

Asia-Pacific Water Forum
Key Result Area 3: Increasing Public Outreach
Concept Note and Work Plan for 2007

A. Introduction

APWF's Key Result Area (KRA) 3 focuses on increasing public outreach, by:

- Developing regional water advocacy among government leaders;
- Showcasing achievements by water champions in the region;
- Supporting regional and in-country water awareness programs;
- Supporting the media strategy for the Asia Pacific Water Summits

The Asian Development Bank (ADB) will serve as lead organization for KRA 3 in its start-up phase, until a suitable organization has been selected or established. In developing KRA 3, ADB draws on the experience and partnerships developed in its regional Water Awareness Program from 2002 to 2005.¹

B. Proposed Approach

First Asia-Pacific Water Summit. ADB will contribute and support JWF in engaging media coordinators to assist in promoting the first Summit. The coordinators will have expertise on public relations and experience of international and Japanese media, and will prepare and implement a media strategy comprising an integrated set of activities including arranging media events, writing press materials, placing articles, arranging interviews, and building media contacts and outreach.

Under the activities funded by ADB's Cooperation Fund for the Water Sector², ADB will also support APWF on advocacy campaigns and articles in mass media to increase public awareness and understanding of key water trends, issues, and solutions. Target audiences or clients will include decision makers in national and local governments, national and regional partnerships, local practitioners, civil society organizations, and the participants of the first Summit. Journalists will also be supported through networking activities, such as the Asia Water Wire of the Inter-Press Service.

Asia Water and Development Outlook. ADB, in its capacity as lead institution for boosting water financing (priority theme A) and increasing public outreach (KRA 3), will commission the preparation of a new flagship report, Asia Water and Development Outlook (AWDO). AWDO will directly target those senior government officials involved in making investment decisions (principally finance and planning ministers and their advisers).³ It would also articulate the overall directions for water activities that will be promoted by APWF in the coming years. AWDO will be featured at the first APWS, with a declaration by the leaders supporting the key messages and recommendations in AWDO.

¹ See <http://www.adb.org/Water/Operations/Awareness/default.asp> for details.

² ADB manages the Water for All website, and also publishes a monthly Water for All e-newsletter that has over 13,000 subscribers. See: <http://www.adb.org/Documents/Periodicals/Water/default.asp>

³ The AWDO would draw on experience with reports such as ADB's Asian Development Outlook, Asian Environmental Outlook, UNDP's Human Development Report, and those by Transparency International, and others.

Beyond the First Summit. ADB envisages that the implementation of KRA 3 will need an independent non-profit organization (NPO) in the region to (i) provide leadership and coordination, (ii) conduct and support high-quality awareness and advocacy programs, and (iii) attract funding to support regional and in-country programs.

ADB plans to conduct a fact-finding exercise in 2007 to explore the needs and opportunities to select or establish such as NPO. The fact-finding mission will consult national, regional, and global media organizations and other government and nongovernmental stakeholders for their views and recommendations. The results of the fact-finding exercise will be reported to the APWF Governing Council with recommendations for further action to implement KRA 3, beyond the First Summit.

C. Budget

ADB will finance all costs for these activities. The estimated budget is \$500,000.

D. Focal Points

Within ADB, the work to support APWF's KRA 3 will be conducted jointly by the Department of External Relations (DER) and the Energy, Transport and Water Division of the Regional and Sustainable Development Department (RSDD).

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