

*Regional Synthesis Meeting  
for the 5th World Water Forum*

*Concrete Initiative of  
1st Asia-Pacific Water Summit*



*TV Documentary : Water issues in Asia Pacific*

**Asia-Pacific Water Forum**

**15/12/2008**

**Asia-Pacific Broadcasting Union (ABU) /  
Asian Development Bank (ADB) / Japan Water Forum (JWF)  
Regional Synthesis Meeting for the 5th World Water Forum**



## Outline

- Objectives of the Initiative
- 1st APWS Outcome and Expected Outcome toward 2nd APWS
- How the Initiative Bridge Divides for Water



# Objectives

To attract audience as a means to increase awareness on water issues across the Asia-Pacific region, both in terms of numbers of peoples reached as well as in the quality of the information disseminated. The objectives of this activity are:

- To support **capacity building** of media and journalists,
- To contribute to the **development of regional water advocacy**, and
- To support in country **water awareness development**.



# 1st APWS outcome and expected outcome toward 2nd APWS

	<b>1<sup>st</sup> APWS Outcome</b>	<b>Next Step</b>
<b>Theme</b>	<ul style="list-style-type: none"> <li>➤ What water problems people is facing</li> </ul>	<ul style="list-style-type: none"> <li>➤ How people overcame (is overcoming) water problems</li> </ul>
<b>Activities</b>	<ul style="list-style-type: none"> <li>➤ To produce a documentary programme on water (52 minutes) by the Asia-Pacific Broadcasting Union (6 member organizations)</li> <li>➤ To be aired by ABU's members</li> </ul>	<ul style="list-style-type: none"> <li>➤ To produce 12 documentary programmes on water (10-minute/Programme) by the Asia-Pacific Broadcasting Union (6-12 member organizations)</li> <li>➤ To be aired by ABU's members</li> </ul>
<b>Contents</b>	<ul style="list-style-type: none"> <li>➤ Consists of 6 video reports from 6 Asian-Pacific countries (Papua New Guinea, Nepal, Japan, China, Vietnam and Malaysia)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Consists of 12 documentary programmes from 6-12 Asian-Pacific countries (TBD)</li> </ul>
<b>Implementing Body</b>	<ul style="list-style-type: none"> <li>➤ 6 Member organizations of Asia-Pacific Broadcasting Union in support with Japan Water Forum</li> <li>➤ Financial support from Asian Development Bank</li> </ul>	<ul style="list-style-type: none"> <li>➤ 6-12 Member organizations of Asia-Pacific Broadcasting Union in support with Japan Water Forum</li> <li>➤ Financial support (TBD)</li> </ul>
<b>Budget</b>	50, 000 USD	60, 000 USD (TBD)



## How the Initiative Bridge Divides for Water?

- The initiative could bridge **the divides in terms of awareness on water** by broadcasting a documentary on TV, one of the most effective ways to increase public awareness.
- Increasing public awareness by using TV broadcasting could be one of major momentums to contribute to bridging **divides in terms of the MDGs and other water-related goals**.
- The members of co-production are consisted of broadcasters **in both developed and developing country**, which could also bridge **the capacity divides**.
- This initiative is being implementing by a reasonable regional consortium. The consortium is consists of **a regional broadcasting union (ABU)** as producer and **a regional development bank (ADB)** as financial sponsor **under a framework of a regional network (APWF)**. The concept of the consortium could be applied to the other regions.



# TV Documentary : Water issues in Asia Pacific

