

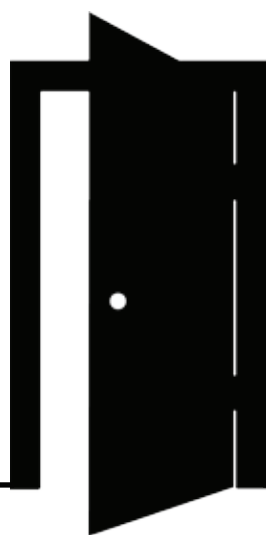


AQUAE  
VENEZIA 2015

# THE WATER ROOMS



*A journey to discover, understand and change*



# LE STANZE DELL' ACQUA

*Un viaggio per scoprire, capire e cambiare*

Highlights of the write-shop

Main sponsors



# WRITE-SHOP MEETING AGENDA

21-23 JANUARY 2015

WWAP PREMISES, VILLA LA COLOMBELLA

**21**  
WED

9.00 - 9.15

Meet&Greet + Registration

9.15 - 10.00

Welcome Remarks:

- Michela Miletto, UN WWAP UNESCO
- Flavia Schlegel, UNESCO (Video Message)
- Cristiano Maggipinto, MAE **S**
- Neil Ford, UNESCO
- Angelo Viterbo, Regione Umbria
- Lucio Ubertini, UNESCO Chair, Perugia
- Francesco Miggiani, Aquae Venezia 2015

10.00 - 11.00

Introducing the Project:

- Luca Raffaelli, La Repubblica
- Lucilla Minelli, UN WWAP UNESCO

Studios' Showreels

Tour de Table

11.00 - 11.30

Coffee Break

11.30 - 13.00

**First** Working Groups meeting

*Reporting and exchanging inputs from Technical Experts  
(based on preparatory material sent prior to the meeting)*

13.00 - 14.30

Lunch Break

14.30 - 15.00

Food for Thought - Inspiring Video Screening

- "Grasshoppers" by Bruno Bozzetto **S**
- "Man" by Steve Cutts

Discussion and Q&A

15.00 - 16.00

**Second** Working Groups meeting

*Reporting and exchanging inputs from Studios  
(based on preparatory material developed prior to the meeting)*

16.00 - 16.15

Coffee Break

16.15 - 17.30

**Third** Working Groups meeting

*Prioritizing topics and matching with visual technique*

17.30 - 18.15

Debriefing by Technical Experts

Chair: Neil Ford

*Group I:* Daniella Bostrom and Shammy Puri

*Group II:* Marco Petitta and Franca Schwarz

*Group III:* Mish Hamid and Lorenzo Mattarolo

*Group IV:* Lesha Witmer and Nelson Gomonda

*Group V:* Aaron Wolf

Discussion and Q&A

19.30

Icebreaking Cocktail Dinatoire

*Finding Common Ground*

9.30 - 11.00

Write-Shop in Working Groups  
*A synopsis and preliminary storyline are jointly drafted by technical experts and video producers/illustrators together.*

11.00 - 11.30

Coffee Break

11.30 - 13.00

Write-Shop in Working Groups  
*(continued)*

13.00 - 14.00

Lunch Break

14.00 - 14.30

Food for Thought - Inspiring Video Screening  
• "PoP - Pace of Peace" introduced by Luca Raffaelli

14.30 - 15.30

Write-Shop in Working Groups  
*(continued)*

15.30 - 16.00

Coffee Break

16.00 - 16.45

Initial thoughts from Monologues Writers:  
Chair: Stefano Burchi

- Gianantonio Stella **S**
- Giuliano Marrucci
- Marco Paolini **S**
- Luca Raffaelli

Discussion and Q&A

16.45 - 18.00

Communicating and supporting the Project  
Moderator: András Szöllösi-Nagy

- Outreach strategy
- Collecting resources and proposals for contributions

Discussion and Q&A

18.30 - 19.00

[Closed meeting - Studios and WWAP Secretariat]

19.30 - 23.00

Dinner and social event

9.00 - 10.30

Final debriefing by Studios  
Chair: Kusum Athukorala  
*Group I: Douwe Van Der Werf*  
*Group II: Ottavio Radicati*  
*Group III: Simona Biancalana*  
*Group IV: Francesca Ferrario*  
*Group V: Andrea Bozzetto/Pietro Pinetti*  
Discussion and Q&A  
Wrap Up and Way Forward

10.30 - 11.00

Coffee Break

11.00 - 12.00

Closing remarks:

- Davide Rampello, EXPO 2015
- Francesco De Stefani, MAE
- Nicola Berni, Regione Umbria
- Michela Miletto, UN WWAP UNESCO

22  
THU

Storyline Development

23  
FRI

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## HIGHLIGHTS OF “THE WATER ROOMS” WRITE-SHOP

21–23 JANUARY 2015

WWAP PREMISES, VILLA COLOMBELLA



An important milestone of the Project preparatory process was marked on 21-22-23 January 2015 when a large “write-shop” was held at WWAP UNESCO premises in Italy, gathering more than 80 participants from all over the world. The meeting represented an unprecedented effort to bring together representatives of Academia, Donor Organizations, NGOs, UN Agencies, private sector, civil society, youth and women networks, renowned movie Studios, animators, journalists and authors to develop the five court-métrages and five monologues at the core of the project. The meeting thus set the basis for the production of the short movies that will commence in February/March 2015 - depending on the timing set by the fundraising campaign.



The objectives of the meeting were to:

Set the scene for the project “The Water Rooms” in the context of EXPO 2015 and beyond;

Ensure a first round of communication on the project and inform stakeholders;

Get scientists, experts and creatives together to discuss and confront each other;

Agree on a list of scientific topics to be covered by each short movie;

Brainstorm and draft preliminary storylines for the movies and monologues;

Reach out to potential partners and sponsors and collect expressions of interest.

The event was conceived to be ‘boundary breaking’ between the scientific community and the creative world. The Project gave a unique opportunity for this collaboration to happen and pursue the common goal that is: communicating sound scientific evidences and notions through the very incisive mediums of film, animation and written word. To participants that were not able to attend the event in person, was given the chance to take part in the discussions through video conferencing.



## WEDNESDAY 21<sup>ST</sup> JANUARY

### FINDING COMMON GROUND



The first day opened with welcoming messages from the institutional panel chaired by Mrs. Michela Miletto (WWAP Coordinator a.i.). Mrs. Miletto introduced the mandate of WWAP UNESCO as international hub for global water assessment that has the responsibility to communicate key messages on freshwater resources and information on their status. “The Water Rooms” Project marks a shift in WWAP’s awareness raising strategy that now looks beyond the usual audience of policy makers and water administrators and tries for the first time to reach out to the public at large and tell the story of water in a compelling and emotional way. Mrs Flavia Schlegel (UNESCO Assistant



Director General for Natural Sciences) echoed the messages of WWAP’s flagship product, the World Water Development Report, coordinated together with UN-Water Members and Partners, which clearly demonstrates the

need for new and more comprehensive water resources assessments. Because without modern assessments based on sound information systems and water management approaches looking at the advancements in technology and scientific knowledge, it will not be possible to achieve

the ambitious Sustainable Development Goals that the international community is about to commit to. Mr. Cristiano Maggipinto (Plen. Min., Italian Ministry of Foreign Affairs) reaffirmed the importance of water issues in the framework of the theme addressed by the Universal Exposition 2015 “Feeding the planet, energy for life” and for the activities undertaken by the Italian development cooperation in general. He then wished success to the community gathered around “The Water Rooms” initiative.



Mr. Neil Ford (Director of External Relations and Public Information of UNESCO) recalled that 2015 is going to be a huge year for the entire international community, starting with the Universal Exposition in Italy dedicated to food security, the final ratification of the Sustainable Development Goals, and the agreement on climate change at COP21 (and the 70th Anniversary of UNESCO). We need to communicate beyond our specialized communities and generate more understanding of why these issues are so important. He then praised that a creative meeting like this is not only a wonderful idea to take issues of water security and make them relevant for a wider audience; it is also a rare example of “breaking the usual system” by bringing communicators and water specialists to work in the same group as integral and essential parts of the same job. On behalf of Silvano Rometti, Assessor of Umbria Region, Angelo Viterbo conveyed the greetings and wishes to the participants of the meeting encouraging the deliberations to address the wide spectrum of water resources management and thanked WWAP for the innovative initiative in cooperation with so many renowned partners. Prof. Lucio Ubertini (Chair holder, UNESCO Chair

on Water Resources Management and Culture) welcomed everybody in the beautiful premises of Villa Colombella. He recalled the story of the establishment of WWAP Secretariat in the Villa and the roots of the Water Resources Research and Documentation Centre (WARREDOC) established in 1985 by the University for Foreigners of Perugia. He expressed his best wishes for a fruitful meeting. Mr. Francesco Miggiani (Institutional Affairs Advisor, Expo Venice S.p.A.) presented *Aquae Venezia 2015*. *Aquae Venezia* is a satellite exhibition of Expo Milano running from May through October 2015. Consistently with the nature of the city Venice it will be entirely focused on water as fundamental element of life.

*Aquae Venezia* has an articulated programme of exhibitions, experiential activities, conferences, workshops, and technological innovations crafted around four major issues and a special session on meteorology. He concluded by saying that Expo Venice is very proud of the cooperation with WWAP UNESCO for this project and looks forward to host “The Water Rooms” at *Aquae Venezia*.

As introduction to the Project, “La Repubblica” journalist and animation expert, Luca Raffaelli, made an historical overview of the role played by animation, cinema and comics in conveying complex messages in a very immediate way. Images are powerful means to connect people without using words and overcome language barriers.



Mrs. Lucilla Minelli, WWAP Advocacy Officer, presented “The Water Rooms” project in details, explaining the genesis of the idea, the sequential itinerary of the five different rooms, the type of realization chosen (five monologues and five short movies) and the preparatory process leading up to the production of the movies. She also stressed the importance of sharing the ownership of the initiative, which translates in human and financial investments needed to bring the project to life.

Before a tour-de-table introducing all participants to the meeting, the five Studios and Animators were given the floor to introduce themselves and present their showreels (i.e. short video portfolios). Each participant then chose a “Room” to join for the working group brainstorming. The five different groups composed by scientists, communicators and creatives brainstormed and discussed the following issues: 1) the key scientific concepts to be addressed by each video (on the basis of preparatory material distributed prior to the meeting); 2) the type of story to tell and matching animation technique to use.

On this same day, two inspiring videos [“Grasshoppers” by Bruno Bozzetto and “Man” by Steve Cutts] introduced by the artists themselves were served to the participants as ““Food for Thought””.



The brainstorming sessions were wrapped up at the end of the first day with debriefings from WG Rapporteurs in a session chaired by Neil Ford. A few highlights:

Daniella Bostrom and Shammy Puri – Room 1: The focus is on the geological history of Earth and the water cycle (told by a particle of water and her/his infinite life cycle), subsequently shifting attention to the anthropogenic impacts on the hydrological cycle thereby stressing the finite nature of the resource and the need for a next phase in human development.



Marco Petitta and Franca Schwarz – Room 2: The focus should be on the scientific knowledge of water distribution on Earth with an eye to explore



the different uses of water in our society (green and blue water). Virtual water is explained by making the public identify itself as a key player.

Mish Hamid and Lorenzo Mattarolo – Room 3: The topic of the water-food-energy-environment nexus is approached from both the personal and community point of view. In addition, possible solutions such as behavioral changes and improved allocation mechanisms were pinpointed.

Lesha Witmer and Nelson Gomonda – Room 4: Discussions started off by defining the meaning of governance, the concepts of top-down and bottom-up approaches and highlighting the importance of inclusiveness in decision-making processes. Water cannot be taken for granted and responsibilities and duties must be shared.

## THURSDAY 22<sup>ND</sup> JANUARY STORYLINE DEVELOPMENT

Throughout the second day, the working groups focused on drafting the preliminary storylines for each short movie based on the discussions and consensus achieved the previous day. Another “Food for Thought” video screening took place after lunch to reflect on possible difficulties that groups may encounter when trying to compromise and reach mediated solutions in given participatory exercises. The video “Pace of Peace” and the accompanying documentary introduced by Luca Raffaelli stimulated a reflection on common goals being a stronger driver than individual interests. The afternoon concluded with a plenary session, chaired by Stefano Burchi and Lucilla Minelli, to further elaborate on the role of the Monologues in the Project. It was emphasized that the purpose of these short but inspirational speeches -intertwined with the movies- is to



Aaron Wolf – Room 5: The “alluring” topic of water wars could be explored by showing trends in water availability, population statistics, human-induced pollution, and conflicts over time. Special focus could be given to transparency, accountability and participation aspects that can make the difference between cooperation and conflict.



Day 1 concluded with a cocktail dinatoire, giving the participants the opportunity to relax after a long and intense but fruitful day of debates.



ensure and enrich the transition from one room to another, thereby also adding related but “out-of-the-box” evocative messages. The writers engaged for this “mission” (Giuliano Marrucci, Marco Paolini, Luca Raffaelli and Gian Antonio Stella) were given the stage to share their ideas. The latter ranged from the proposal to bring a spiritual prayer to the world by Mr. Paolini, to an angry cry-out message addressing the past and present mistakes made in water politics by Mr. Stella, to engage and question the audience over their knowledge of the water resource by Mr. Marrucci.



## FRIDAY 23<sup>RD</sup> JANUARY

### FINAL DEBRIEFING AND CLOSING REMARKS



The last day commenced with a plenary session dedicated to the aspects of communicating and supporting the Project. During this session Mrs. Michela Miletto and moderator Mr. Andras Szollosi-Nagy elaborated upon the outreach strategies associated with the project and invited the participants to come forward with proposals for contributions. Representatives such as Daniella Bostrom (UN-Water), Marco Petitta (IAH), Neil Ford (UNESCO) and Kusum Athukorala (Sri Lanka Water Partnership), among others, indicated their interest in providing support. The 3-day event then reached a crucial point with the final debriefing by the creatives, chaired by Kusum Athukorala in which they presented their findings and gave an overview of the work done together with the scientists and brought forward their suggestions and ideas for the storyline of their own "Room".

#### **ROOM 1 - The hydrological cycle**

Douwe van der Werf presented a rough plot setup based on the adventure of a water particle in space and time, rapidly going through major Earth transitions such as ice ages, mass extinctions, climate changes and eventually the rise of the human race and their impact on the planet and hydrological cycle.



#### **ROOM 2 - Where is water?**

Based on sketches and a story developed by



Steve Cutts, Ottavio Radicati presented an interactive exploration of the planet to discover the Earth's key freshwater stocks; their location, distribution, and state. This could be done through the use of realistic maps and other visualizations. In order to touch onto the topic of virtual water, we would observe the daily routine of a character, similar to that of an ordinary person, to show the immense impacts that singularly each of us have on the water resource and its consumption.

#### **ROOM 3 - Nexus**

Simona Biancalana and Davide Bonazzi proposed to represent the water-food-energy-environment nexus through several metaphors such as the Rubik's Cube and the board game "Monopoly". In this "game" it would be made clear that the major stakeholders, when not cooperating to achieve successful water management, disrupt the functioning of the coherent and interdependent ecosystems.



In contrast with this, after imposing new game rules - and respecting them - the interaction of the users with the natural cycles would be harmonized.

#### **ROOM 4 - Governing water**

Francesca Ferrario introduced the idea of representing the concept of governance with the making of a pizza. In such a form, it can be emphasized that the right amount and choice of the different "ingredients" - such as transparency,



participation, gender quality, accountability, etc - is fundamental. By following the good recipe, which is found after close collaboration and negotiation among all stakeholders and with due consideration of local factors, the characters eventually manage to bake the perfect pizza together (maybe).

### **ROOM 5 – War or Peace?**

Andrea Bozzetto and Pietro Pinetti will work around the theme of water conflicts by making use of very easily understandable animations. The topic could be introduced through graphics and maps displaying the occurrence of water conflicts throughout history. The future on the other hand may be represented by a question mark to directly address the audience on the challenges ahead.

The accompanying discussion was led by Ms. Kusum Athukorala, in which she stressed the challenging and extraordinary nature of this exercise and the need to take into account the perspectives of the scientists and experts and merge them with the completely different and



concrete approach of the creatives. She made clear to everyone what major opportunity this project is, with the potential to affect the thinking of not few, but many thousands, possibly millions, of people during EXPO 2015 and beyond.

The meeting concluded with the closing remarks delivered by Mr. Francesco De Stefani (Counselor, Italian Ministry of Foreign Affairs),



who praised the effort by WWAP and its partners to reach out to the young generations and infuse the urgent need to protect our precious water resources; Mr. Nicola Berni (Section Coordinator, Umbria Region) congratulated the participants and WWAP for the innovative and enlightening gathering and reaffirmed the commitment of Umbria Region to enable and support the development of “The Water Rooms” project. Mrs. Michela Miletto thanked all participants for the enthusiastic and valid contributions. She embraced the creative wave emanated from the meeting and went as far as suggesting a spin-off of the World Water Development Report in a comics format!

# WOOHOO

The outcomes of the 3-day “write-shop” will be further elaborated in the weeks ahead, though remote exchanges (email, webinars and teleconferences) among the creatives, the experts and WWAP Secretariat to make sure that the final scripts deliver the scientific knowledge in the most incisive and entertaining way possible. The fundraising campaign will continue to mobilize partners and sponsors until reaching the necessary funds for the production of the animations.



# PARTICIPANTS AND CONTRIBUTORS TO "THE WATER ROOMS" MEETING

January 2015

