Introduction Session 4:
How to make greater cooperation through successful communication efforts?

Workshop
Moving forward transboundary water cooperation: building on its benefits
Geneva, 6-7 February 2018
What is the purpose of communicating well on the transboundary cooperation benefits?

Evidence on the benefits of TWC can influence policy process

→ Need to integrate results of the identification and assessment of TWC benefits into policy process

Communication efforts can support:

• Awareness raising
• Advocacy
• Policy development
• Negotiation and compensation
Approaching communication efforts means taking into account that:

• Communication is strategic! → communication plan, tailored to the needs of the TWC process
• Intended use of results and intended audiences to shape communication efforts
• There might be different perspectives (ex. upstream – downstream)
• The message might change depending on who is giving it (local actors, other riparians, twinning, study tours…)
• Communication has a cost
  → Guidance to communicate TWC benefits for specific purposes
Communicating with different audiences:

Each intended audience will require **different types of information** and the use of different **communication mechanisms**:

- **Purpose**
  - Whatever the purpose, it is important to use the results to **clarify basic concepts**, illustrating the **trade-off** of the **with/without cooperation alternatives**.

- **Tactics**
  - Communication efforts should focus on **moving from perception to facts** (relate benefits to national priorities/programme).

- **Messages**
  - They should be **aligned to the political context** and develop **success stories**. They can be backward looking or forward looking.

- **Mechanisms**
  - Multiple mechanisms can be used based on **the intended audience** and **intended purpose**.
### Mechanisms to communicate the benefits of transboundary water cooperation

<table>
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<tr>
<th>Target audience</th>
<th>Awareness raising</th>
<th>Policy development</th>
<th>Negotiations and deal-making</th>
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| **National decision-makers** (Ministry of foreign affairs, development and finance) | Policy Brief                                                                        | - Trusted persons and think tanks  
- Analytical reports making the economic case                                                                                                        | - Joint analytical reports  
- Independent panel of experts                                                                                                                      |
| **National water community** (ministries of environment or water, basin organizations, large water users/beneficiaries) | - Policy Briefs  
- Joint multi-language website  
- Platforms of joint bodies  
- Study tours | - Platforms of joint bodies  
- Process of preparation of basin plans  
- Study tours and workshops (tailored to stakeholders and themes)                                                                 | Joint analytical reports  
Independent panel of experts                                                                                                                      |
| **Locals** (local governments, local communities, local water users/beneficiaries) | - Articles and op-eds in mass media  
- Training of journalists and teachers  
- Joint multi-language websites  
- Basin day events | Trusted grass-roots organizations                                                                                                                  | Public consultation mechanisms                                                                                                                   |
Driving Questions for session 4:

• What are the consequences of a lack of proper communication of the benefits of cooperation?

• Who should be the primary target groups to ensure support to and financing of transboundary water cooperation processes, and how can the benefits be best communicated to them?

• How to integrate the communication work about the benefits of transboundary water cooperation with other communication efforts in transboundary basins?