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## **COMMUNICATIONS AND VISIBILITY STRATEGY**

*SEPTEMBER 2010 - SEPTEMBER 2012*



***«Promoting Integrated Water Resources Management  
and Fostering Transboundary Dialogue in Central Asia»***

EU-UNDP Project (2009-2012)

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## Executive Summary

The presented below communications and visibility strategy is intended to foster visibility and raise the public profile of the joint EU/UNDP project "Promoting Integrated Water Resources Management (IWRM) and Fostering Transboundary Dialogue in Central Asia". It comprises best practice public relations methods inclusive of, inter alia, public information outreach, special events, electronic and web communications strategies.

The plan aims to systematize dissemination of information about the project, its priorities, achievements and principles. As it is strategic in focus, it is directly linked to the main project objectives to promote IWRM and foster transboundary dialogue in the area. It builds on the assessment of the main project documents, interim and quarterly reports and stakeholder identification studies and is drafted in consultation with the project team and UNDP and EU outreach units.

The plan includes such communications products as special events, media specific communication pieces, production and distribution of promo items. The major focus is made on reaching out for a wider public and media to further improve the visibility of the project and its partners inside and outside the region.

The strategy features an action plan having regard to key stakeholders and project cycle and visibility guidelines addressed to the project team to ensure compliance with the requirements of the EU and UNDP.

## Introduction

In Central Asia, where a deep hydrological interdependence between the countries is aggravated by the overuse and poor management of water, obsolete maintenance structures, political difficulties in resolving disputes and growing negative impact of the economic factors and climate change on the shared Aral Sea Basin, the intensive deployment of the Integrated Water Resources Management is heavily required.

The joint UNDP/EU project "*Promoting Integrated Water Resources Management and Fostering Transboundary Dialogue in Central Asia*" largely supports further introduction of the integrated and cross-sector approach to water management on local, national and transboundary levels. The project builds around a *non-divisive, mutually beneficial* strategic approach which implies gradual establishment of capacities, knowledge and willingness to move towards water-energy-food security nexus in the region. The project is implemented by the UNDP Bratislava Regional Centre through its Regional Office in Almaty and the UNDP Country Offices in *Kazakhstan, Kyrgyzstan, and Tajikistan*. The overall budget of the project is USD 5.4 million, with the European Union, main financial partner, contributing EUR 1.5 million.

The main objectives of the project include:

- Contribution to the elaboration and implementation of the IWRM strategies in Kyrgyzstan and Tajikistan.
- Facilitation of the transboundary dialogue and cooperation in the Ili-Balkhash basin.
- Improvement of the capacities and IWRM dialogue on the regional level.

The following Communications and Visibility Strategy covers the period from June 2010 to the end of the project in 2012. This document is called upon to ensure constant, consistent and effective communications with the key target audiences along the implementation of the project. It outlines set of activities to ensure visibility of the project, build up awareness among stakeholders on the carried out activities and their results, support the involvement of partners and stakeholders into the project implementation, carry out proper information dissemination and further promote the ideas of the IWRM in the region.

Given that development projects of this kind normally unfold in a highly changing environment, this Communications Strategy is drafted as a dynamic document open to amendments and reviews in the course of implementation.

This document was designed in full consideration of the "Joint Visibility Guidelines for the EC-UN Actions in the Field" document which, above all, stresses that the information and

communication activities in place should be designed to raise awareness of the audiences of the EU-UN cooperation in the region and the impact of these joint activities.

## 1. Analysis: Previous work and follow-up activities

Currently, the project which has been running since fall 2009 has entered its main implementation phase. During the inception stage in 2009 - 2010, several communications and visibility activities were already in place. As they preceded the drafting of this document, they lay outside Visibility and Communications Plan presented below. However, since the Strategy will largely rely on contacts, partnerships and communication patterns already established within the project, it is crucial to make an account of the progress made to date.

### Public events

Target audiences: *State officials, water experts, local population, mass media, general public, NGOs, donors and international organizations*

- The project was presented to the public at the end of 2009 through the National Inception Seminars in Kyrgyzstan (10 September 2009), Tajikistan (28 October 2009) and Kazakhstan (15 December 2009) as well as Regional Inception seminar in Almaty on 18-19 November 2009 aimed at discussing the work plans with a wide audience, including national stakeholders and international donor agencies. Press-kits were provided. The events were covered in local and regional media. In addition, the presentations of the project were arranged at several other national and regional events to disseminate information and explore opportunities for cooperation.

### Communication with stakeholders

Target audiences: *State officials, local population, international donor organizations*

Since September 2009, the project team on regular basis carries out meetings with national authorities and key stakeholders.

- Meetings with national authorities: Project team carries out regular meetings with key officials from the target state agencies and institutions. Discussions have been held with: Ministry of Melioration and Water Resources of Tajikistan, Kyrgyz Water Agency/and newly created State Committee on Water resources and Melioration, Water Resources Committee in Kazakhstan, MFAs, Ministries of Environmental protection, district water committees and etc.
- Field missions were undertaken since September 2009 in all countries: for instance, Batken region (Kyrgyzstan); Sughd province (Tajikistan) and etc.

- Meetings with International Agencies: the project's team has held several meetings with the key international agencies in the region working in the field of water management (EC, UN agencies, WB, OSCE, GTZ, SDC, EADB, RECCA etc.) in order to exchange information and identify opportunities for partnership. The launch of the website and Newsletter will help to keep other partners in the region informed about the developments within the project and strengthen partnerships.
- Steering Committees meetings and Expert Group Meetings are held regularly.
- Workshops and conferences. The project has held several events which target water experts and other interested parties:
  - "Water supply & sanitation in Karabulak village/Batken region and options for its improvement" (May 2010, Kyrgyzstan).
  - Scientific Conference: "Problems of Land Reclamation and Water Resources of the Republic Tajikistan" (Tajikistan, April 2010).
  - An International Conference "*Integrated Management of Water Resources in the Ili-Balkhash Basin: Joint Solutions and Perspectives*" to be held on 11-12 October 2010 in Almaty, Kazakhstan and will gather representatives of all target groups: members of the parliament of Kazakhstan, representatives of the presidential administration, ministries of agriculture, environment protection, foreign affairs, finance; local authorities, members of the basin council, scientists and NGO activists as well as representatives of international organizations and other interested parties.

The evaluation of the past activities shows that the project is relatively well-promoted and known to the water community in the region. It has well established contacts with donor organizations, authorities, civil society and local population on the sites where the pilot demo projects are to be implemented. So the current Strategy while communicating with specific audiences will build upon the approach already used with an objective to further strengthen and streamline these efforts. On the other hand, it is detected that the project still lacks visibility on a larger scale, namely, among general public and is not well known to mass media which is crucial to building local capacities, in this case, knowledge about the goals of the project in order to ensure the involvement of people. Moreover, a more vigorous communication with these target groups is important to carry out objectives set by the "Joint Visibility Guidelines for the EC-UN Actions in the Field" document which, above all, stresses that the information and communication activities in place should be designed to raise awareness of the audiences of the EU-UN cooperation

in the region and the impact of these joint activities. Hence, a stronger emphasis on the promotion of the project among general public is strongly required.

## 2. Overall communication objectives

This document provides the baseline for planning communication activities. It focuses on external communication and information dissemination and does not touch upon the internal communication processes.

The Strategy sets out an overall desired outcome:

*to build up strong awareness among various relevant audiences about the principles of Integrated Water Resource Management, the objectives, activities and accomplishments of the project, the role of the partner organizations in the implementation of the project and the impact of their cooperation.*

As has already been mentioned, the project promotes a non-divisive, mutually beneficial strategic approach to solving water related problems in Central Asia and combines it with facilitating a larger application of IWRM principles. Hence, this Strategy will strive to deliver a key message that:

*The joint application of IWRM principles on local, national and transboundary levels help to significantly improve the efficiency of water use which, in its turn is to a clear benefit of all relevant stakeholders and may lead to a gradual resolution of major water problems in the region.*

The Communication Strategy sets as its specific objectives:

- To build awareness about the activities and achievements of the project among target audiences and user groups inside and outside the region;
- To ensure public access to the project materials, documents and other relevant information;
- To improve knowledge of IWRM among target groups in the region;
- To contribute to improved coordination and information exchange in the region on water related issues;

## 3. Target Audiences

The target audiences were identified in keeping with the main objectives of the project and the project documents which identify these groups as potential beneficiaries that should be targeted by the project. The following groups are listed in the order of their

importance with respect to the objectives set by the Strategy. Appropriate channels of communication are outlined accordingly.

Target audiences ranked by importance	Preferred/Appropriate channel of communication
Representatives of the key state agencies in charge of water management related issues (ministries, parliaments, local authorities)	Conferences and other public events, face-to-face meetings, Newsletter, email alerts, website, promotion literature (leaflets, factsheets)
Local water experts, scientists and researchers	Workshops, seminars, trainings, conferences, website, Newsletter, promotional literature
Local population	Regional meetings, media channels, promotion literature, website (limited effect)
NGOs	Conferences, workshops, seminars, website, Newsletter, promotional literature
Mass media	Press releases, email alerts, Newsletter, website, press-conferences
General Public	Website, Newsletter, media channels, promotion literature
Donors and international organizations	Website, Newsletter, email alerts, conferences

### 4. Communications Basket

Given the diversity of the target auditory, using a media mix is absolutely essential in delivering the message. It is believed, that delivering the message through television channels (such as Kazakhstan, El Arna and Khabar which have the population coverage of 95% ) combined with radio (such as Kazakh radio with a population coverage of more than 90%) and print media (both local and national) will have the highest impact on such target groups as national and local authorities, local population and general public while a more active use of web based communications will help to reach scientific world and international donor community.

Hence, delivery of the main message will be carried out in three different forms:

- As it has been done to date, via direct communications (workshops, trainings and etc.) with primary and key stakeholders including national, local and transboundary authorities and local population in keeping with the main focal areas of the project.

- Publicity/public information outreach including press media conference upon major initiatives/milestones of the project, press releases, media interviews, photo opportunities, newspaper and other features.
- Web-based communications including setting up a website, email distribution lists for Newsletters and various research papers, reports and studies.

Core activities underpinning the execution of the Communication Strategy will include:

- Publicity strategies and media events coordination.
- Developing relations with the media fraternity and sustaining contact with the media.
- Stakeholder liaison.
- Production of below the line (*stands, pens and etc.*) promotional materials.
- Science writing / reporting
- Science photography and videography
- Website content

Main communications tools will encompass:

#### Website

The communication backbone is provided by the website ([www.centralasia.iwlearn.org](http://www.centralasia.iwlearn.org)). The web pages will contain an information package on the work of the project including project's structure, information about the staff, background information, all available research materials, News section, option to subscribe to a Newsletter and etc. The responsibility for updating and developing the web pages is borne by the Press and Information Officer. (See Annex 3 for the sample of the front page)

#### Information materials

Leaflets on the national components will be printed and distributed among the stakeholders, during public events and etc. (See Annex 1 for the sample of a leaflet in two languages: English and Russian)

#### Press releases

on the activities within the project will be composed in order to preview, initiate and celebrate milestone achievements such as, inter alia, launch of demo projects, major contributions to the elaboration of the IWRM strategies in Tajikistan and Kyrgyzstan, major developments in the Ili-Balkhash Basin and on regional level regarding the water management, release of reports and studies, conclusion of the project. It will be published either before or right after the event or release of a report, depending on the situation. The press release will be prepared by the Press and Information Officer. PR is sent to the relevant EU Delegation in Central Asia 14 days prior to the announced event. It will be published on the website and distributed through the relevant email lists. Other partners may complement the distribution using their own channels. In case the PR is

published after the event, it is being forwarded for approval to the EU Delegation in the respective country by noon the next day. And should no comments follow by 4 pm it is being distributed.

Press briefings or meetings with journalists will be organized as deemed necessary when the news value of the matter is high or there is another special reason to arrange a meeting with reporters (see 'Press Releases' Section). The relevant speakers are selected in accordance with the discussed topics and in consultation with the EU Delegation. The invited media will be picked on the basis of the nature of the occasion. Journalist contacts and requests for interviews will be stimulated.

#### Newsletter

Newsletter will be published upon special occasions to mark significant developments within the project (see 'Press Releases' Section) or following the life-cycle of the project. The template and release schedule still needs to be agreed, it is suggested to publish the Newsletter quarterly.

#### Seminars and workshops

The project's team will continue to organize seminars, workshops and public events tailored on the basis of a theme or participant profile that will seek to engage in a dialogue various target audiences: from small groups of experts to a wider community.

All events are organized and coordinated in consultation with the EU Delegation.

## 5. Expected Outcomes

Through the communication activities outlined in this document (see Visibility and Communications Plan) it is expected that:

- A high level of awareness about the activities, impact and outcomes of the project is built among different groups of stakeholders.
- A positive image of the UNDP/EU as of the partners who closely and successfully work together to bring about resolution of water problems in Central Asia through effective application of IWRM is strengthened.
- A better coordination and information exchange on water related issues in Central Asia is taking place in the region.

## 6. Evaluation

The programme will be evaluated on regular basis and necessary adjustments will be made to fine-tune the strategy to ensure that objectives are on track with the goals and are ultimately met or surpassed. Success in case of our objectives might be measured

mostly qualitatively with the use of indirect factors. In order to evaluate all the elements of the Strategy the following methods might be applied:

An Impact Log: a qualitative method, precisely, an informal record compiled in-house to measure how our communications have been received. The log will comprise stakeholder feedback (e.g. an email extolling the virtues of a newly published study); a list of media references indicating the reach of our communications products (e.g. direct reference or citation in newspaper articles, Internet, TV; speeches citing our work).

An Informal survey: on the field missions and during various events small groups of the representatives of the main target groups might be interviewed in order to define the impact of our communications strategy (monitoring of perceptions).

Level of response: a rather quantitative method which helps to establish how the target audiences react to the communications activities. For instance, response to the events can be gauged by the ratio between the number of invitations and people attended a press conference, seminar and any other public event; the number of press releases collected against the number of citations in mass media (at least, 40% of the taken away press releases). Another factors could be a number of requested for similar or additional activities of the same kind (trainings, seminars).

Level of interest: which can be measured by the growing (or decreasing number) of joint activities on different levels of cooperation (from local to regional, at least, 5 annually) plus the level of financial (in case of authorities, at least 50% of proposed costs) and physical (in case of local population at least, 5 000) participation in them as well as by the presence (or absence) of the process of replication of IWRM approaches in the region, regularity in meetings and number of the participants (at least, 20 on the basin level, at least, 20 on governmental level). Another indicator is the number of clicks and hits (this option is provided by IW:Learn and WaterWiki) – at least, 5 clicks a day.

Additional methods could be added to the list during the next review of the Strategy.

## 7. Visibility Guidelines

It is important, that a consistent thread is maintained in communications activities which would feature the roles of the UNDP and EU in carrying out the project and focus on achievements and positive impacts of the partnership between them. These guidelines are developed to ensure that all produced communications materials comply with the visibility prescriptions. The main focus is concentrated mainly around the use of logos and different statements required by the visibility guidelines of the EU and UNDP.

- The EU flag and the UNDP logo should enjoy equal prominence in size. In case of various printed materials and their electronic copies intended for public distribution, such

as, press releases, different studies, leaflets, brochures, reports, banners and etc., both logos should be placed in the top right corner of the main page in this sequence from right to left: UNDP logo, the EU flag.

- To acknowledge funding by the European Union, all following collateral materials (but not limited to): press releases, leaflets, brochures and newsletters, websites, display panels, banners, promotional items, letterheads, audiovisual productions should carry a following phrase: "The project is funded by the European Union." (Russian version "Проект финансируется Европейским Союзом" should be used when applicable).

- To highlight the partners of the project, all newsletters and the website as well as some information materials should the general statement on the EU: *"The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders"* (Russian version "Европейский Союз представлен 27 странами-членами, которые стремятся к постоянной конвергенции своих технологий, ресурсов и судеб. На протяжении 50 лет расширения ЕС общими усилиями государствам-участникам удалось создать зону стабильности, демократии, устойчивого развития, культурного разнообразия, толерантности и индивидуальных свобод. ЕС привержен стремлению разделить эти ценности и достижения с другими странами и народами мира далеко за пределами своих границ." should be used when applicable). For the purposes of better usability, this GS should only be included in the materials which exceed 4 pages length. However, in exceptional cases this rule might be revoked.

- Certain information materials should include a following disclaimer: *"This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of <insert name of the author/contractor/implementing partner/ international organization> and can in no way be taken to reflect the views of the European Union"*. For the purposes of better usability, this disclaimer should only be included in the materials which exceed 4 pages length. However, in exceptional cases this rule might be revoked.

- The diverse range of reports produced via the project should include a UNDP copyright notice and the UNDP general statement: *"UNDP is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. We are on the ground in 166 countries, working with*

*them on their own solutions to global and national development challenges. As they develop local capacity, they draw on the people of UNDP and our wide range of partners".* (Russian version "Программа развития Организации Объединенных Наций (ПРООН) - глобальная сеть ООН в области развития, выступающая за позитивные изменения в жизни людей путем предоставления странам-участницам доступа к источникам знаний, опыта и ресурсов. Мы работаем на территории 166 стран, оказывая им содействие в поиске решений глобальных и национальных проблем в области развития. В процессе развития своего потенциала страны используем опыт и знания персонала ПРООН и широкого круга ее партнеров" should be used when relevant. (For the purposes of better usability, this GS should only be included in the materials which exceed 4 pages length. However, in exceptional cases this rule might be revoked)

- The use of all statements should be justifiable when measured against the size of the publication in question. For instance, they are deemed inappropriate with respect to brief information materials such as press releases or leaflets. In this case, the placement of logos and the acknowledgment of the EU funding should suffice.

- When a third party is involved in co-organization of various activities within the project, the visibility of this agency should be discussed on ad hoc basis, in consultation with the EU Delegation and the UNDP Outreach unit. However, the general rule should be that all logos should be placed in the header of the document and enjoy equal rites in terms of size. However, in specific cases logo of a third party might be placed in the footer of a document following the main text.

- Importantly, all materials intended to large distribution should first be forwarded to the Press and Information Officer of the project in order to ensure their compliance with the requirements outlined above. Press and Information officer in his/her turn carries out all communication and visibility activities in close consultation with the assigned colleagues from the UNDP and EU Outreach Units.

## 8. Implementation

This Strategy, Visibility Guidelines and Action Plan will be announced to all relevant parties on an appropriate occasion. Upon request, it can be shared with other partners in the region and interested parties.

As mentioned, it is recognized as a non-static document and might be further reviewed and updated in the course of the implementation of the project. For instance, upon the

assessment of the resources available for the outlined actions it might become necessary to prioritize certain objectives over the others.

The Strategy will be implemented by the staff of the project in all four UNDP offices involved in the project under the lead of the Information Officer supervised and monitored by the Regional Project Coordinator in close collaboration with the experts from the EU Delegations in the region.



<p>3. Appearance in local and international mass media</p> <ul style="list-style-type: none"> <li>➤ Dissemination of press releases (through the database) on trainings, seminars, conferences, reports from the field missions, etc.</li> <li>➤ Response to media inquiries (national, regional, international)</li> </ul> <p>(interviews with the experts and etc.)</p>	<p>2010 - 2012</p>	<p>Build awareness of the project and its components among target audiences and user groups inside and outside the region;</p> <p>Improve knowledge of IWM among target groups in the region;</p> <p>Contribute to improved coordination and information exchange in the region on water related issues;</p>	<p>Impact log:</p> <p>Growing number of inquiries, from public: media, government, water specialists, general public. (at least, 3 a month)</p> <p>Response level:</p> <p>References to the project in mass media.</p> <p>Number of citations and references to the materials of the project in other sources</p> <p>Growing number of inquiries for subscription to the Newsletter, and publications.</p>
<p>Online promotion</p>			
<p>4. Design and launch a full-functioning bilingual (English/Russian) regularly updated website on the basis of the free hosting Service IW:Learn which would contain all information about the project.</p> <p>5. Place links to the website on all websites of the partners to increase visibility (European Commission, UNDP, WaterWiki and etc.)</p> <p>6. Regular update online platform CAWSCI on waterwiki.net</p>	<p>June through October 2010</p>	<p>Build awareness of the project and its components among target audiences and user groups inside and outside the region;</p> <p>Improve knowledge of IWM among target groups in the region;</p> <p>Contribute to improved coordination and information exchange in the region on water related issues;</p>	<p>Impact log:</p> <p>Growing number of inquiries, from public: media, government, water specialists, general public. (at least, 3 a month)</p> <p>Response level:</p> <p>References to the project in mass media.</p> <p>Number of citations and references to the materials of the project in other sources</p> <p>Level of interest:</p> <p>Hits and clicks statistical data (powered by IW:Learn) for the website (should surpass a threshold of 5 hits a day)</p> <p>Hits and clicks statistical data (powered by WaterWiki) for the page on WaterWiki</p>

			(should surpass a threshold of 5 hits a day)  Informal survey:  Feedback about the project's activities in random informal interviews
Databases/Newsletter Distribution			
7. Create a database of contacts (target audiences) and relevant e-mail lists  8. Create a Newsletter subscription option on the website  9. Produce and Distribute a Newsletter  10. Produce, print and distribute publications (online and in print) through various channels (own contacts, UNDP, EU and etc.)	September – October 2010   Non-regular, on special occasions  2010-2012	Build awareness of the project and its components among target audiences and user groups inside and outside the region;  Improve knowledge of IWM among target groups in the region;  Contribute to improved coordination and information exchange in the region on water related issues;	Impact log:  Growing number of inquiries, from public: media, government, water specialists, general public. (at least, 3 a month)  References to the project in mass media.  Number of inquiries for subscription to the Newsletter, and publications. (number of unsubscribed people)  Informal survey:  Feedback about the project's activities in random informal interviews
Public events			
11. Public events (e.g. seminars, workshops, etc.) and media events attached to non-public events organized by the project and in partnership with other organizations:  International Conference <i>"Integrated Management of Water Resources in the Ili-Balkhash Basin: Joint Solutions and Perspectives"</i> (Almaty, Kazakhstan)	2010 - 2012   11-12 October 2010 Almaty, Kazakhstan	Build awareness of the project and its components among target audiences and user groups inside and outside the region;  Improve knowledge of IWM among target groups in the region;  Contribute to improved coordination and information exchange in the region on water related issues;	Impact log:  Growing number of inquiries, from public: media, government, water specialists, general public. (at least, 3 a month)  Response level:  References to the project in mass media.  Number of citations and references to the materials of the project in other sources

<p>Other (to be discussed)</p> <p>Final event. Launch of the project's report</p>	<p>End-2012</p>		<p>Growing number of inquiries for subscription to the Newsletter, and publications.</p>
<p>12. Networking through participation in various environment and water related events for increasing visibility of the project (dissemination of the promo materials)</p>	<p>2010-2012</p>	<p>Build awareness of the project and its components among target audiences and user groups inside and outside the region;</p> <p>Improve knowledge of IWM among target groups in the region;</p> <p>Contribute to improved coordination and information exchange in the region on water related issues;</p>	<p>Response level:</p> <p>Increased number of inquiries from other organizations and institutions.</p> <p>New inquiries for subscription to the Newsletter, and publications.</p>
<p>13. Direct communications (meetings with stakeholders, trainings, seminars)</p>	<p>2010 - 2012</p>	<p>Build awareness of the project and its components among target audiences and user groups inside and outside the region;</p> <p>Improve knowledge of IWM among target groups in the region;</p> <p>Contribute to improved coordination and information exchange in the region on water related issues;</p>	<p>Level of response:</p> <p>Improved knowledge (at least 75% of the participants have noted it in evaluation forms)</p> <p>Number of joint initiatives and activities (on local, national, regional, transboundary levels) – at least, 5 annually plus the level of financial (in case of authorities, at least 50% of proposed costs) and physical (in case of local population at least, 5 000).</p> <p>Replication of IWRM approaches</p> <p>Regularity in meetings and number of the participants (at least, 20 on the basin level, at least, 20 on governmental level).</p>

Annex 1

Leaflets. Sample.  
National Component "Transboundary Dialogue and Cooperation in the Ili-Balkhash Basin"

For more information, please contact: This project is funded by the European Union

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Promoting Integrated Water Resources Management and Fostering Transboundary Dialogue in Central Asia

National Component: Transboundary Dialogue and Cooperation in the Ili-Balkhash Basin

**Содействие интегрированному управлению водными ресурсами и трансграничному диалогу в Центральной Азии**

Проект является региональным и осуществляется в Казахстане, Кыргызстане и Таджикистане.

Ключевые вопросы для развития проекта: создание механизмов управления водными ресурсами, решение проблемы качества воды. Данный проект будет основан на уже имеющихся опыте внедрения интегрированного управления водными ресурсами (ИУВР) в рамках проекта предусматривается мероприятия на национальном и трансграничном уровнях.

Ожидаемые результаты проекта:

- Разработка и внедрение стратегий ИУВР в Кыргызстане;
- Разработка и внедрение стратегий ИУВР в Таджикистане;
- Укрепление трансграничного диалога и сотрудничества в бассейне Или-Балхаш;
- Повышение потенциала и участие диалога по ИУВР на региональном уровне.

**Национальный компонент: Трансграничный диалог и сотрудничество в Или-Балхашском бассейне**

Национальный компонент по Казахстану фокусируется на Или-Балхашском бассейне. Компонент является продолжением работы по внедрению стратегий ИУВР в Казахстане и разработке плана ИУВР в Или-Балхашском бассейне.

Бассейн расположен на территории Казахстана, Китая и области Кыргызстана. Бассейн реки Или составляет около 30% объема воды, впадающей в озеро Балхаш.

Список целей, подпрограмм, усилений, несовместим и рост промышленного загрязнения негативно влияют на водные ресурсы и ставят под вопрос существование озера Балхаш.

Поскольку для китайской и казахской стран важно предпринять совместные меры по созданию институционального и политического фундамента для устойчивого управления водными ресурсами.

**Трансграничный диалог и сотрудничество в Или-Балхашском бассейне: цели и задачи компонента**

- Поддержка работы двусторонней китайско-казахстанской комиссии;
- Поддержка двустороннего сотрудничества и совместных инициатив;
- Надзорные мероприятия по управлению водными ресурсами бассейна;
- Систематический обмен информацией и организация обменных визитов по бассейну;
- Вовлечение и привлечение заинтересованных сторон и организаций в процессы по трансграничному диалогу.

- Укрепление работы двусторонней комиссии и региональных советов;
- Сотрудничество и совместные инициативы в регионе;
- Усовершенствованные планы ИУВР по Или-Балхашскому бассейну;
- Более широкое вовлечение и участие общественности.

Annex 2

Banners. Sample.  
National Component "Transboundary Dialogue and Cooperation in the Ili-Balkhash Basin"

Водосборный район, сток, км³	Длина бассейна, км	Объем стока (средн. год), км³	
		Транзитный	Использованный
		19%	81%
Иле-Иле	114	114	114
Иртыш	114	114	114
Сыр-Дарья	114	114	114
Итого	342	342	342

Annex 3

Website, Front Page

The screenshot shows the front page of a website. At the top is a banner with a landscape image and the title in English and Russian. Below the banner is a navigation bar with links for 'Site Map', 'Accessibility', and 'Contact'. On the left side, there are several utility boxes: 'Language' (English, Russian), 'Перевести На' (Arabic, العربية), 'Navigation' (Home, About the project, Documents Centre, Partners, News/Events, Contact us, Information on IWRM, Multimedia, E-newsletter), and 'Наши Партнеры' (Logos for UN, UNDP, and the European Union). The main content area is divided into two columns. The left column features a 'Project Area' map of Central Asia, highlighting Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Mongolia. The right column has a 'Welcome!' section with a paragraph of text: 'The project "Promoting IWRM and Fostering Transboundary Dialogue in Central Asia" aims to support a more sustainable and efficient water resources management in the region and to enhance cooperation between the states on water management related issues through interventions at national level (mainly involving Kyrgyzstan and Tajikistan), and at transboundary level (mainly involving Kazakhstan and China). This project is to provide further advancement of IWRM already initiated in the partner countries that have been created by previous projects and other initiatives, and will in particular build on successful experiences. It is implemented by the UNDP Bratislava Regional Centre through its Regional Office in Almaty and the UNDP Country Offices in Kazakhstan, Kyrgyzstan, and Tajikistan. The total budget of the project is USD 5.4 million. Main financial partner is the European Union, contributing EUR 1.5 million.' To the right of the main content is a sidebar with a 'SEARCH' box, a 'Google Bookmarks' section, a 'News' section with two articles (one dated 13-Oct-2011 and another dated 05-Oct-2011), and a calendar for November 2010.



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