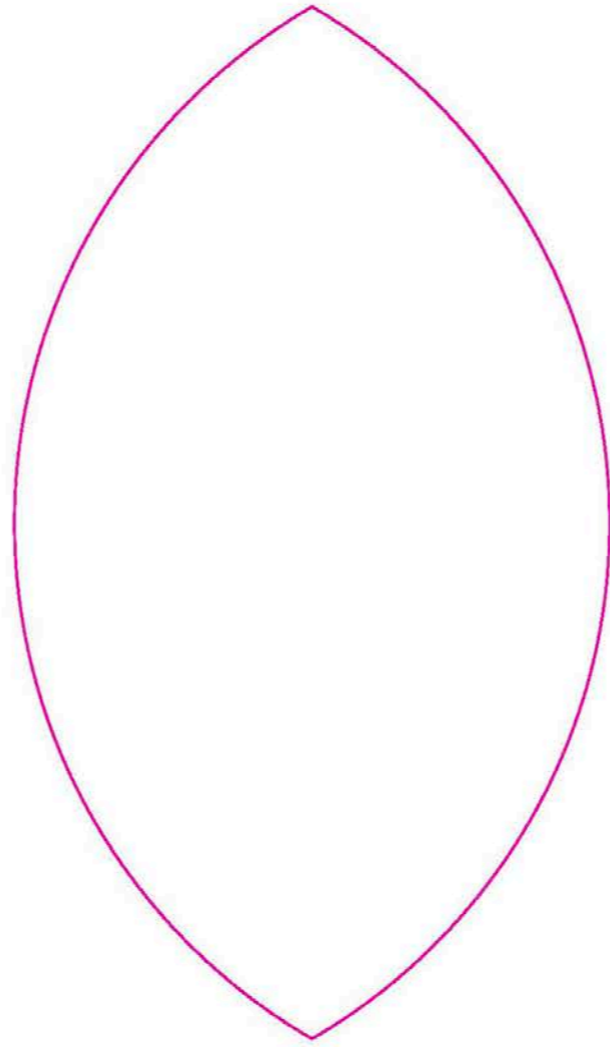
# A MATTER OF RELATIONSHIP





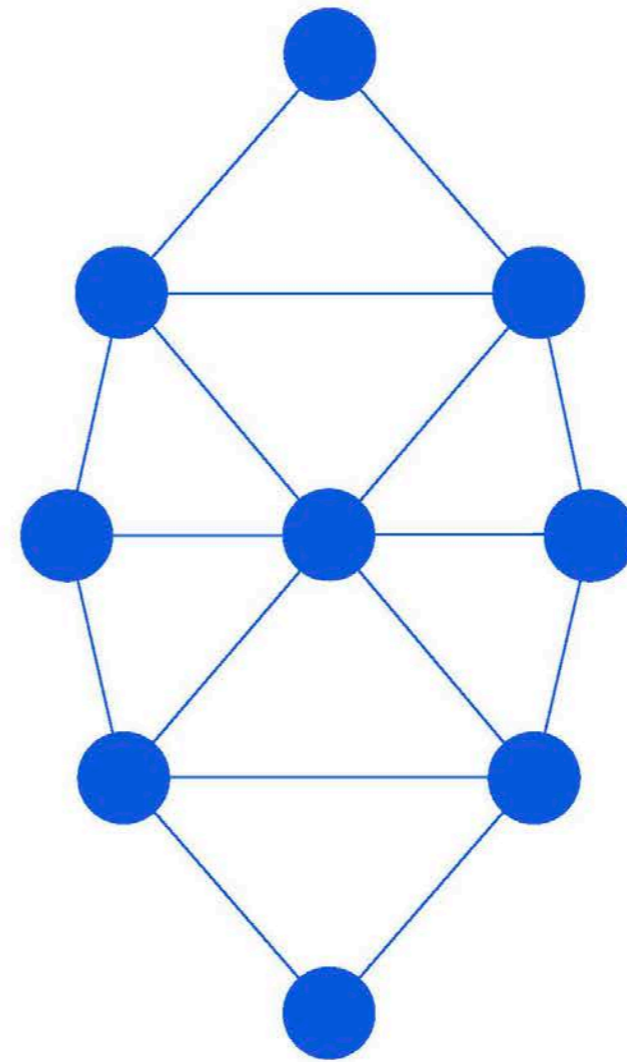
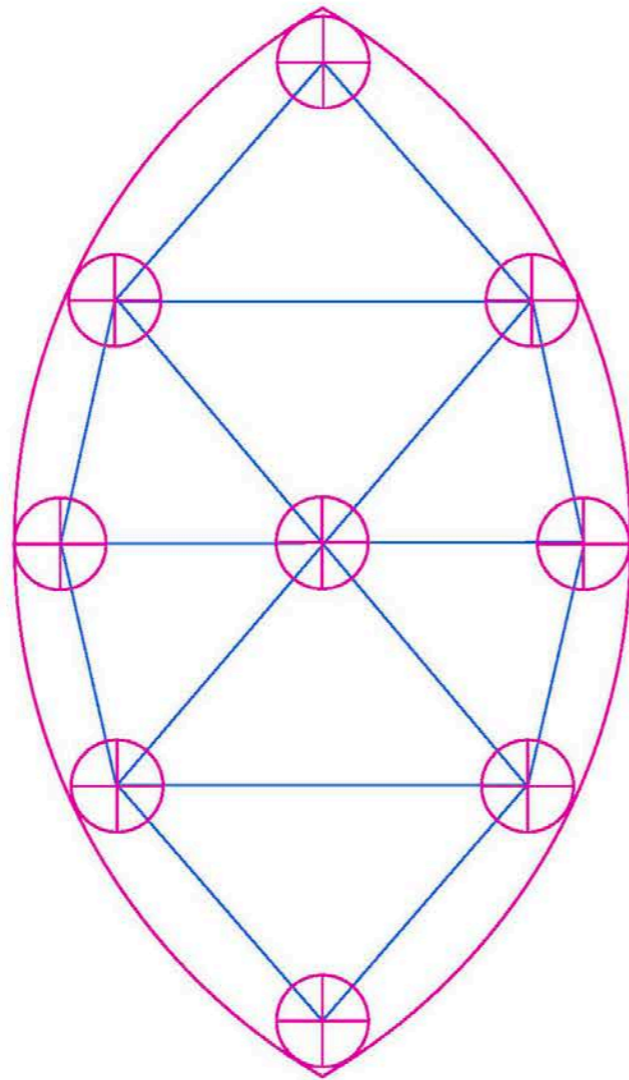
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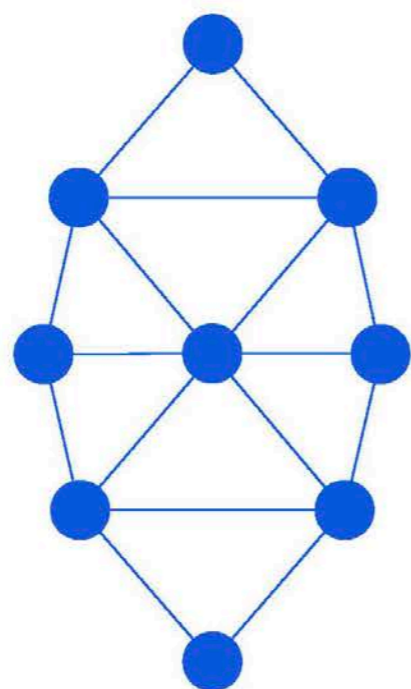




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# SINGLE IDENTITIES: FLUID BUT CONNECTED





**WATER**  
**MUSEUMS**  
GLOBAL NETWORK





**WATER  
MUSEUMS**  
GLOBAL NETWORK

WE ARE A  
MOVEMENT

THE MOVING PARTS  
OF A MECHANISM  
THAT TRANSMITS A  
DEFINITE EMOTION

A person wearing a dark, hooded jacket and dark pants stands on a black pebbly shore, holding a smartphone up to take a photo of a large body of water. The water is filled with numerous icebergs of various shapes and sizes, some appearing as bright white chunks and others as smaller, more translucent pieces. The water has a distinct blue-green hue. The overall scene is serene and captures a natural phenomenon in a cold environment.

**WHAT'S NEXT?**





**WE USUALLY  
LOVE TO TOUCH  
REALITY**

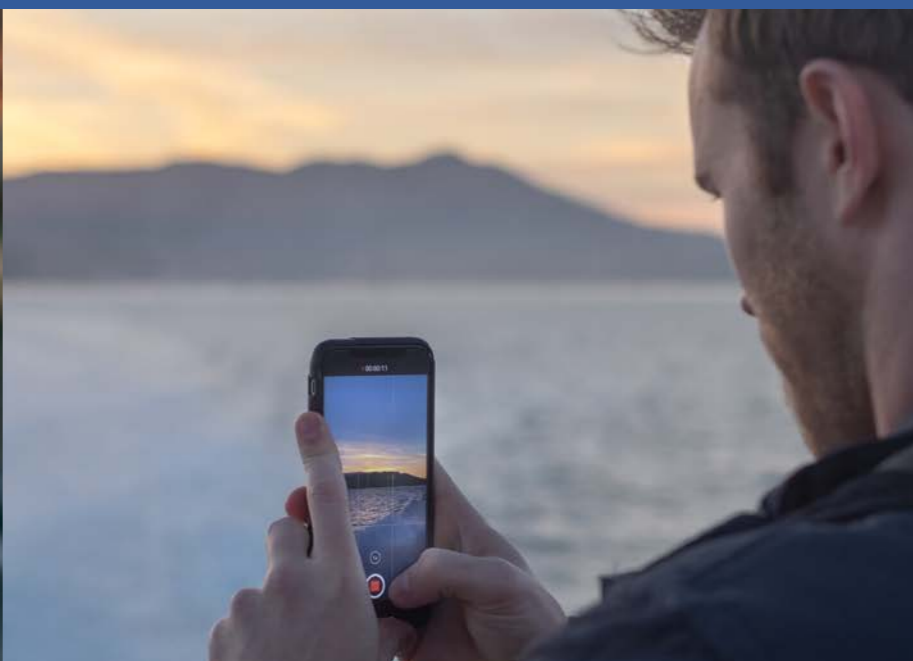
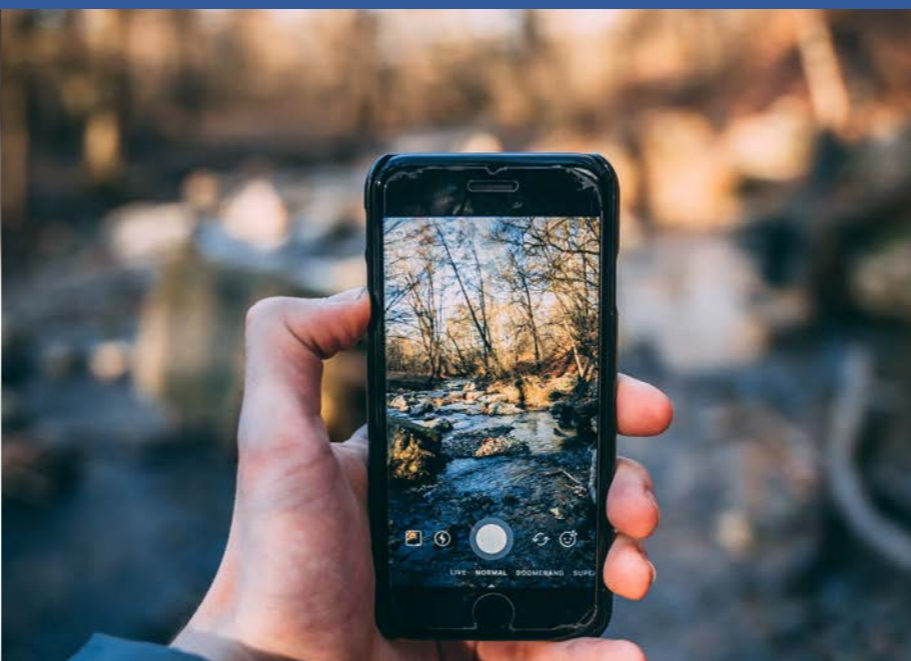
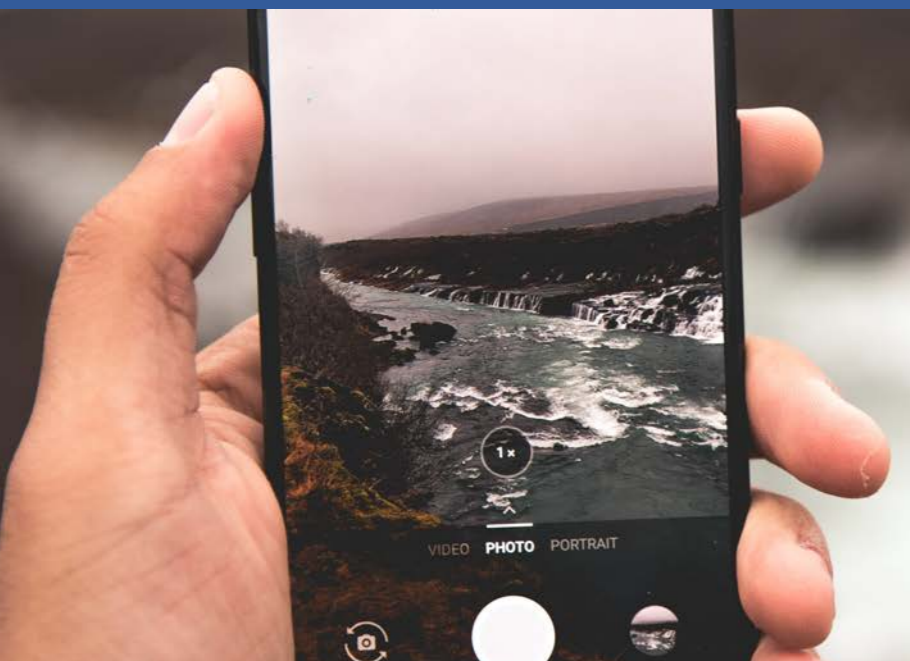


**BUT VIRTUALITY  
IS INCREASINGLY  
EMBEDDED  
IN OUR LIVES**





# ENGAGE YOUNG GENERATIONS WITH A GLOBAL CAMPAIGN / CONTEST







## POSSIBLE TOPICS

**1) PLASTIC POLLUTION ON RIVERS**

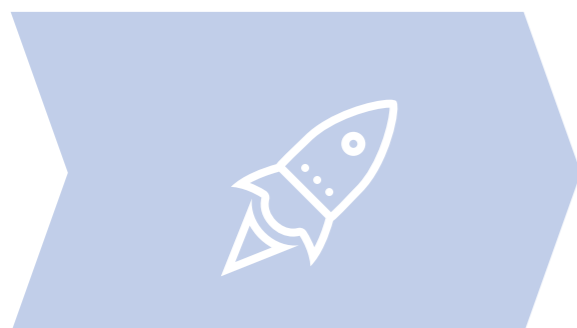
**2) CLIMATE CHANGE**

**3) MORE SUSTAINABLE WATER MANAGEMENT-USSES**

**4) WATER HERITAGE**

**5) OTHERS**

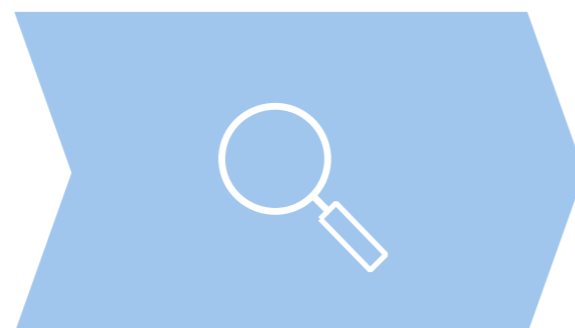
SEP - END JAN



## WORLDWIDE ONLINE CAMPAIGN

After guidelines and toolkit are shared in September, the campaign will run until 30th Jan.

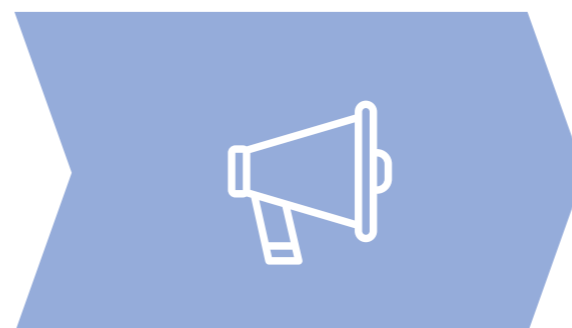
10 FEB



## SHORTLIST

By 10th Feb, each museum selects 3 entries among the received ones.

22 MARCH



## 30 WINNERS

A jury formed by members from WAMU-NET and Unesco IHP chooses the winners to be announced on 22d March.

APR - SEP



## EXHIBITION(S)

Paris, Hangzhou National Water Museum Of China, any museum of the network.





### **TOOLS:**

- 1) Choose your platform to gather pictures from participants (social networks, email, post)**
- 2) Use the #hashtags to help us keep track of the new entries**



DO SOMETHING GREAT



# WORLD WATER DAY

22<sup>ND</sup> MARCH 2019





A GLOBAL NETWORK

# A GLOBAL MESSAGE





# OUR VALUES

THE REASON WHY



HERITAGE



WATER EDUCATION  
AND AWARENESS



RESEARCH



SUSTAINABLE  
DEVELOPMENT GOALS

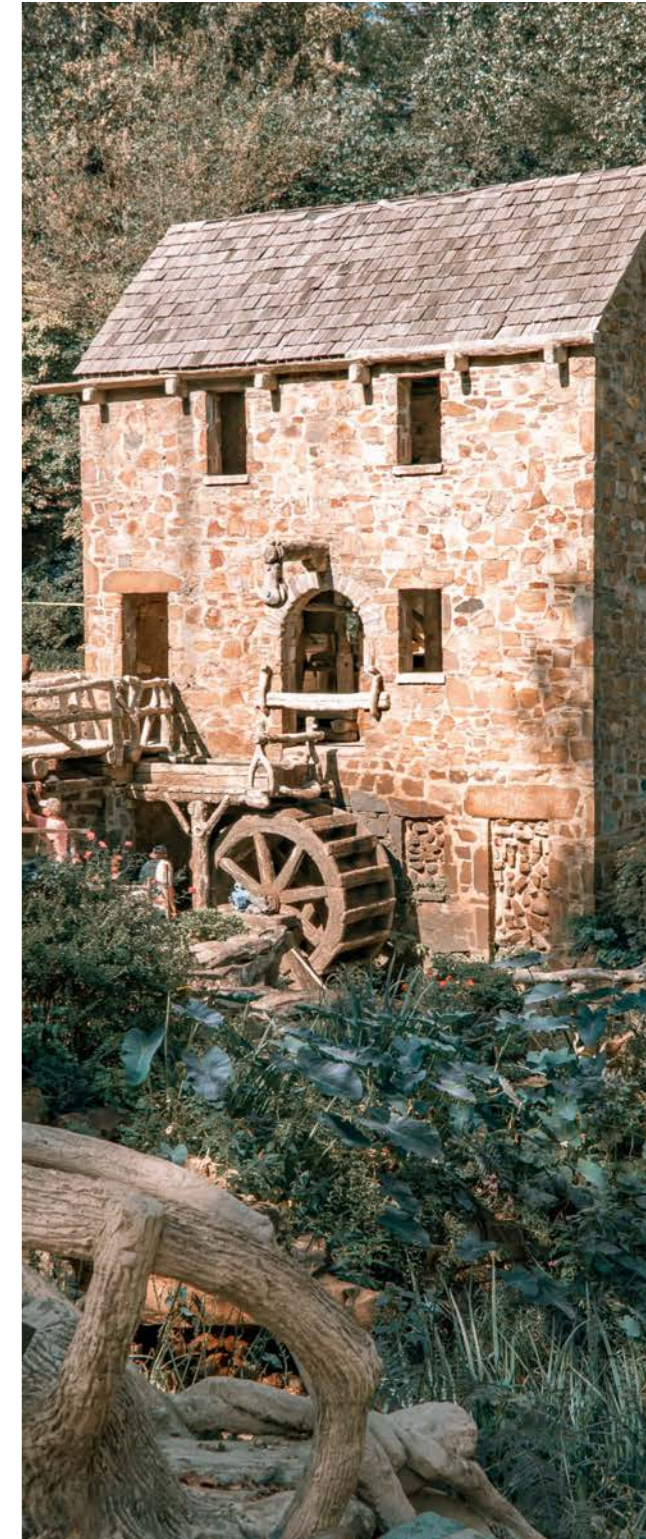
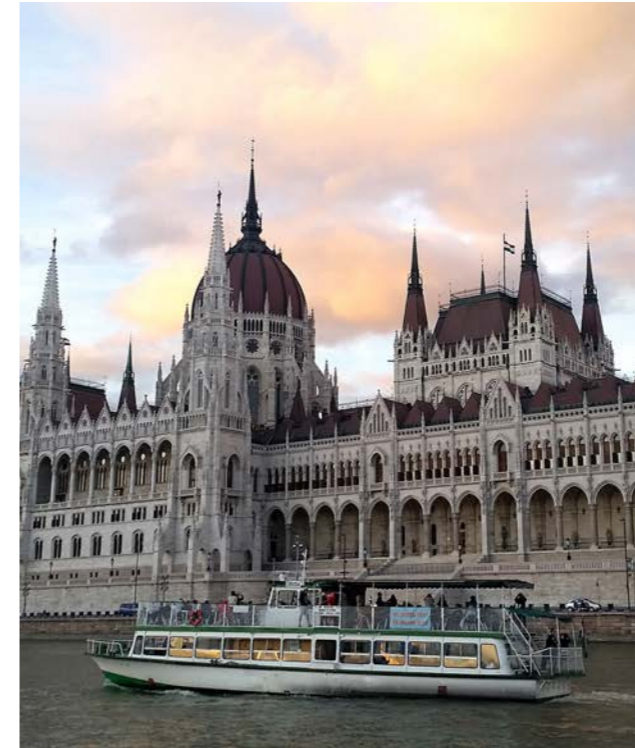




# HERITAGE

Our precious water heritage is often overlooked and, thus, made “invisible”. Although in the past it had – and still today may play – crucial functions for the survival of local communities, it is forgotten and not perceived as a priority.

- **HOW CAN WE REDEEM IT?**
- **WHAT ISSUES RELATED TO WATER HERITAGE - BOTH NATURAL AND CULTURAL, TANGIBLE AND INTANGIBLE - ARE ADDRESSED BY YOUR MUSEUM/INSTITUTION?**







# WATER EDUCATION AND AWARENESS

Water museums are engaged daily to raise major awareness on more sustainable water uses and on the inherited water heritage all around the world.

- HOW DO YOU ENGAGE THE YOUTH TO CREATE A “NEW WATER CULTURE”?
- HOW DO YOU SUPPORT WATER SUSTAINABILITY EDUCATION AND WATER AWARENESS EFFORTS?
- ARE YOU ORGANIZING AWARDS AND COMPETITIONS INVOLVING YOUNG GENERATIONS?







# RESEARCH

Research on more sustainable water uses and their dissemination through water museums, interpretation centres and exhibitions is fundamental. Also digitalization of minor hydraulic heritage and vanishing water cultures are crucial. Indigenous water knowledge is just an example, but a crucial one to spread new perceptions, behaviours and attitudes towards water in “developed countries”.

- ARE YOU ENGAGED IN ANY RESEARCH TOPIC?
- HOW DID YOU MAKE IT VISIBLE IN YOUR DISPLAYS?



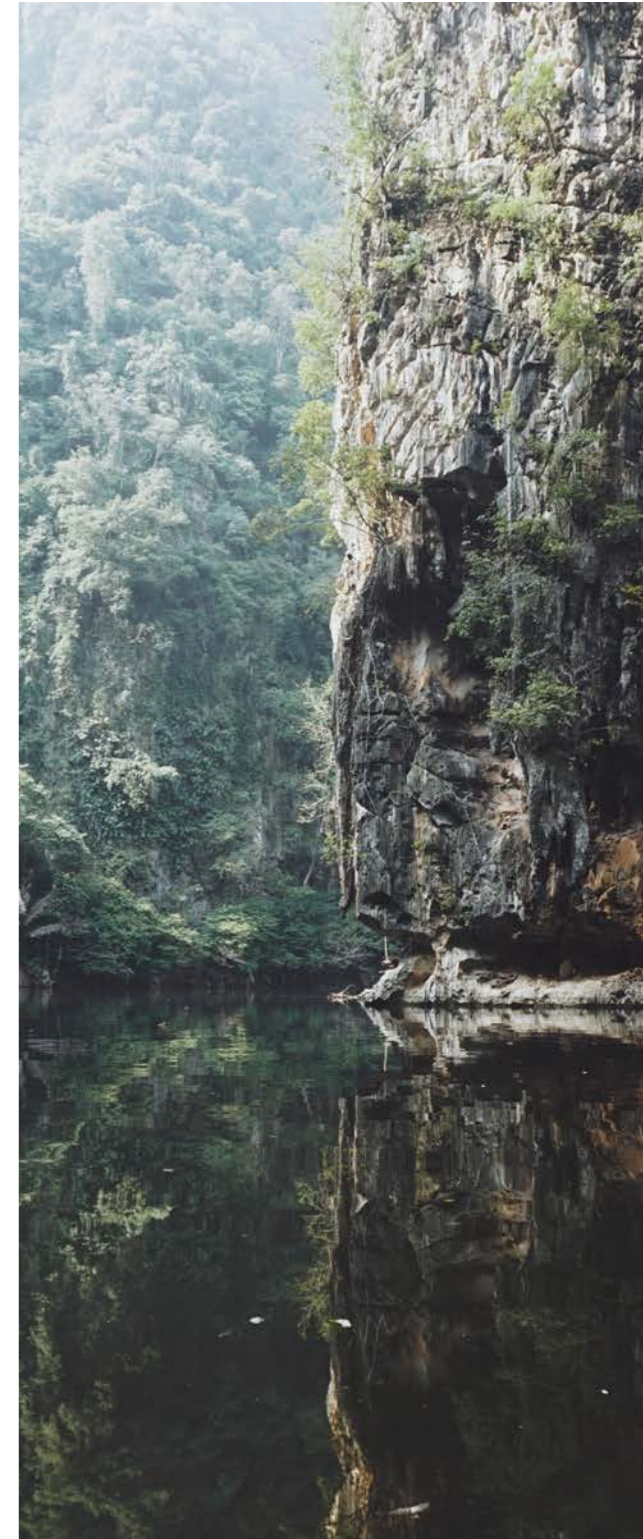




# SUSTAINABLE DEVELOPMENT GOALS

Why should we care about SDGs? A new social contract is needed today – and water museums are key players to make it happen all over the world. SDG n.6 focuses on providing safe drinking water to all, which means also preventing water waste, pollution and depletion.

**IS YOUR MUSEUM / INSTITUTION ENGAGED TO  
DISSEMINATE AND SUPPORT ANY SDG TARGET?**



D O W N L O A D   O U R   K I T

# SHARE AND SPREAD OUR MESSAGE



## NEWSLETTER

Newsletter can be sent using the logo-block “WAMU-NET + UNESCO-IHP” + 4<sup>th</sup> logo of the sender institution. In addition, we can explore the possibility to INCLUDE some specific events organized by our members in the official web site of UN, within one of the following sections:

a) Events

<http://www.worldwaterday.org/events/>or

b) Stories

<http://www.worldwaterday.org/theme/stories>

/

**# SHARE AND SEND YOUR BEST PRACTICES & STORIES #**





# 1A

## COMMUNICATION ACTIVITIES

### Social Media Usage

**What kind of Communication activities are implemented by your museum already?**

**Are Social Media included and, if so, in what type of Social Media platform are you active (FB, Twitter, Instagram, WeChat)?**



# 1B

## COMMUNICATION ACTIVITIES

Your Resources

**What kind of Social Media would you prefer to use in order to support such a new Communication Campaign at global level, and more in general to cooperate with the WAMUNET Communication Team?**

# 2A

## WORLDWIDE ONLINE CAMPAIGN

Photo & Drawing Youth Contest.

**In your opinion, what are the most urgent topics for the Global Network to focus in the Youth Contest?**

**Possible options:**

A. Plastic pollution on rivers /

B. Climate Change /

C. More sustainable water management-uses /

D. Water Heritage / E. Other

*(list the 3 most important by priority order)*



# 2B

## WORLDWIDE ONLINE CAMPAIGN

Photo & drawing Youth Contest.

**What kind of Social Media would you prefer to use in order to support such a new Communication Campaign at global level, and more in general to cooperate with the WAMUNET Communication Team?**

**In alternative, in case you prefer NOT to use Social Media, what tool / modality would you prefer to produce the materials for the communication campaign?**

# 3A

## THE NETWORK

Your Engagement

**What is the advantage for your museum to take part and contribute to the Youth Photo Contest / Communication campaign of WAMU-NET?**



# 3B

## THE NETWORK

### Your Engagement

**How is your museum going to exploit / maximize the results of this project? Would you be interested to display the results of the Youth Photo Contest in any of the Digital Media used in your museum?**

# 3C

## THE NETWORK

Your Engagement

**Would you be interested in displaying at your museum's premises the results of the Youth Photo Contest on a screen provided by WAMU-NET, and dedicated to the UNESCO-IHP initiative titled "Global Network of Water Museums"?**





**WATER  
MUSEUMS**  
GLOBAL NETWORK



United Nations  
Educational, Scientific and  
Cultural Organization



International  
Hydrological  
Programme

**GRACIAS!**

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