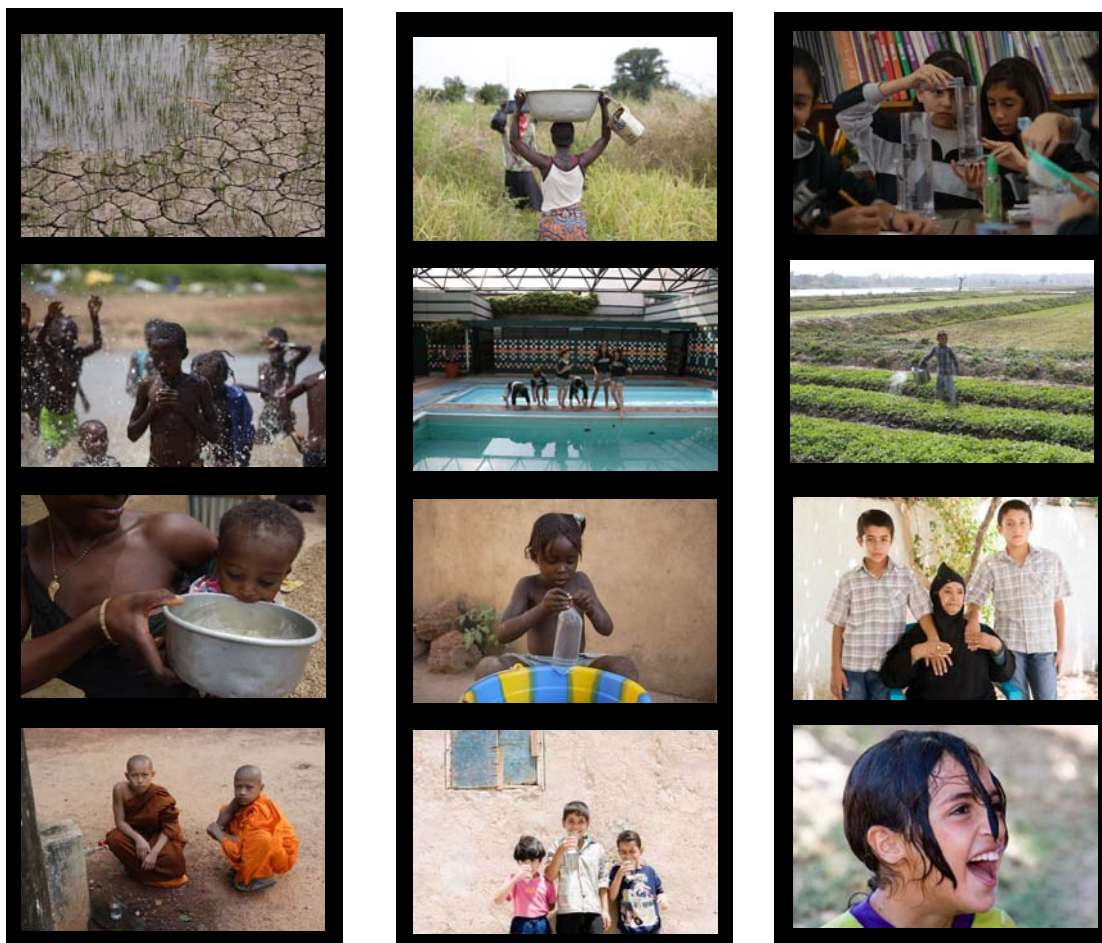


TALES OF WATER



>>> A multimedia package launched by IUCN
and its partners >>> Stories of children
from all over the world >>> Global water
issues seen through the eyes of children

>>>What is Tales of Water ?



Tales of Water is a multimedia project which was launched by the World Conservation Union in January 2005. It was then that a Dutch based multimedia company approached the IUCN Water Programme to work together on this concept. The idea was to let children from all over the

world talk about their bond with water, the source of life. Through their tales, the many water issues facing the different regions of the world are highlighted in an honest and direct way.

***“The water movement
needs more than
numbers and targets”***

It is not a doom and gloom story, but one of hope and belief in a better future. Children from the Middle East, Africa, South and Central America, Europe and Asia have been interviewed, filmed, photographed and even taken photo-

graphs themselves, all in order to make this *their* story. In this way, *Tales of Water* makes dry statistics come to life as children bring their stories forward.

The children's tales are recorded by video, photography and text from different perspectives: the child's view, the observer's view and the wider view on the issues around water and development. The source material forms the basis for a variety of ways to communicate these views before, at and after 4th World Water Forum (Mexico City, March 2006).

>>>Who do we target ?

To increase awareness about the issues reflected in the themes of the 4th World Water Forum, the Tales of Water project aims to influence opinion leaders, decision makers, CEO's, and policy makers as well as the Mexican public, and the public at large. Much publicity is expected to be generated through these images and photographs, as they can be adjusted and fine-tuned to a wide variety of audiences. *Tales of Water* establishes a direct link between the realities on the ground and the main the-

Our Target Audience	
Local Level	Communities, Farmers, Irrigation engineers, NGO's, Local Governments, Private sector
National and Regional Level	NGO's, Government agencies, Land Managers, Forest Managers, Basin Authorities, Donors, Private sector
International Level	International Conventions, International Organisations, Experts, the General Public

mes of the 4th World Water Forum. It provides a hands-on expression of 'Local Actions for a Global Challenge' through the different ways children view their water realities and tell their water tales.



>>>What are the products ?

Photobook

Working with the thousands of images from the selected countries, a glossy photobook is being produced (206 pages, 8.5 x 11 inches, 200 full-color photographs). Photographs are taken by professional photographer Taco Anema. The New-York based publishing company, Umbrage has been selected to coordinate publishing and distribution.

"Each year 3 million people die of water born diseases"

Video images

TV Promotion

A number of 20 and 30 seconds video clips are produced to promote the issue of water on TV channels throughout the world.

Video introduction to the sessions

For each of the thematic and regional sessions, a 2 minute video-introduction is prepared, in which children from around the world make statements or ask questions to the audience.

Documentaries

Each of the river basins will be featured in a series of TV documentaries. It allows children, local actors, government agencies and NGO's to inform the audience about environmental issues and important partnerships in those river basins.

Visual scapes

Soundless wall paper projections with images of Tales of Water are used to create a visual-scape of water realities.



IUCN and the 4th World Water Forum in figures

- √ 15 000 water professionals and decision-makers from more than 120 countries are expected to attend the Forum
- √ An estimated 5000 visitors to the IUCN Pavillon, consisting of government officials, environmental experts, company delegates, NGO participants
- √ Over a thousand press releases related to *Tales of Water* are expected to feature in international print and broadcast media

Forum pavillon

A pavillon is created to provide space to the local actors 'behind' the Tales of Water, bringing a selected number of children and leading actors from government, civil society and business together around the Tales of Water images. This pavillon also provides an opportunity to the media to have access to real-life stories directly linked to the Tales of Water images used at the Forum.

Internet Site

www.talesofwater.com was created to promote the work of *Tales of Water*. At present the website is a means to communicate the progress made to immediate partners. In the future the website will be upgraded to become fully integrated in the communication and marketing strategies around the messages and products of *Tales of Water*.

>>>How to get involved ?



Sponsoring the *Tales of Water* project with funds over USD 20 000 will entitle your company to the following features :

- A presentation of your company and your logo included in 1000 copies of the *Tales of Water* photobook. These copies will be distributed to high-level persons and will also be available for participating sponsors to offer as VIP gifts to selected members in their network
- Your logo on :
 - two commercials for TV broadcasting to announce the World Water Forum
 - ten two-minute video-introductions opening the regional and thematic sessions

“25% of the world population does not have direct access to safe drinking water”

- Your company name and logo featured prominently :
 - in our Pavillon
 - on the visual scapes that will continuously air images of water and children around the forum exhibition
- A link to your company's website on the *Tales of Water* website

Sponsoring the *Tales of Water* project with funds under USD 20 000 will entitle your company to some of the above features, depending on the amount of sponsorship.

5 good reasons to get involved

- ✓ Demonstrate your dedication to water issues affecting children and people around the world
- ✓ Receive exposure to the biggest international TV media channels
- ✓ Raise the profile of your company through our marketing and events programme at the 4th world water forum
- ✓ Have your company name associated with IUCN, one of the major players in the sustainable management of water
- ✓ Highlight your organization's corporate social responsibility

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