

Hydria Magazine. Communication for Integrated Water Resources Management

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Description

Integrated Water Resources Management (IWRM) is attempts to obtain a sustainable use of water in order to improve life quality. IWRM involves the participation of social actors in order to get an optimal distribution of responsibilities, specially those of the users, who historically have been left outside of decision making process.

The theoretical definitions of this participation were born only few years ago, and their implementation still represents a challenge. Additionally, the process of participation needs to bring a field of action, the communications sciences, which requires developing new concepts, strategies of intervention and the specialised media.

Communication role

When such pattern was in crisis, not only water management shall answer to technological and economic requirements, but also it shall assume the relationship that each community establishes with resources, services, and environment on the whole.

The communication may act on three main aspects to work on said cultural change: the analysis of the perception, the strategic planning for the different communication objectives of a management, and the development of specific communication products.

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In mind the specific case for water management in Argentina, a specialized publication was developed, with editorial design tools:

- Selection of topics
- Presentation
- Aesthetics
- Format and graphical design
- Contact management
- Financing sources.

Hydria magazine assumed two basic challenges: a) To build a bridge between the public sector, the professional sector, the companies and the users. b) To achieve an acknowledgement of the publication as an appropriate space for the communication of the sector:

Supply Management

Needs:

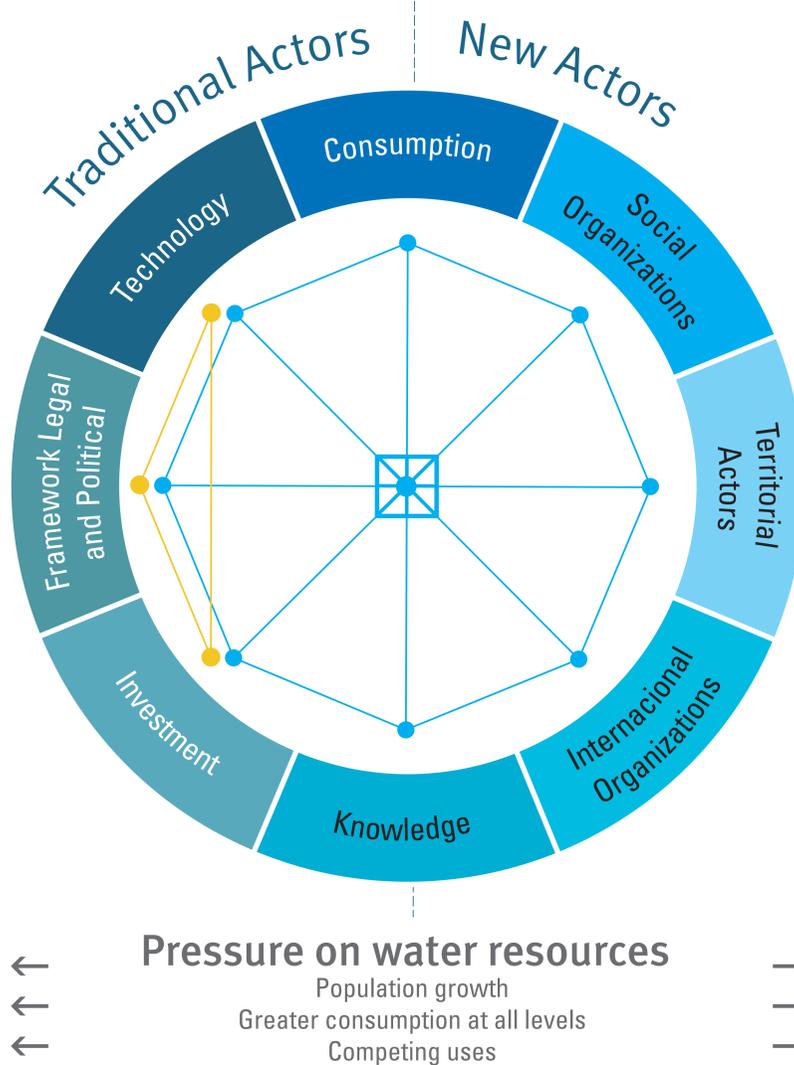
- Engineering Projects
- Economic Analysis
- Legal Framework

Objectives:

- Guaranteeing Water Supply

Decisions:

- Technical
- Economic
- Legal



IWRM

Integrated Water Resources Management

Needs:

- Engineering Projects
- Economic Analysis
- Legal and Political Framework
- Environmental Assessment
- Consensus Building

Objectives:

- Guaranteeing Water Supply
- Sustainable Water Management
- Preventing Conflicts
- Adequate Risk Assessment
- Optimal Assignment of Responsibilities

Decisions:

- Technical
- Economic
- Legal
- Political
- Communicational

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Diseño editorial:

- La selección de temas
- La forma de exposición
- La concepción estética
- El formato y el diseño gráfico.
- Gestión de contactos.
- Fuentes de financiación.

Objetivos:

- Constituir un puente entre sector público, el sector profesional, las empresas y los distintos usuarios.
- Lograr un reconocimiento de la publicación como espacio adecuado para la comunicación del sector

