

Embracing Changes

International webinar
Hangzhou, 26 January 2021

**Results of the 1st Youth Prize
Contest The Water We Want (2020),
and launch of the 2nd Edition
(2021)**

Eriberto Eulisse
Executive Director
Global Network of Water Museums

2021

全球水博物馆联盟国际网络会议

International Webinar of
the Global Network of Water Museums

拥抱变化

Embracing Changes

2021年1月26日 中国水利博物馆

26th January 2021

National Water Museum of China

主办方
Hosted by

中国水利博物馆
National Water Museum of China

合作方

In Collaboration with

联合国教科文组织驻华代表处
UNESCO Beijing Office

NEW MEMBERS 2020

- **China: Yellow River Museum**
- **Germany: Das Klaerwerk, Krefeld, Rhineland**
- **Ireland: Water Museum of Ireland**
- **Italy: Po Delta – Veneto Regional Park**
- **South Korea: Jeju Water Exhibition, JPDC**
- **Spain: Museos de Mequinenza**
- **Spain: Museo de Manresa / Parc de la Sequia**
- **Uruguay: Water Museum of Uruguay, OSE**
- **Individual members: G. La Spada, J. Lessa, D. Letizia, M. Sampani, X. Y. Zheng.**

<https://www.watermuseums.net/network/>

Session 1 – Virtual Walks, Online Training and Educational Videos

Speakers (25 minutes)

- **AQUATICA Freshwater Museum, Karlovac (Croatia)**
- **Musée de la Civilisation de l'Eau au Maroc (Marrakech)**
- **Hidrodoe (Belgium)**

Round table (20 minutes)

- **Fortress Museum, 's-Hertogenbosch (The Netherlands)**
- **Museu de les Aigües, AGBAR Foundation (Spain)**
- **Baiheliang Underwater Museum, Fuling (China)**
- **Danube Water Adventure (Austria)**
- **Biesbosch Museumeiland, Werkendam (Netherlands)**
- **Parc de la Sèquia, Museu de la Tècnica de Manresa (Spain)**
- **Kahramaa Water Awareness Park, Doha (Qatar)**

Session 2 – Cherishing Water Memories

Moderator: DE VRIES Sandra (WAMU-NET Advisory Committee)

Speakers (25 minutes)

- **Living Waters Museum (India)**
- **MUSE Trento (Italy)**
- **Museos de Mequinenza (Spain)**

Round table (20 minutes)

- **Haarlemmermeer Museum de Cruquius (The Netherlands)**
- **Ecomuseo Martesana (Italy)**
- **Opificio delle Acque, Bologna (Italy)**
- **Water Museum “L. Truta”, Cluj (Romania)**
- **Aquatim Water Museum, Timisoara (Romania)**
- **Musée de l’Eau de Ouagadougou (Burkina Faso)**

COVID forced also the Global Network to move on the digital sphere

ACTIVITIES 2020

- 1. Youth Contest and Award «The Water We Want»:**
6 winners + 14 special mentions among drawings, photos, and videos selected out of 104 entries
- 2. Online digital exhibition TWWW**
New online platform dedicated to the contest
- 3. Communication campaign TWWW**
Includes 23 Videos (3 on the Global Network + 20 short videos for social media)



**WATER
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GLOBAL NETWORK

the
water
we
want!

Results of the 1st Youth Prize Contest

- 8.000 entries pre-selected by 24 water museums
- 104 works in the Digital Exhibition
- 6 awards and 14 special mentions among videos, drawings and pictures announced on a dedicated webinar (May)
- Key messages of Water Ambassadors on socials





Beijing Office
驻华代表处

National
Water
Museum
of
China



中国
水利
博物馆



NETHERLANDS NATIONAL
IHP-HWRP COMMITTEE

<http://thewaterwewant.watermuseums.net/index.html>



HOME ABOUT YOUTH CONTEST 2020 WINNERS PRESS KIT

THE WATER WE WANT From Heritage to Future

Youth Prize Contest – 1st edition 2020

DRAWINGS
PHOTOS
VIDEOS
PARTNERS



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the
water
we
want!

FROM HERITAGE TO FUTURE

Youth Prize Contest – 1st edition 2020

The Youth Prize Contest **The Water We Want** aims at engaging young people as storytellers of our multifaceted water heritage and narrators of a more



The Communication Campaign

- 1 video commissioned by the Netherlands National IHP-HWRP Committee
- 22 videos and mini-videos commissioned by UNESCO Beijing Office and the National Water Museum of China (Hangzhou):
 - > one promotional video
 - > one main video
 - > twenty short videos or posts on social media

All videos are available on our web site

>>> See the new menu «campaigns»



Beijing Office
驻华代表处

National
Water
Museum
of
China



中国
水利
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NETHERLANDS NATIONAL
IHP-HWRP COMMITTEE

The Campaign on Social Media

Facebook: > 100.000 viewers

A new audience for water museums?

Next campaigns?

2020 campaign used for educational activities?

Looking for new partners (2nd Edition 2021)



**WATER
MUSEUMS**
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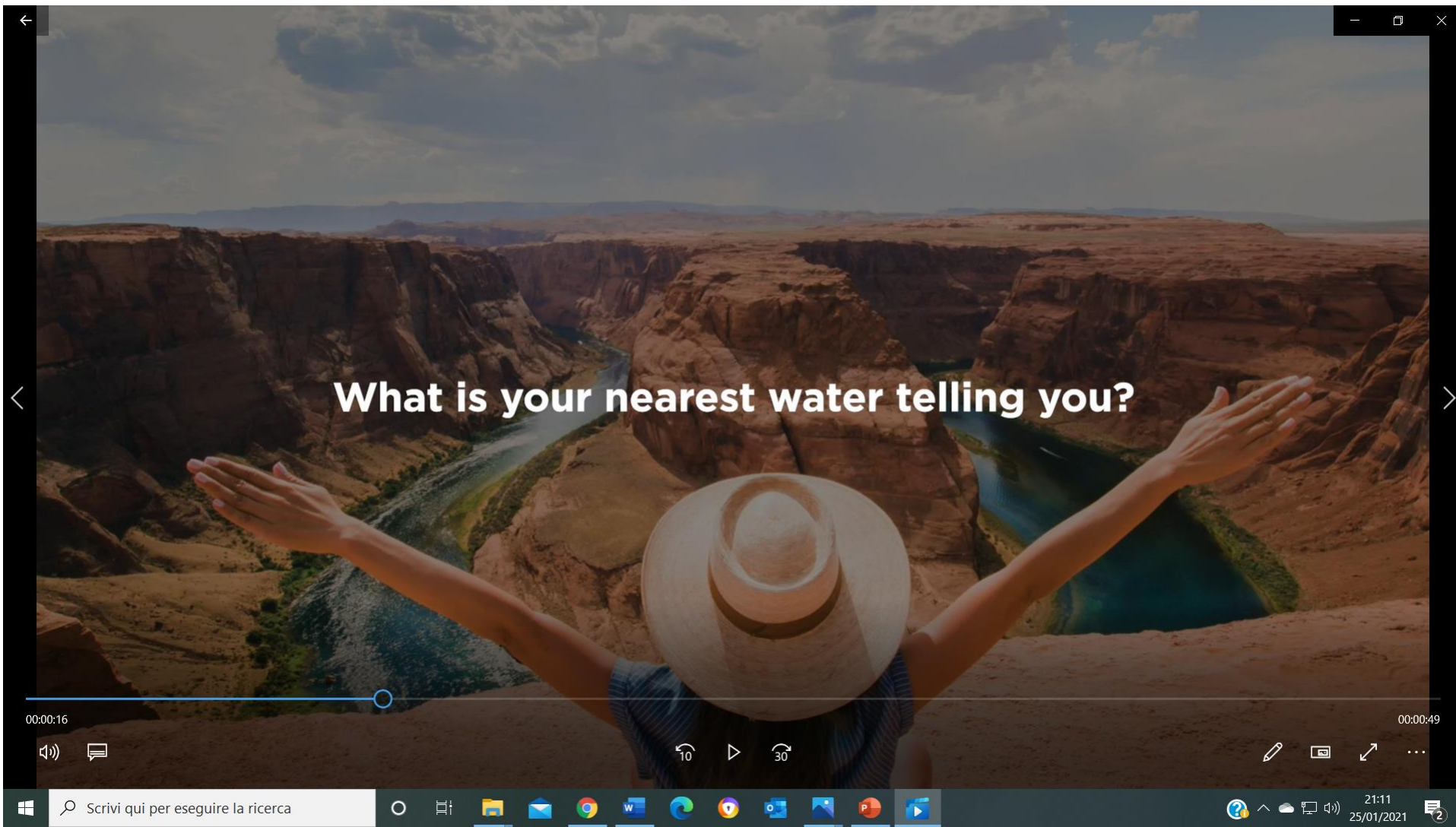
the
water
we
want!



+ Registration N. a....pdf ^ | 12_fattura_22_11_....pdf ^ | Programma Conv....docx ^ | Brochure Convegn....pdf ^ | Autorizzazione ri....docx ^ | Mostra tutto x

<https://vimeo.com/470298707>

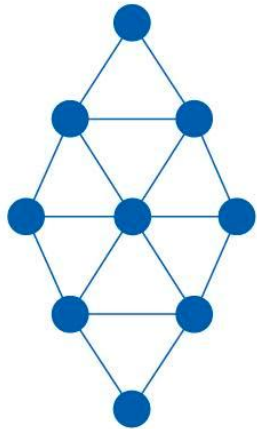
www.facebook.com/watch/?v=37234505722122



The last post / short video disseminated on Facebook
1 minute

2nd Youth Prize Contest

RESTYLING OF THE LOGO



WATER
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the
water
we
want!


2nd Youth Prize Contest


NEW WEB SITE (AVAILABLE NOW!)


Home: Università Ca' F... | hilde.delae...@pidpa.be | WeTransfer | WeTransfer | Connections | Home | The water we w... | TO SHARE VIDEO - pCl... | +

thewaterwewant.watermuseums.net/tmp/

App | Ca' Foscari | Water Museums of... | Water Museums | Webmail - Register... | WordReference.com | WeTransfer | Comprimere PDF o... | BLOGSPOT Cività d... | THE WATER WE WA... | Google | Altri Preferiti

 WATER MUSEUMS GLOBAL NETWORK

 United Nations Educational, Scientific and Cultural Organisation

 Intergovernmental Hydrological Programme

HOME ABOUT CONTEST PARTNERS PRESS KIT CONTACT US

THE YOUTH PRIZE CONTEST *THE WATER WE WANT* AIMS AT ENGAGING YOUNG PEOPLE AS NARRATORS OF OUR CULTURAL AND NATURAL WATER HERITAGE AND STORYTELLERS OF OUR LIQUID FUTURES

REGISTRATION
YOUTH PRIZE CONTEST 2021

WINNERS
1ST EDITION 2020

COMMUNICATION CAMPAIGN
YEAR 2020

https://thewaterwewant.watermuseums.net/tmp/winners.html

TO SHARE VIDEO.zip 1,1/1,7 GB, 7 min rimanenti | Presentation Hid...PPTX | 1.jpg | IMG_7876.JPG | Yellow River Mus...pptx | Mostra tutto

Scrive qui per eseguire la ricerca

20:42
25/01/2021

2nd Youth Prize Contest (2021)

- **Simplified registration forms**
- **Two new categories of entries:**
 - > **creative writing and slogans**
 - > **soundscapes and songs**
- **Extended deadline: April 30°**
- **Online resources for educators**

2nd Youth Prize Contest (2021)

A new dedicated Communication Campaign?

**Our wish: to select the winners as WAMU-
NET Water Ambassadors at the next
World Water Forum (Dakar, March 2022)**

**We are looking for stars and testimonials
from the music world and the show business !**

To do this we need a new partner!

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THE MANIFESTO

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联合国教育、科学及文化组织



Beijing Office
驻华代表处

United Nations
Educational, Scientific and
Cultural Organization

联合国教育、科学及文化组织

Giuseppe La Spada
Sublimis, 2017



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United Nations
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Cultural Organization



International
Hydrological
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**THANK YOU
FOR YOUR
ATTENTION**

WWW.WATERMUSEUMS.NET

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