

# ON THE ROAD TO THE 2026 UNITED NATIONS WATER CONFERENCE

## WEBINAR 3 : Preparing for Dakar and beyond



**United  
Nations**



**United Nations Water Conference**  
United Arab Emirates, 2026



**Global Youth Movement for  
Water**



**Jeunes  
entrepreneurs  
Verts**  
Podor, Sénégal



**GERMAN  
WASH  
NETWORK**  
**lojQ**

**Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Swiss Agency for Development  
and Cooperation SDC**  
**RÉPUBLIQUE  
FRANÇAISE**  
**AGENCE DE L'EAU  
ARTois+RÉGION**  
**UNDESA**  
**UN WATER**

# Webinar 3 – Overview



1. Opening remarks
2. Reminder - Main take aways from previous webinars
3. Updates
4. Water for Peace across the ID
5. Next steps and post Dakar road map
6. Q&A
7. Closing

## Moderators



**Coline Arnoux**  
Advocacy and  
Communication Officer



**Alix Debray**  
Youth Sector Coordinator

International Secretariat for Water

# Opening remarks



**Handel Mux Roquel**  
LAC WYPW

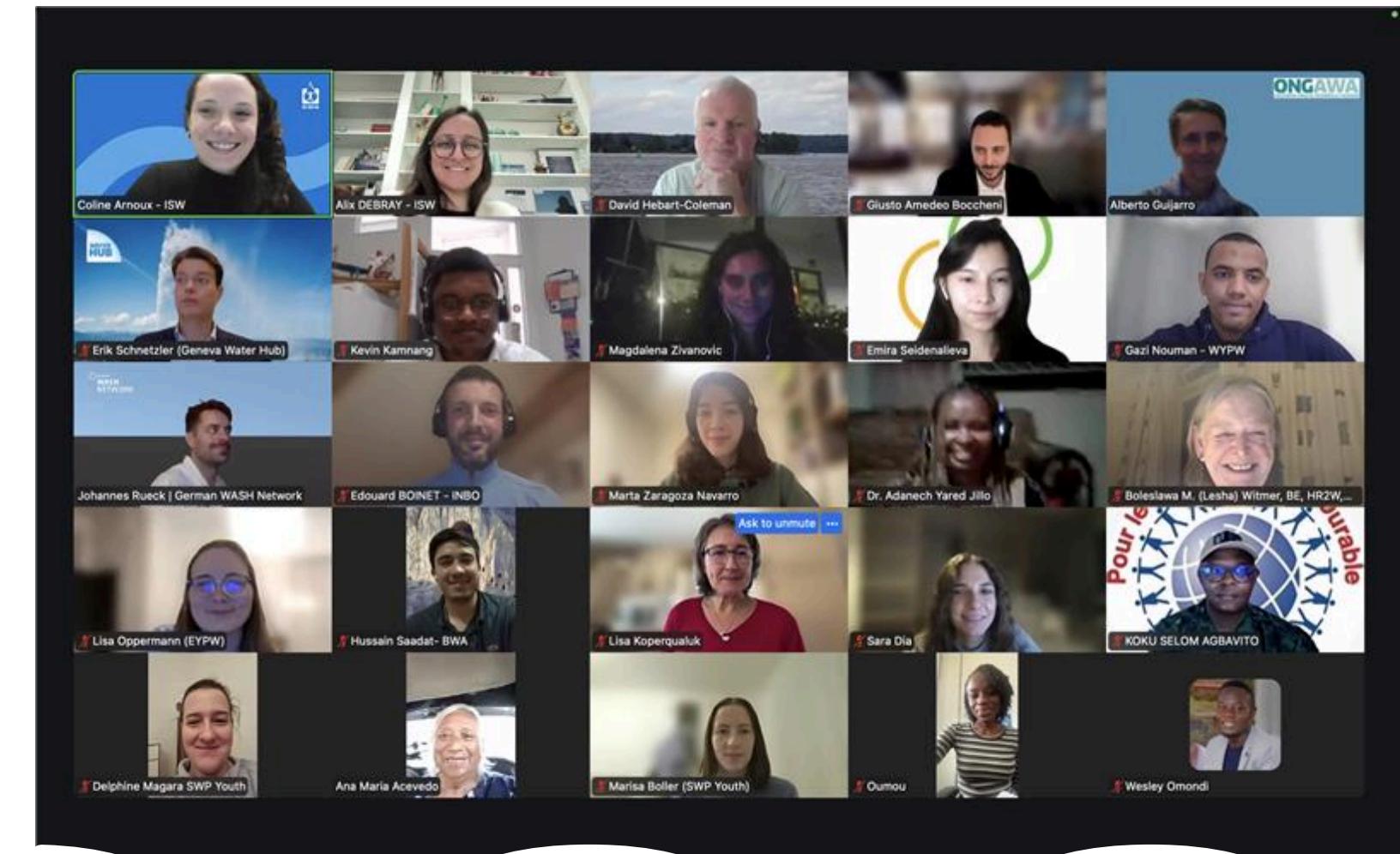


**Maitreyi Koduganti**  
UN MGCY, SDG 6 WYN

# ON THE ROAD TO THE 2026 UN WATER CONFERENCE

## MAIN TAKE AWAYS OF THE PREVIOUS WEBINAR

- December 10, second webinar of the series
- +60 participants split into break-out rooms to co-construct youth and civil society advocacy messages for each of the interactive dialogue
- Aim: strengthening the coordination and impact of interventions at the high-level preparatory meeting (26-27 January)



# MAIN TAKE AWAYS OF THE PREVIOUS WEBINAR

1

## Water for people

- Water as fundamental human right
- Prerequisite for health, dignity and resilience particularly in humanitarian contexts
- devastating effects of water scarcity in crisis situations
- gap in sanitation and access for marginalised communities
- Youth education, career paths and meaningful participation for all stakeholder
- accountability mechanisms
- better funding for local action

2

## Water for prosperity

- Poor water management harms the economy, employment, food systems and social stability
- inefficiencies in agriculture, cities and industry identified
- Insufficient implementation of integrated water resources management
- outdated infrastructure
- pollution
- Innovation must be goal-oriented, inclusive
- Prosperity depends on strong basin governance & data

3

## Water for the planet

- Call for a fundamental change in the way humanity relates to water and nature
- Climate risks are intensifying while economic pressures are eroding our connection to ecosystems
- Dialogue emphasised holistic, nature-centred approaches
- Protecting freshwater ecosystems requires moving beyond extractive models towards science-based & community-rooted governance that prioritises the planet

# MAIN TAKE AWAYS OF THE PREVIOUS WEBINAR

4

## Water for cooperation

- Cooperation as a means for establishing peace, justice, dignity and equity
- challenges posed by colonial legacies, geopolitical tensions and competing priorities in transboundary basins
- Water knows no political boundaries
- Water shouldn't be used as a weapon
- Meaningful cooperation requires inclusive governance, gender equality, institutionalisation of youth
- Transparency & sustained investment

5

## Water in multilateral processes

- Need to keep water at the top of the global political agenda beyond 2030
- Multilateral water governance must be continuous, inclusive and accountable
- Youth and civil society called for structured participation, better coordination, disaggregated data and closer links between water, climate and other international processes
- Special Envoy and UN systemwide strategies as key vehicles, if inclusive

6

## Investments for water

- Dialogue revealed a serious water financing crisis & untapped opportunities
- Effective investment starts with communities, shared knowledge, transparency and financial literacy
- Innovations was redefined as a social and financial process, rather than just technology
- Key findings: existing funds often remain unused due to a lack of capacity, clarity, and access, making better use of current resources a priority

# HIGH-LEVEL PREPARATORY MEETING

## Updates

- **Concept notes** of the IDs will be drafted based on the discussions held in Dakar
- UN agencies in charge (cf table)
- No information yet on the co-chairs
- **Registration** closed on 10<sup>th</sup>
- Participant guide is available
- Free services (shuttle) are available

| Themes of the Interactive Dialogues for UN26 | Co-convenors of IPWG           |
|----------------------------------------------|--------------------------------|
| Water for People                             | WHO, UNICEF                    |
| Water for Prosperity                         | UNDP, FAO, UNIDO               |
| Water for Planet                             | UNEP, WMO                      |
| Water for Cooperation                        | UNECE, UNESCO                  |
| Water in Multilateral Processes              | DESA, UNDRR                    |
| Investments for Water                        | World Bank Group, UNITAR, IFAD |

# General information

- Meeting **venue**: Abou DIOUF International Conference Centre (CICAD) in Diamniadio (35 min by car from Dakar)
- Around 2,000 **participants** from over 190 countries expected to attend
- To enter Senegal: valid passport for at least 6 months, free entry **visa**, return ticket, international vaccination certificates

| PRELIMINARY PROGRAMME STRUCTURE  |                                                                                                                                                                                                                                                 |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>TIME</b>                      | <b>DAY 1 - 26 January 2026</b>                                                                                                                                                                                                                  |
| 8.00-9.00                        | Arrival of participants & registration                                                                                                                                                                                                          |
| 9.00-12.30                       | <b>High-level Opening Segment</b><br>- Arrival of Dignitaries<br>- Opening ceremony<br>- High-level Panel discussion<br>- Presentation: Conference vision, Meeting objectives & agenda<br>- Launch of the UN-Water GLAAS 2025 report            |
| 12.30-14.00                      | Lunch   Side meetings<br>Dialogue space [1]                                                                                                                                                                                                     |
| 14.00-18.30                      | Round table 'kick-off' discussions<br>on Interactive Dialogue themes (a) to (d) - (90 mins)<br>ID (a): Water for people   ID (b): Water for prosperity<br>Coffee & networking break<br>ID (c): Water for planet   ID (d): Water for cooperation |
| 18.30-19.30                      | Interactive Session 1 - (60 mins)<br>- Strengthening multi-stakeholder, cross-sectoral and<br>intergenerational engagement<br>Side meetings<br>Dialogue space [2]                                                                               |
| <i>Cultural experience (TBC)</i> |                                                                                                                                                                                                                                                 |
| <b>DAY 2 - 27 January 2026</b>   |                                                                                                                                                                                                                                                 |
|                                  | Side meetings<br>Dialogue space [3]                                                                                                                                                                                                             |
|                                  | Round table 'kick-off' discussions<br>on Interactive Dialogue themes (e) and (f) - (90 mins)<br>ID (e): Water in multilateral processes                                                                                                         |
|                                  | Coffee & networking                                                                                                                                                                                                                             |
|                                  | ID (f): Investments for water                                                                                                                                                                                                                   |
|                                  | Lunch   Side meetings<br>Dialogue space [4]                                                                                                                                                                                                     |
|                                  | Interactive Session 2 - (90 mins)<br>- Reporting back & reflections on the round table 'kick-off'<br>discussions on the six interactive dialogue themes<br>- Shaping a collective ambition for the 2026 UN Water Conference                     |
|                                  | Coffee & networking break                                                                                                                                                                                                                       |
|                                  | High-level Segment "On the road from Senegal to the UAE"<br>- Synthesis of the results of the meeting<br>- Overview of the roadmap ahead and concluding remarks                                                                                 |
|                                  | Press conference                                                                                                                                                                                                                                |
|                                  | Cultural experience (TBC)                                                                                                                                                                                                                       |

# ONE-DAY STAKEHOLDER MEETING

| TIME          | SESSION                                                                                                |
|---------------|--------------------------------------------------------------------------------------------------------|
| 8:30 - 9:15   | Welcome & Cafe<br>+ registration                                                                       |
| 9:30 - 10:00  | Welcome remarks                                                                                        |
| 10:00 - 11:00 | Strenghtening participation: action points and collaboration for an inclusive 2026 UN Water Conference |
| 11:00 - 11:30 | Refill and reflect - networking break                                                                  |
| 11:30 - 12:30 | Panel discussion: critical issues and innovative approaches for accelerating SDG 6 from 2023 to 2026   |
| 12:30 - 13:30 | Lunch break                                                                                            |

| TIME          | SESSION                                              |
|---------------|------------------------------------------------------|
| 13:00 - 13:30 | Advocacy skills lab                                  |
| 13:30 - 14:30 | Working groups on the interactive dialogues          |
| 14:30 - 14:45 | Refill and reflect - networking break                |
| 14:45 - 15:30 | Report back from working groups                      |
| 15:30 - 16:00 | Consolidation plenary: reflections & recommendations |
| 16:00 - 16:30 | Closing session                                      |



Global Youth Movement for  
Water



# General information

- Special event in connection with the Dakar meeting
- Aim: bring together diverse voices and perspectives & provide a platform to rally and mobilize
- Supported by the Special Envoy
- Organized by ANEW & the German WASH Network in collaboration with UN DESA
- Location: Azalai Hotel - Dakar
- Up to 3 representatives per organisation
- Registration until January 19
- Official UN DESA webinar on the One-Day Stakeholder Meeting on the 20th



# General information

## High-level speakers



Mrs. Retno L.P. Marsudi  
UN Special Envoy on Water



Mr. Pedro Arrojo-Agudo,  
UN Special Rapporteur on the  
Human Rights on Water and  
Sanitation



Ms. Shaima Gargash, UAEs  
Sherpa for the 2026 UN Water  
Conference



Dr. Mohamed C.B.C. Diatta,  
Senegal's Sherpa for the 2026  
UN Water Conference



Ms. Madhushree Chatterjee,  
Chief, Natural Resources and  
Interlinkages Branch, UN  
DESA



Ms. Sareen Malik, Executive  
Secretary of African Civil  
Society Network on Water and  
Sanitation

### Interactive Dialogue: Water for People

| Role                    | Stakeholder Network / Institution                                                  | Focal Point         |
|-------------------------|------------------------------------------------------------------------------------|---------------------|
| <b>Lead Facilitator</b> | Freshwater Action Network South Asia (FANSA)                                       | Lajana Manandhar    |
| <b>Co-Facilitator</b>   | Senegalese Water Justice Network (SWJN)                                            | Fatou Diouf         |
| <b>Rapporteur</b>       | International Water Association - Young Water Professional Chapter of Burkina Faso | August Abdon Kinglo |

### Interactive Dialogue: Water for Prosperity

| Role                    | Stakeholder Network / Institution                                           | Focal Point             |
|-------------------------|-----------------------------------------------------------------------------|-------------------------|
| <b>Lead Facilitator</b> | Sustainable Sanitation Alliance                                             | Maren Heuvels           |
| <b>Co-Facilitator</b>   | Women in Water Diplomacy Network Indigenous Science                         | Yolanda Lopez-Maldonado |
| <b>Rapporteur</b>       | Kenya National Association of Water Resources Users' Association (KeNAWRUA) | Enock S. Kiminta        |

### Interactive Dialogue: Water in Multilateral Processes

| Role                    | Stakeholder Network / Institution                                    | Focal Point    |
|-------------------------|----------------------------------------------------------------------|----------------|
| <b>Lead Facilitator</b> | Alliance for Global Water Adaptation (AGWA)                          | Ingrid Timboe  |
| <b>Co-Facilitator</b>   | International Secretariat for Water / Butterfly Effect NGO Coalition | Coline Arnoux  |
| <b>Rapporteur</b>       | Te Kura Taka Pini                                                    | Connor Redmile |

### Interactive Dialogue: Investments for Water

| Role                    | Stakeholder Network / Institution                 | Focal Point           |
|-------------------------|---------------------------------------------------|-----------------------|
| <b>Lead Facilitator</b> | Global Water Partnership                          | Alex Simalabwi        |
| <b>Co-Facilitator</b>   | Water.org                                         | Jeso O'Neill          |
| <b>Rapporteur</b>       | African Water and Sanitation Association (AfWASA) | Djalia Umutangampundu |

### Interactive Dialogue: Water for Planet

| Role                    | Stakeholder Network / Institution                                      | Focal Point                 |
|-------------------------|------------------------------------------------------------------------|-----------------------------|
| <b>Lead Facilitator</b> | Secretariat of the Convention on Wetlands                              | Musonda Mumba               |
| <b>Co-Facilitator</b>   | Ecumenical Water Network of World Council of Churches                  | Dinesh Suna                 |
| <b>Rapporteur</b>       | International Student Environmental Coalition/Children and Youth group | Kossi-Messan Jacques Agboka |

### Interactive Dialogue: Water for Cooperation

| Role                    | Stakeholder Network / Institution                         | Focal Point              |
|-------------------------|-----------------------------------------------------------|--------------------------|
| <b>Lead Facilitator</b> | United Cities and local governments                       | Kader Makhoul            |
| <b>Co-Facilitator</b>   | International Association of Hydrological Sciences (IAHS) | Jean-Marie Kileshe Onema |
| <b>Rapporteur</b>       | Women in Water Diplomacy Network                          | Jeanene Mitchell         |

# YOUTH INTERACTIVE DAYS

## General information



- ISW, AJPEAS, MGCY, GYMW will organize workshops to enhance capacity of youth and civil society ahead of the official meetings and a debrief session afterwards
- Location: CICAD (same as the official conference on 26 & 27)
- FYI: Women in water diplomacy event on the 24th

- Official meetings
- ISW and other stakeholders meetings

# YOUTH ON THE ROAD TO 2026 UN WATER CONFERENCE

JANUARY  
23, 24 & 28 2026

DAKAR  
(HYBRID)



## YOUTH INTERACTIVE DAYS

Prepare, coordinate, and amplify youth voices for SDG 6

### ON THE AGENDA

#### 23 : KICK-OFF MEETING (16:00-17:30)

- Understanding the challenges of youth engagement
- Engaging with youth leaders, associations and committed stakeholders

#### 24: THEMATIC WORKSHOP WATER & PEACE (9:00-16:00)

- Gaining practical tools to influence decision-making spaces
- Thematic discussion through the six Interactive Dialogues
- Building collective proposals and strong key messages

#### 28: YOUTH DEBRIEF SESSION (10:00-12:00)

- Review of learnings and alignment of youth messages
- Debrief and roadmap from Dakar to Abu Dhabi

[REGISTER : HERE !](#)



Global Youth Movement  
for Water



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Swiss Agency for Development  
and Cooperation SDC



RÉPUBLIQUE FRANÇAISE  
Liberté  
Égalité  
Fraternité  
AGENCE DE L'EAU  
ARTOIS-BIEULE

# Water for Peace throughout the Interactive Dialogues



**Erik Schnetzler**  
Geneva Water Hub



Centre of Competence on  
Water for Peace

Blue Peace

## Towards the 2026 UN Water Conference – Webinar #3

Erik Schnetzler

Project Manager

14 January 2026



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Agency for Development  
and Cooperation SDC



UNIVERSITÉ  
DE GENÈVE



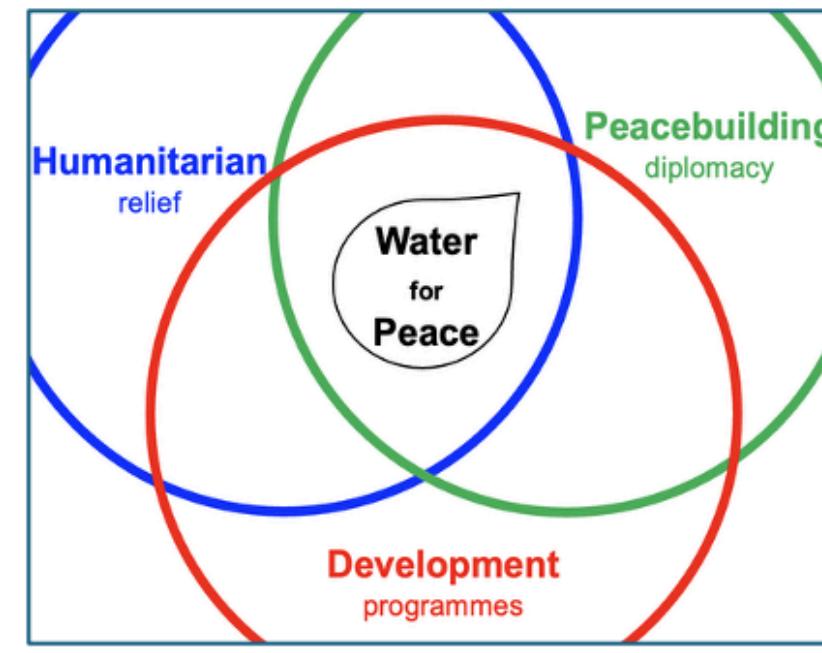
INSTITUT DE HAUTES  
ÉTUDES INTERNATIONALES  
ET DU DÉVELOPPEMENT  
GRADUATE INSTITUTE  
OF INTERNATIONAL AND  
DEVELOPMENT STUDIES

# The Geneva Water Hub – Who We Are

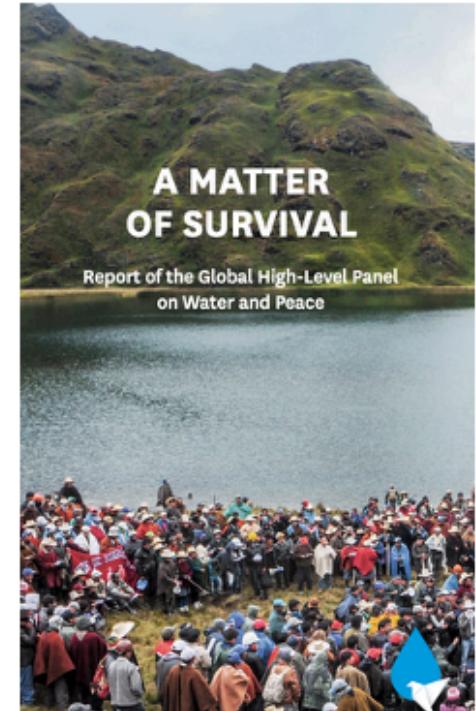


-  Established in 2014
-  Co-Center of UNIGE & IHEID
-  15 Staff

 Offices in 3 locations in Geneva and operating all around the world



to advance the use of water for peace in humanitarian, development, and peacebuilding efforts.



# Sharing & Sparing Water – for *Peace*

When water is shared equitably and spared from the ravages of pollution and armed conflict, peace can prevail.



# What Water for Peace *is* and *is not*



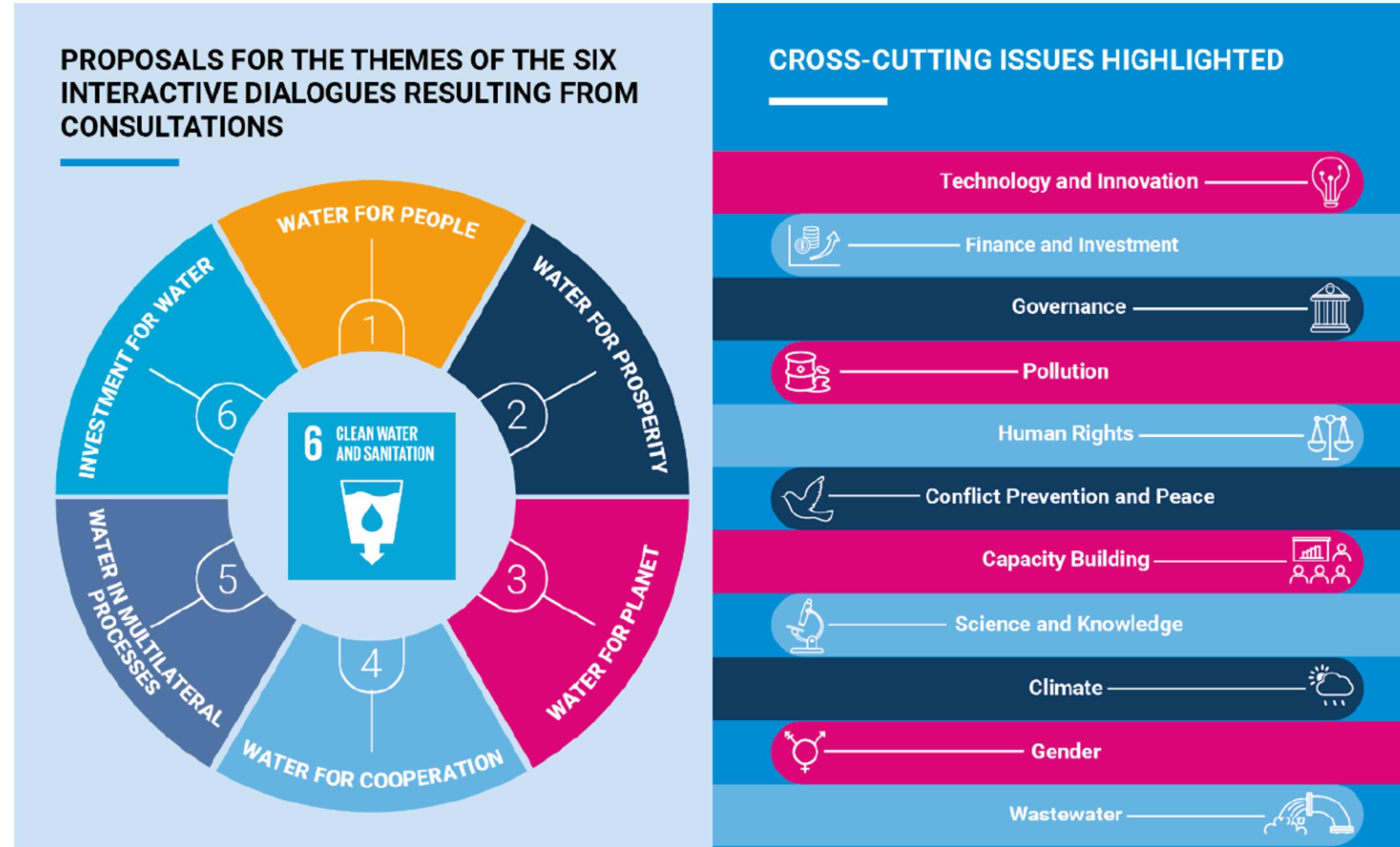
- Not just the absence of violence (negative peace)
- Not just cooperation
- Not conflict prevention only

→ About power, justice, inclusion, and relationships around water

Why youth & civil society matter for UN2026:

- You influence narratives *before* Member States lock positions

# Interactive Dialogues & Peace Dimension(s)?



# Guiding Questions

- How can youth/CSOs advocate for Water for Peace within each ID?
- What water-related initiatives or projects have you been involved in or observed that have contributed to fostering peace? What made them effective or ineffective?
- What messages should we bring to UN Member States ahead of the UN 2026 Water Conference?

# ID4: Water for Cooperation

2023



## Peace Dimensions:

- water cooperation generates benefits that accelerate progress across all SDGs, in particular promoting peace (SDG16).
- Sharing water-related data and information can help in trust building.
- Int. water law provides a framework to guide negotiations, resolve conflicts, and establish durable joint basin institutions.

# Importance to Youth & CSO



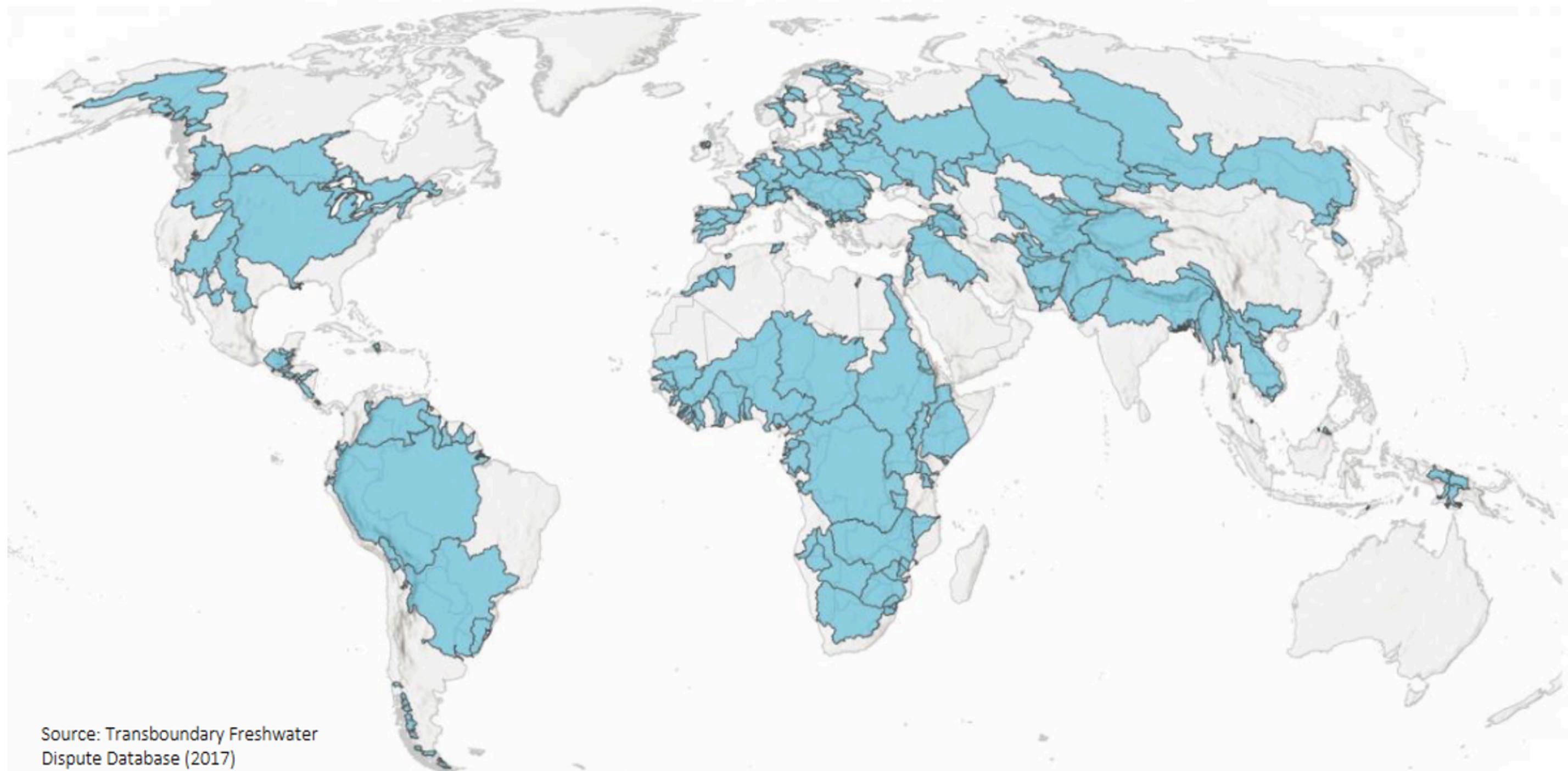
16th European Youth Parliament for Water in Hungary

Source: <https://sava-youthparliament.com/>

- Youth/CSOs are excluded from most basin governance.
- Young people (under 30) constitute over 50% of the population in most shared basins, yet their future is decided without their direct representation in water diplomacy.
- Efforts to foster cooperation and knowledge sharing, especially among youth and experts from diverse regions, are further strained by funding limitations and the slow nature of building consensus and trust across borders. (Water Action Agenda Progress Report, 2024).

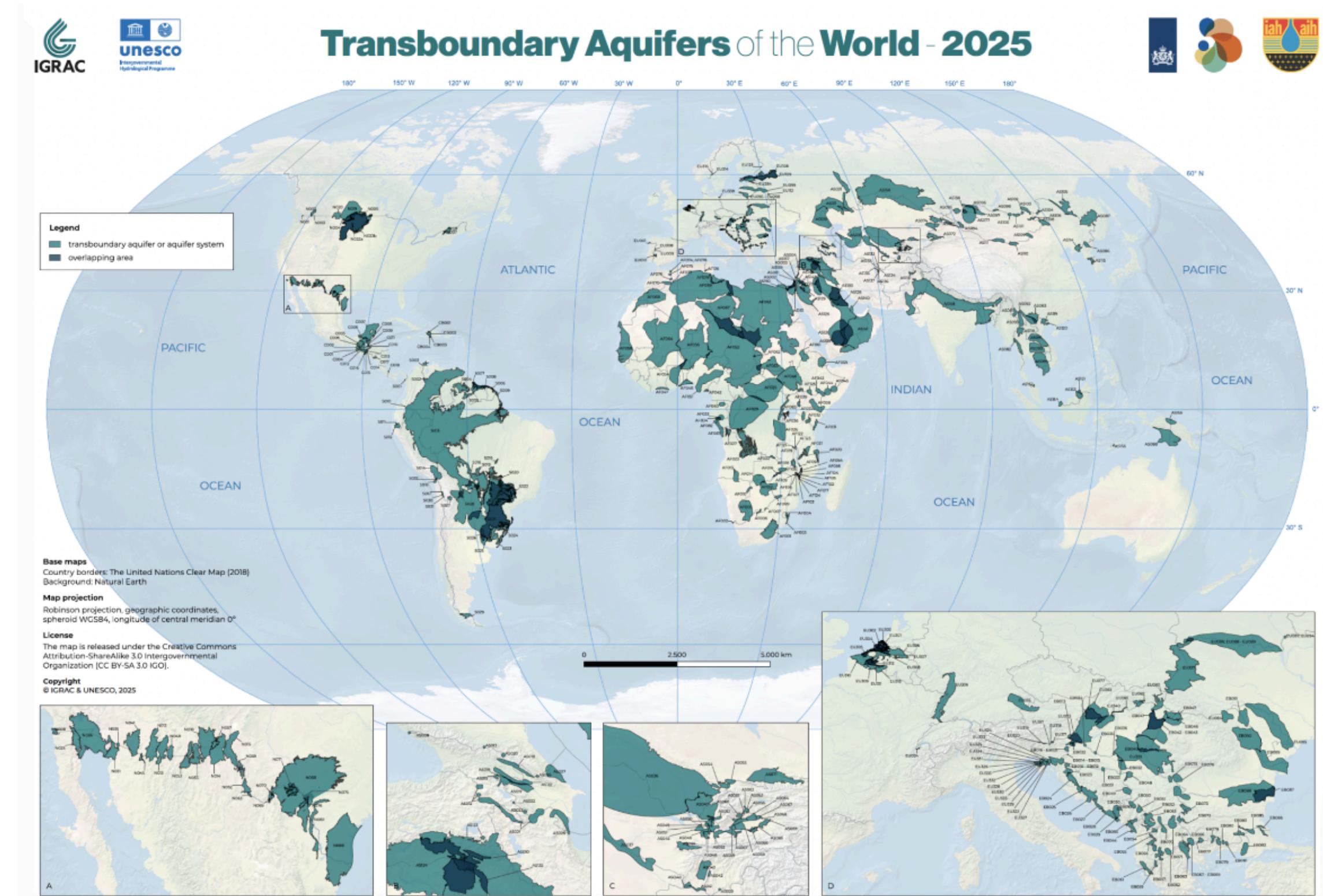
# Transboundary River Basins

- 310 transboundary river basins.



Source: Transboundary Freshwater  
Dispute Database (2017)

# Transboundary Aquifers

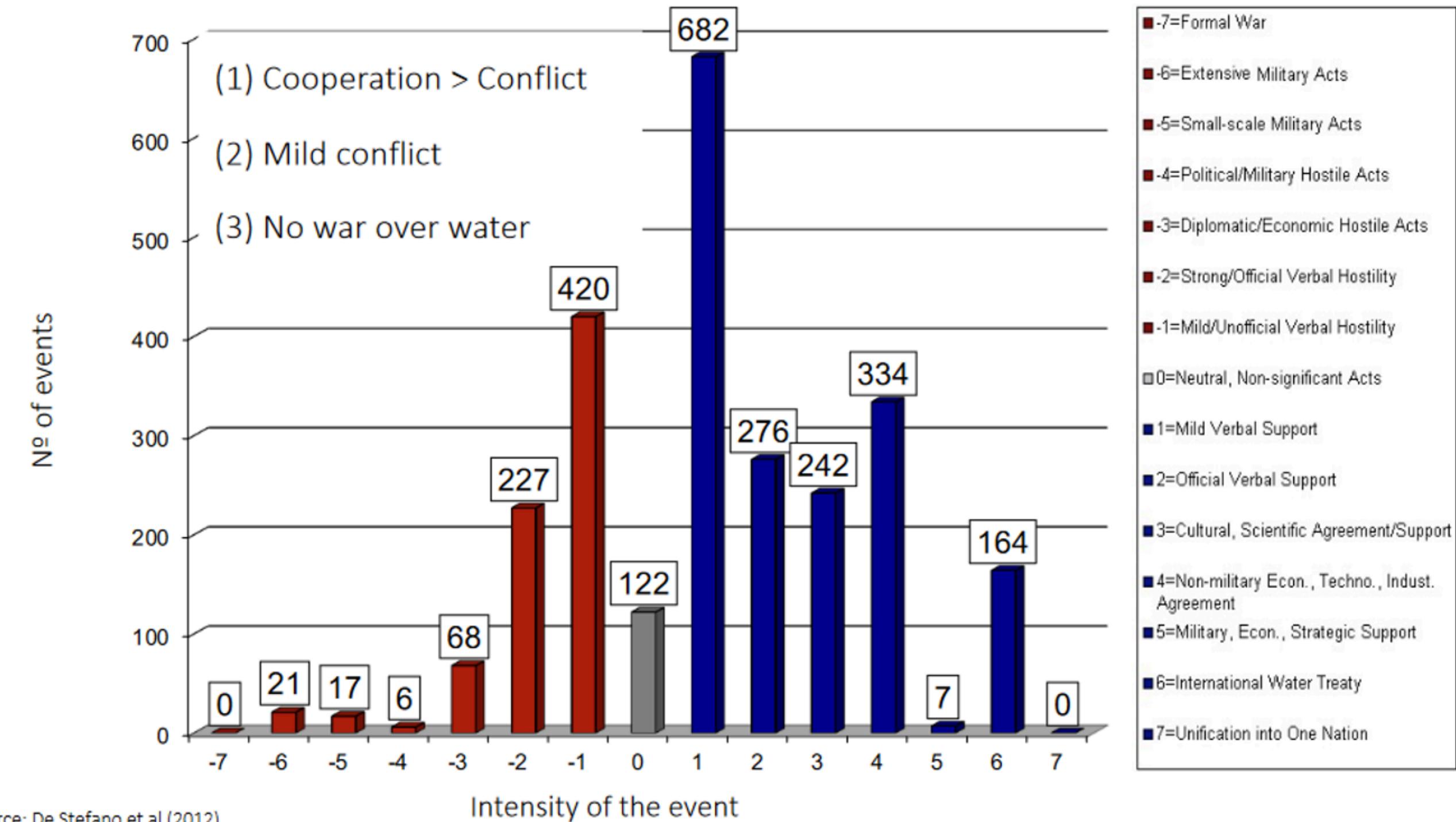


# Water Conflict or Water Cooperation?

- Narrative 1: Water Conflict
  - Water is a strategic resource
  - Water demands are increasing
  - Water is limited and ignites tensions
- Narrative 2: Water Cooperation
  - Cooperation is more cost-effective
  - Cooperation leads to a broad range of benefits
  - Cooperation is more resilient

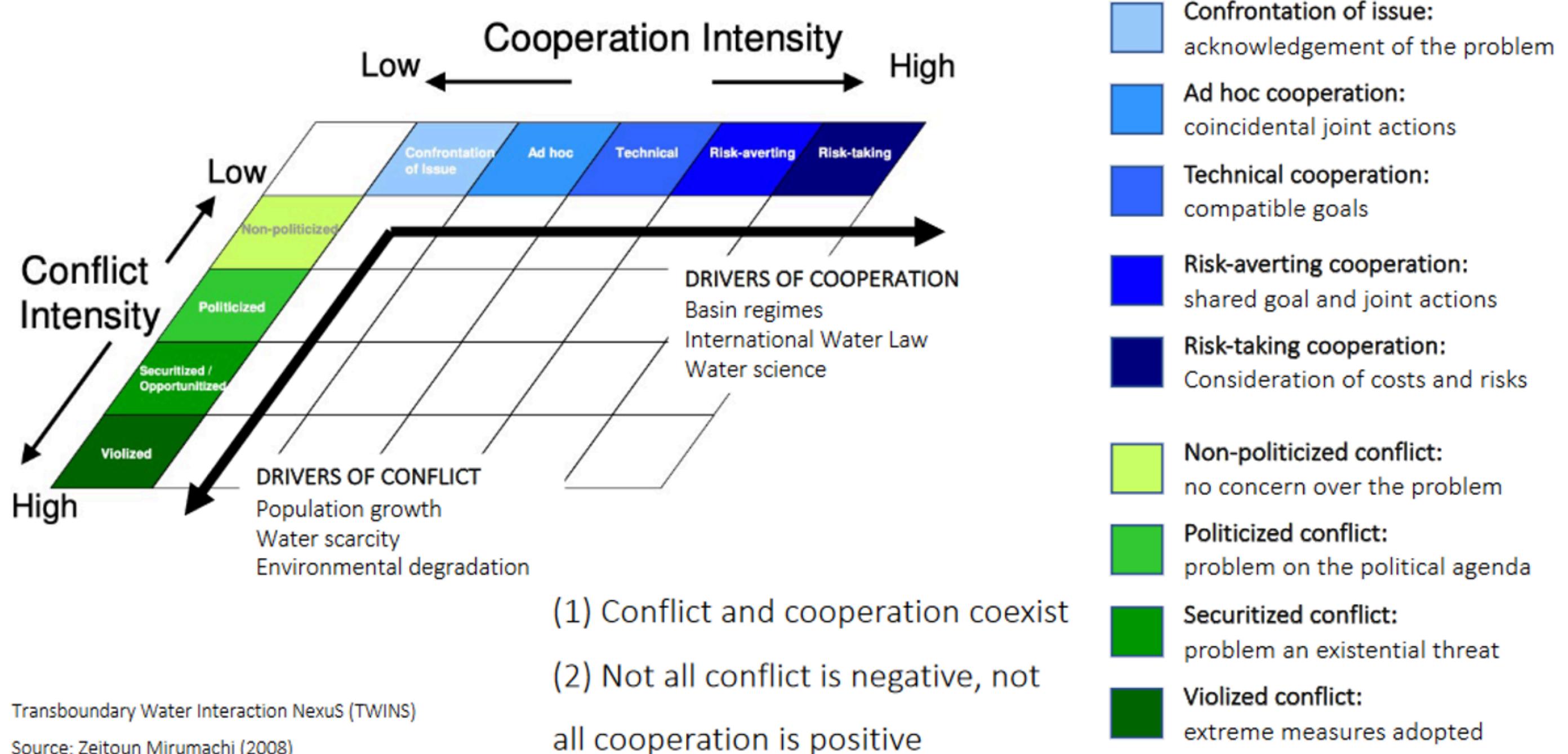


# Water Conflict or Water Cooperation?



Source: De Stefano et al (2012)

# Water Conflict AND Water Cooperation



Name one action or key message you would convey to UN Member States from a youth or civil society perspective on water for peace in the ID on "Water for Cooperation."



# ID1: Water for People

2023



## Peace Dimensions:

- Water access is a human right & can be a foundation of trust.
- Attacks on water are attacks on civilians (violate IHL & other int. law).
- WASH services can serve as tangible "peace dividends."

# Importance to Youth & CSO



Yemeni people fill their plastic bottles with water in Sanaa, Yemen on August 21, 2015. People meet the daily water requirements from water tanks after a water cut off occurred in Sanaa due to clashes.

© Mohammed Hamoud/Anadolu Agency/Getty Images

- In conflicts, children are 3x more likely to die from water-borne diseases than direct violence (UNICEF).
- CSOs/youth are first responders when systems fail.
- In fragile contexts, safely managed drinking water coverage is 38 percentage points lower than in other countries, highlighting stark inequalities (UNICEF).
- You hold power as witnesses and advocates for protection.

# Mentimeter

**Name one action or key message you would convey to UN Member States from a youth or civil society perspective on water for peace in the ID on "Water for People."**

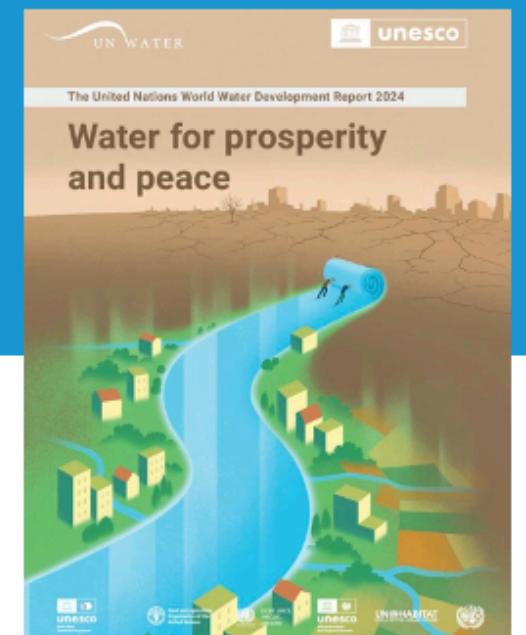
# ID2: Water for Prosperity

2023

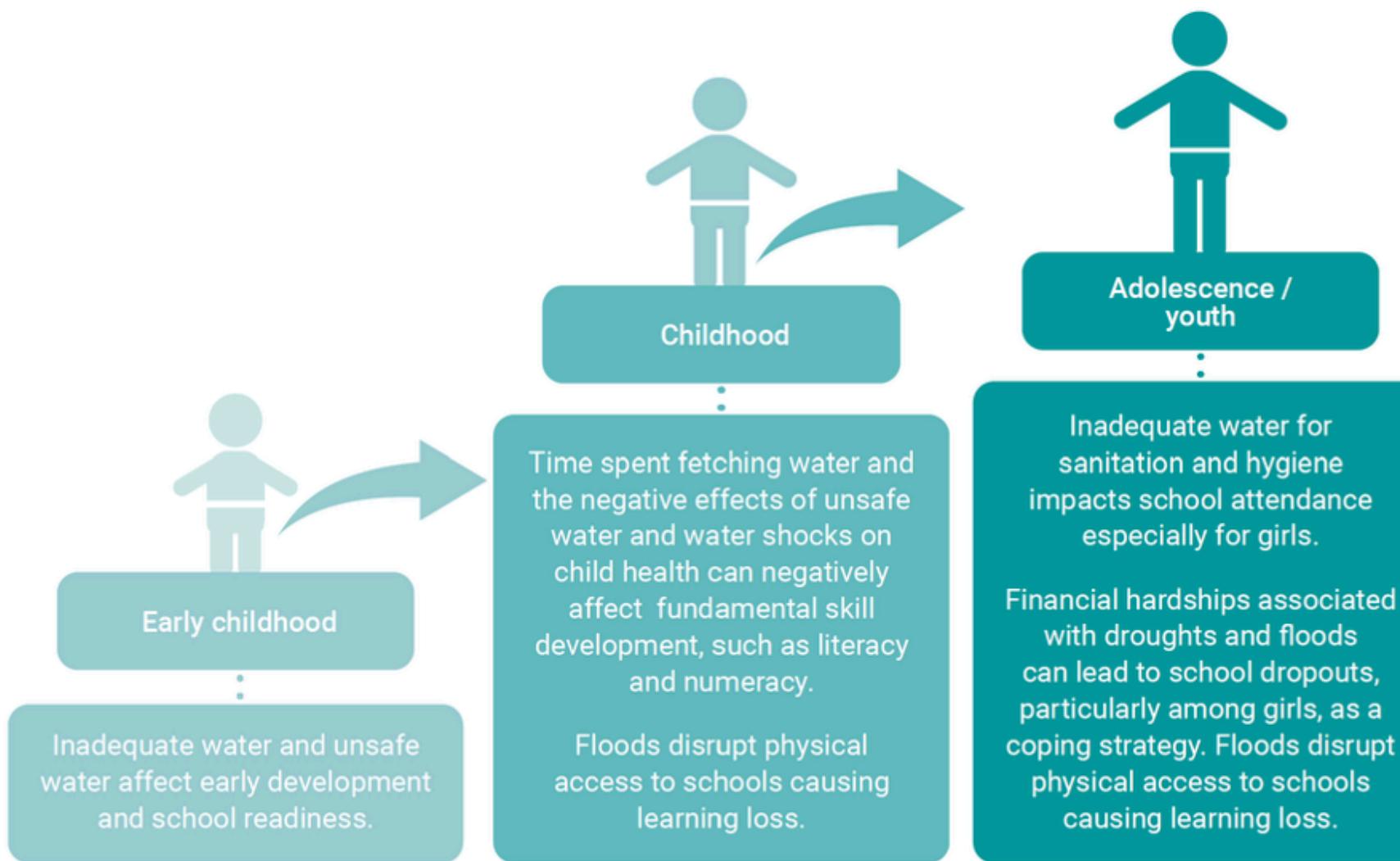


## Peace Dimensions:

- Prosperity cannot just be measured in economic metrics → dignity needs to be ensured.
- Water projects must share benefits equitably to avoid conflict.
- A human rights-based approach can help in guiding water use prioritization.



# Importance to Youth & CSO



Source: World Bank

- Insufficient access to water impacts education and the economy negatively.
- Water scarcity and inequality often overlap with poverty, climate vulnerability and weak governance, deepening socio-economic divides faced by young people.
- Youth networks report limited institutional support and access to resources for water innovation, constraining their role in prosperity solutions.
- ODA for water is declining (OECD, 2025).

# Mentimeter

**Name one action or key message you would convey to UN Member States from a youth or civil society perspective on water for peace in the ID on "Water for Prosperity."**

# ID3: Water for Planet

2023

WATER FOR CLIMATE, RESILIENCE AND ENVIRONMENT:  
SOURCE TO SEA, BIODIVERSITY, CLIMATE, RESILIENCE AND DRR



## Peace Dimensions:

- 90% of climate disasters are water-related. Droughts and floods destroy livelihoods, displace populations, and intensify competition for resources, directly fueling instability.
- Healthy watersheds and biodiversity are critical for stable water access and conflict prevention.
- Nature-based solutions and adaptive water management can build community cohesion and reduce disaster risk.

# Importance to Youth & CSO



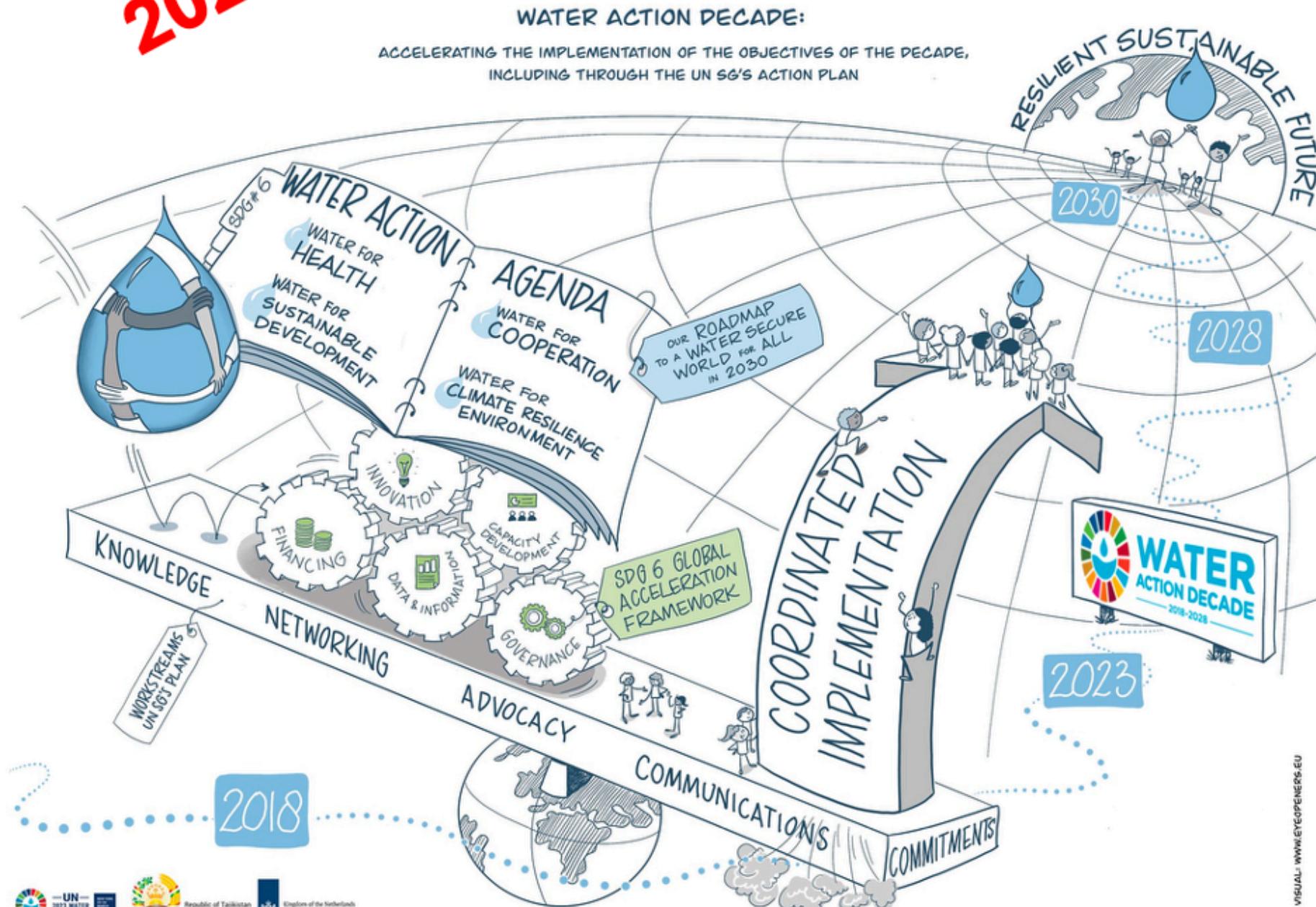
- 1 in 3 children exposed to severe water scarcity (UNICEF).
- Youth constitute most of the 30.7 million people displaced by weather-related disasters in 2023 (floods, storms). (Source: IDMC, 2024).
- Children bear the brunt of the impacts of the climate crisis –including disease, air pollution, and extreme weather events such as floods and droughts (UNICEF).

# Mentimeter

**Name one action or key message you would convey to UN Member States from a youth or civil society perspective on water for peace in the ID on "Water for Planet."**

# ID5: Water in Multilateral Processes

2023



## Peace Dimensions:

- Water is now a topic at the UN Security Council and major security forums (e.g., Munich, OSCE), recognizing its role in stability and conflict prevention.
- Despite this, water's peacebuilding potential is under-leveraged in UN peace & climate security mechanisms, missing key opportunities.
- The Pact for the Future signals that water must be central to the post-SDG framework to sustain development, cohesion, and peace → but uncertainty about water's role post 2030 persists...

# Importance to Youth & CSO



Youth-Led Action at Dushanbe Water Conference 2024

- An analysis of 2016-2021 UN High-Level Political Forum delegations found youth constituted less than 2% of official government delegations deciding the SDGs. (Source: UN Major Group for Children and Youth, 2022).
- UN Security Council Resolution 2250 (2015) recognizes youth as critical partners in peacebuilding, yet they remain sidelined in many multilateral water and security dialogues.
- While 90% of SDG 6 targets require local action, less than 15% of national SDG reports meaningfully include data from local CSOs. (Source: Global Taskforce of Local & Regional Governments, 2023).

# Mentimeter

Name one action or key message you would convey to UN Member States from a youth or civil society perspective on water for peace in the ID on "Water in Multilateral Processes."

# ID6: Investments for Water

Investments needed in water-related infrastructure:

\$6.7 trillion by 2030 and \$22.6 trillion by 2050

Achieving water security for all requires coordinated action and a massive increase in investment across the water sector.



- Official development assistance disbursements to the water sector decreased by 15 per cent between 2015 and 2021, from \$9.6 billion to \$8.1 billion.
- Military spending on the rise:

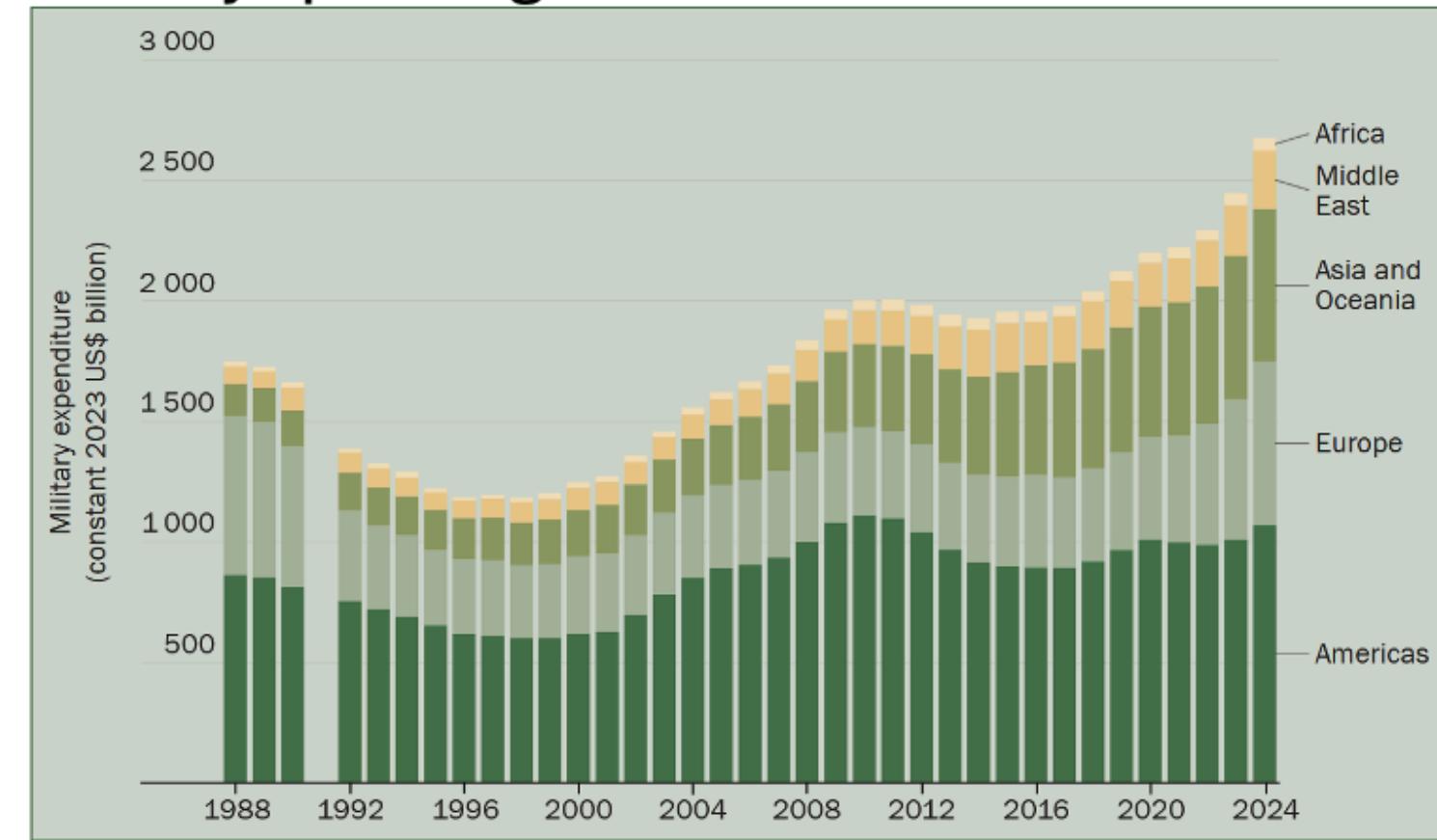


Figure 1. World military expenditure, by region, 1988–2024

SIPRI, 2024

Khemka, Rochi; Lopez, Patricia; Jensen, Olivia. 2023. Scaling Up Finance for Water: A WBG Strategic Framework and Roadmap for Action. © World Bank.

# Importance to Youth & CSO



Source: Charcops Wetlands. <https://foodplanetprize.org/initiatives/charcops-wetlands-turning-wastewater-and-agricultural-residues-into-a-lifeline-for-farmers-in-ghana/>.

- Youth-led initiatives and innovation are emerging as critical for filling investment gaps, but young people still face barriers to formal financing mechanisms and decision-making spaces, limiting their ability to shape water investment priorities that affect their futures.
- Water access underpins 75 % of the global workforce, yet young people remain largely excluded from related sectors and decent jobs.

# Mentimeter

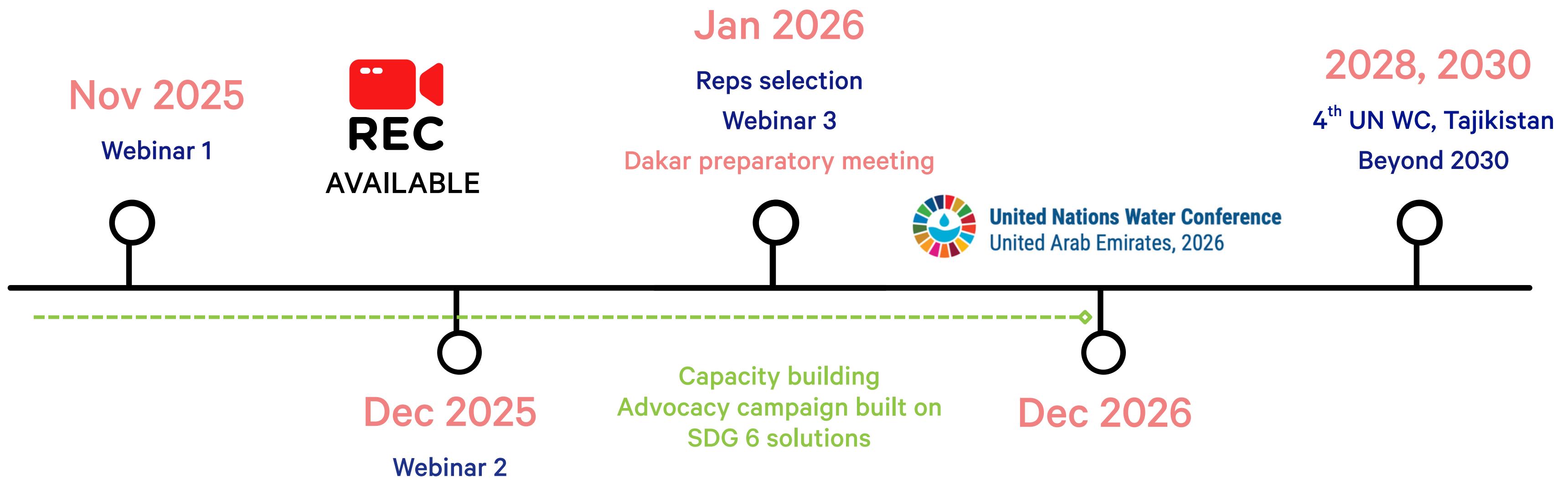
Name one action or key message you would convey to UN Member States from a youth or civil society perspective on water for peace in the ID on “Investments for Water.”



**Thank you for your Attention!**

# NEXT STEPS

Where we stand and where we go



# On the road to the 2026 UNWC

## Zooming in... from Dakar to the Emirates

Jan 2026

Webinar 3

Dakar preparatory meeting

Capacity building  
Advocacy campaign built on  
SDG 6 solutions



United Nations Water Conference  
United Arab Emirates, 2026

2028, 2030

4<sup>th</sup> UN WC, Tajikistan

Beyond 2030



Dec 2026

A graphic featuring the letters "Q&A" in white, bold, sans-serif font. The letters are contained within a thick, rounded rectangular frame that is filled with a textured, gold-colored material. The entire graphic is centered on a white background that is surrounded by large, flowing, abstract waves in dark green, light green, and red.

# THE END... For now

Thank you for your participation!

## Want to reach out?

### Civil Society

Coline Arnoux caroux@see-swe.org

### Youth Sector

Alix Debray adebray@sie-isw.org



@InternSecrWater



<https://www.sie-see.org/en/>



info@sie-isw.org



# Capacity building for effective participation and enhanced experience

- Security, behavior (baseline respect of sex, age, ethnicity, ...), dress code, cultural sensitivities, ...
- BE / GYMW x UNMGCY and partners: gather and coordinate → responsibility, content, tools and fun
- Advo messages, actors ...