

The Pool of Trainers' campaign recognized as innovative practice at WCDRR

During the World Conference on Disaster Risk Reduction (WCDRR) in Japan in March 2015, the 'For a Glass of Water' campaign by the Pool of Trainers and NonGoa has been recognized as an innovative practice and successful example for media and communications in Disaster Risk Reduction.

Going beyond communications

During an event on 'Media and communication for Resilience' at the conference, the Pool of Trainers were recognized and featured as innovative practice. The side-event was initiated by BBC Media Action, the Global Network of Civil Society Organisations for Disaster Reduction, Netherlands Red Cross and Plan International. It aimed to identify and learn from innovative practices in media and communication for building resilience.

The organizers reinforced that communication initiatives that target people at risk of natural hazards can help them better understand risk and make informed decisions about how to manage it. During the session a selection of outstanding examples of innovation and good practice, selected from a global call, was showcased and discussed by DRR and communication experts.

The Pool of Trainers were highlighted in the governance and accountability category for their 'For a Glass of Water' campaign. The selection committee commended the campaign for going beyond communications and enabling local, national and global levels of participation. The effective use of social media and the story telling aspect of the campaign stood out. Claudia Zaldaña of the Pool of Trainers, "We are very pleased that media and communications are becoming more part of the discussion of effective DRR. To be recognized as best-practice encourages us to continue looking for ways to effectively communicate with communities facing high disaster risks. We continue to advocate for communications and media as being essential to impactful DRR programmes."

For more on the session take a look at the WCDRR website page for the event <insert link>. <http://www.wcdrr.org/conference/events/371>

Celebrating success

The 'For a Glass of Water' campaign has also been selected by the UNISDR as a campaign that showcases the successful implementation of the Hyogo Framework for Action, and highlights important issues for the post-2015 framework. The campaign was selected in the Knowledge and Education category. Look at the UNISDR Celebrating Success website. <insert link: <http://www.wcdrr.org/Celebrating>>/

About the campaign

The 'For a Glass of Water' campaign promotes participation to spread the importance of accessing natural resources (treated water in particular). It brings to light the difficulties that the lack of water causes daily to women as essential agents in the management of this resource. The Pool of Trainers has worked closely with NonGoa, a video production company from Spain, in the campaign.

Read more how the 'For a Glass of Water' campaign activates global participation for the right to water <insert link English campaign website>. <http://water.inaurora.org/index.php/en/>

For more information on the communication and media activities in DRR of the Pool of Trainers. <insert link to Facebook Pool of Trainers>. <https://www.facebook.com/pool.detrainers?fref=ts>