

# Aquawareness - PR Aspects/Ideas/Questions

## Target Groups

Develop Cartography

Which levels?  
- Grassroots  
- City Level  
- Utilities  
- Policy makers  
- EU/UN-Institutions

Involve Networks

## Goals

What kind of commitment from society do we want?

Create Change

Coalition Campaign

What's the level of ambition?

What means success for us?  
- Environmental Impact  
- Effects are counting?

## Topics

#Slogan  
#ValueWater

Connect to SDGs:  
- Water for Peace  
- Water for Jobs  
- 1% for the South  
- Water and Health

Produce/consume in a more water friendly way

Keep water revenues in the water sector

Include the value/real costs of pollution

Trade-offs in the context of urbanisation need to be better addressed

Address introjects – organise handholding processes for water management

Valuing water should have clear objectives

## Tools

Based on "inspiring action"

Connect with Constructive Journalism

Train Journalists/Media

Best Practice Examples:  
- Local Champions  
- Scottish Water and new tariffs

Involve celebrities/politicians

Effective Slogan/s

Social Media Campaign

Product Language?

Ways of involvement:  
Spreading information vs. enabling people to become multipliers themselves?

## Missing gaps to fill

Budget

Implementation Cycles

Partners  
-UN-Synchronisation

Political Planning/  
Governance