

The 3rd Governing Council Meeting of the Asia-Pacific Water Forum

TV Documentary: Water issues in Asia Pacific Concrete Initiative of 1st Asia-Pacific Water Summit

June 23, 2008

**Asia-Pacific Broadcasting Union (ABU)
Asian Development Bank (ADB)
Japan Water Forum (JWF)**

Objective

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. This activity will:

- Support **capacity building** of media and journalists,
- Contribute to the **development of regional water advocacy**, and
- Support in country **water awareness development**.

TV Documentary

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

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