

Water in Communications workshops 2024				
Start	Finish	Subject	Topics covered	Speaker
Tuesday June 4				
14:00	14:05	Introduction		
14:05	14:25	Introductory session to the theme of this year's World Water Week, Bridging Borders: Water for a Peaceful and Sustainable Future	World Water Week 2024 will focus on water cooperation for peace and security in its broadest sense: human security, food and nutrition security, ecosystem security, energy security – and the relationships between them. In this session, you will learn more about the theme of World Water Week 2024 and why the breaking down of all forms of silos is a key component for successful cooperation.	Kerry Schneider, Programme Manager, Water Resources Cooperation, SIWI
14:25	14:35	Q&A		
14:35	14:55	Climate change, human insecurity, and peacebuilding	<ul style="list-style-type: none"> • How climate change may contribute to geopolitical tension and conflict, and how these impacts differ between regions. • Four ways in which these impacts could lead to tension or violence, and how none of these are inevitable. • How the root causes of these new risks can be addressed, and how climate change can be considered as an entry point to peace building. 	Farah Hegazi, Researcher, Climate Change and Risk Programme, SIPRI
14:55	15:05	Q&A		

15:05	15:25	Who owns the story?	<ul style="list-style-type: none"> • A brief introduction to Amref's "Who Owns the Story?" report. • The development of an ethical handbook and how Amref works with champions to create and socialise it. • The influence on donor communications and work on developing a global marketing proposition. 	Wesley Kipng'eno Koskei, Fundraising Content Manager, Amref Health Africa
15:25	15:35	Q&A		
15:35	15:55	Demystifying AI: what does digital transformation actually mean	Artificial intelligence (AI) has come to dominate societal debate, and the development of AI technologies has brought with it a number of new opportunities and dilemmas - especially for journalists and communicators. This is the first of two sessions focusing on AI, and today we start by looking at what digital transformation actually means.	Thomas B. Moeslund, Professor in AI, Technical Faculty of IT and Design, Aalborg University, Denmark
15:55	16:05	Q&A		
16:05	16:16	Breakout room		
Friday June 7				
14:00	14:05	Introduction		
14:05	14:25	Women in Water Diplomacy Network in the Nile Basin	<ul style="list-style-type: none"> • Gender equality as an essential aspect of transboundary water cooperation. • How women's participation in peace building is associated with more durable agreements as greater gender equality leads to fewer instances of conflict. • The role of communications in peace building. 	Zodwa Dlamini, Independent Consultant Member of the WWDN Leadership Council
14:25	14:35	Q&A		

14:35	14:55	Climate policy framing – the role of politics, institutions, and expertise	<ul style="list-style-type: none"> • How do states frame pathways to carbon neutrality? We focus on the language used in different national climate strategies – and why it matters. • What expertise and knowledge are represented in national climate institutions? • The importance of framing climate change not only as a problem of science, but also a problem of long-term planning, (in)equality and representation. 	Alexandra Buylova, Researcher at the Swedish Institute of International Affairs
14:55	15:05	Q&A		
15:05	15:25	Feminist Agenda to Tackle the World's Water Crisis	This session presents the key findings from UN Women and UN-Water's Spotlight on SDG 6 paper, "From Commodity to Common Good: A Feminist Agenda to Tackle the World's Water Crisis" to discuss the need and reasons for a feminist approach to addressing the global water crisis, the call for women's equal representation in leadership and decision-making, and the connection between social justice, ecological rights, and women's rights. Data and statistics on women's greater vulnerability will also be highlighted alongside case study examples and key recommendations for driving policy change.	Antra Bhatt, Statistics Specialist, Research and Data Section, UN Women
15:25	15:35	Q&A		
Tuesday June 11				
14:00	14:05	Introduction		

14:05	14:25	Decolonisation in Visual Communications	<p>In the colonial past, images were an instrument of domination. They showed who was in power and who was not.</p> <p>But colonialism in visual language is not simply a thing of the past. It is difficult to banish the stereotypical images from the colonial past from our minds. Poverty, lack of development and helplessness: images that convey the impression of superiority are also widespread in the NGO world. This is often done with good intentions, for example in the context of fundraising. But the images have a profound influence on our colonial present, including political relations between the global South and North. They play a decisive role in determining whether partnership cooperation succeeds or fails.</p> <p>But how can we decolonise our visual communication?</p> <p>Jörg Arnold from Fairpicture explores these issues in this workshop.</p>	Jörg Arnold, Co-founder Fairpicture
14:25	14:35	Q&A		

14:35	14:55	The power of video storytelling in water	How can video storytelling be harnessed to engage, inspire and spark conversations on water? How can video play a leading role in a broader communication plan, without oversimplifying complex issues? Join this interactive session hosted by award-winning environmental journalist Tom Freyberg from Atlantean Media, a boutique agency on a mission to connect people to water through creative content. Get practical tips on creating and promoting video. Watch examples of videos that have resonated with water audiences around the world, from documentary trailers to social media campaigns.	Tom Freyberg, Founder & Managing Director, Atlantean Media
14:55	15:05	Q&A		
15:05	15:25	Sharing knowledge and bridging borders	<ul style="list-style-type: none"> • Bridging borders between indigenous communities in New Zealand and wider society. • A 101 on an indigenous worldview to help bridge boarders of thinking. 	Te Huia Taylor, Director of Paakaurua Consultants
15:25	15:35	Q&A		
15:35	15:55	The Niles - a female perspective	Q&A with Rehab Abd Almohsen, lead editor of the special issue of The Niles, an online magazine that seeks to support transboundary water cooperation in the Nile Basin. This special issue will celebrate women's diverse experiences and stories. It will highlight the contributions of women along the Nile, reflect on their main challenges, and spotlight inspiring women.	Rehab Abd Almohsen, science journalist, based in Cairo, Egypt
15:55	16:05	Q&A		
Thursday June 13				
14:00	14:05	Introduction		

14:05	15:30	Master Class - Science Communications	One of our most popular presenters is back! Join this fast-paced interactive session in which Anders Sahlman will share tips and tricks for how to make your science presentation go the extra mile and truly stand out. This Master Class includes direct feedback on individual presentations and tools for how to attract - and hold - your audience's attention.	Anders Sahlman, Science Communicator and Presentation Coach
15:30	15:35	Wrap up.		
Tuesday June 18				
14:00	14:05	Introduction		
14:05	14:25	We need to speak about the S and H in Wash	It is a common mistake that WASH is understood as access to clean water - leaving sanitation and hygiene out of global discussions. This needs to change! Let's bring the latrines, fecal sludging and menstruation to the front and start prioritising the S and H in WASH. Plan International works across all WASH components. It is challenging and rewarding. The session builds on experiences from Plan International's work in Gambella, Ethiopia.	Iben Østergaard Marcussen, Team Lead WASH & ECD, Plan International Denmark
14:25	14:35	Q&A		

14:35	14:55	The importance of water provision management in conflict and crisis	The world's resources are often used to provide food, water, and shelter to refugees directly impacted by an ongoing crisis. However, humanitarian assistance can create tensions between refugees and local communities. In this session, Water Mission talks about water provision management in crisis situations that avoids making local populations, (who are often also vulnerable), feel neglected. You could call this crisis diplomacy or crisis prevention, in which water management and distribution are key.	Will Furlong, Senior Director Africa Region, Water Mission
14:55	15:05	Q&A		
15:05	15:25	How strategic communication supported sanipads' success	<ul style="list-style-type: none"> • The idea behind using by-products from the south coast of Brazil as raw materials to develop an eco-friendly sanitary pad. • The importance of recognising period poverty and ways to solve it. • Successful ways of communicating the invention to enable scaling. 	Camilly Pereira dos Santos, Chemical Engineer student at Stanford University and Stockholm Junior Water Prize alumni
15:25	15:35	Q&A		
15:35	15:55	Session	TBD	
15:55	16:05	Q&A		
Tuesday June 25				
14:00	16:00	Practical Session – Turning innovation into impact: Helping water rise to the top of the news agenda	This bespoke media training workshop is designed to equip you, as a communicator and water professional, with the skills you need to engage with the media in meaningful and timely ways – and encourage journalists to engage with water sector experts for a deeper understanding of the challenges and solutions to the global water crisis.	Calie Rydings and Nancy Smith, Media Trainers, Make Water Famous

15:55	16:05	Q&A		
Thursday June 27				
14:00	14:05	Introduction		
14:05	14:25	Climate communications trends and best practices: Keeping a finger on the pulse	<p>Communication and creativity are powerful tools in addressing the climate crisis. They can turn science into compelling stories, mobilise citizens into action, and inspire leaders to enact change. Recently, you may have noticed an exciting increase in climate communications research, trends and best practices. Staying on top of this growing knowledge and community can be hard. But what if there were an easy-to-use online hub where you could quickly find useful resources and make connections to boost your climate communications and journalism efforts? Well, look no further! In this session, we introduce you to our Climate Communications Knowledge Hub designed to help you stay informed, engaged and, ultimately, take your communications efforts to the next level.</p>	Macarena Aguilar and Lisa Hiller of Small World Stories
14:25	14:35	Q&A		

14:35	14:55	The AI threats to climate change – what journalists and communicators must know	<ul style="list-style-type: none"> • In 2024, the World Economic Forum identified AI-generated mis- and disinformation as the world’s greatest threat, (followed by climate change), saying “large-scale AI models have already enabled an explosion in falsified information.” What are the AI-related challenges that journalists and communicators must be aware of? • AI is not only a communication challenge, AI systems are increasingly demanding vast amounts of energy and water. Who is accountable? And what can be done about it? 	Oliver Hayes, Head of Policy & Campaigns, Global Action Plan
14:55	15:05	Q&A		
15:05	15:25	Our Blue World	TBC	TBC
15:25	15:35	Q&A		
15:35	15:55	Beyond “Just the Facts”: using storytelling in your SciComm for a lasting impact	If you want to grab and keep people’s attention, using storytelling techniques when communicating about science can be a powerful tool. Good stories appeal to our humanity, tap into our emotions, create a connection and keep your audience engaged. As scientists and science communicators, we often lead with a data-driven “just the facts” approach that instead can fall short of gaining people’s attention and making the case for why science matters. In this session, we talk about incorporating storytelling elements into science communication, and consider some best practices to making a good science story memorable and relatable.	John Meyer, Senior Director of Marketing and Communications, University of Washington College of the Environment
15:55	16:05	Q&A		