



# Water in Communications

## Telling impactful water stories to bridge science, trust, and imagination.

As the urgency for water and climate solutions grows, so does the power of the stories we tell – and the importance of who gets to tell them.

This three-part series explores the dynamics of science communication, diplomacy, and emotions in shaping public and political responses to water scarcity, climate resilience, and sustainability.

Each session brings together voices from around the world to ask: Who speaks, who listens, and how can we tell stories that move people to action?



“To face today’s water and climate crises, we must rethink how we communicate—centering marginalized voices, challenging entrenched power, and transforming stories into tools for justice and collective action.”

Cécile Pillon Hue,  
Water in Communications Programme Lead

### Session 1: Water and climate talks: Who speaks for West Asia and North Africa (WANA)?

MONDAY 25 AUGUST  
15:00-15:30 CEST

Water has long been a priority in West Asia (Middle East / Gulf states) and North Africa, due to scarcity and lack of resources, before “climate change” was even talked about. As countries like the UAE and Saudi Arabia lead in water-tech and climate diplomacy, this session explores who tells the stories, which narratives are missing, and the effects on less resourced neighbours. Focusing on communications and diplomacy at mega-events like COP, it examines the impact of regional climate branding and seeks ways to foster cooperation rather than deepen tensions.

### Session 2: Science in the storm: Who to trust when facts are under attack?

TUESDAY 26 AUGUST  
15:00-15:30 CEST

As water and climate research grows more urgent and politicized, communicators and scientists struggle to convey data accurately, bridge political divides, and counter disinformation while maintaining trust. This session explores how storytelling can reframe water narratives to inspire action, combat climate fatigue, and prepare scientists for backlash amid online hostility and media polarization.

### Session 3: Water and climate action: How to tell stories that move us?

WEDNESDAY 27 AUGUST  
15:00-15:30 CEST

Facts alone don’t move people—stories do. This session highlights how art, culture, and emotion bring water and climate science to life. By collaborating creatively, artists and researchers can reach new audiences, shift perceptions, and build empathy. The panel explores how to make these partnerships meaningful, ethical, and community-centered, showing how storytelling beyond words can inspire action and deepen understanding.