

# GWP Visual Brand

P O L I C Y & G U I D E L I N E S

# A Partnership for water

**The Global Water Partnership vision is for a water secure world. Our mission is to advance governance and management of water resources for sustainable and equitable development.**

The Global Water Partnership (GWP) is an international network that was created in 1996 to foster the implementation of integrated water resources management: the coordinated development and management of water, land, and related resources in order to maximise economic and social welfare without compromising the sustainability of ecosystems and the environment.

The GWP Network is open to all organisations which recognise the principles of integrated water resources management endorsed by the Network. It includes states, government institutions (national, regional, and local), inter-governmental organisations, international and national non-governmental organisations, academic and research institutions, private sector companies, and service providers in the public sector.

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# 1. The GWP visual brand

## Background

This manual, detailing GWP's policy on the use of its visual brand, has been designed to support the regions in their drive to produce good-looking, professional communications materials that will help raise the profile of GWP.

It contains plenty of practical examples of how to use the GWP graphical style, design elements, and logotype (logo) in a variety of applications, with illustrations to show what you can do.

In 2013 the GWP brand was updated to create a fresh, new look for the new Strategy period (2014–2019), while retaining the key elements associated with GWP publications, such as the logo, colours, and fonts. These guidelines have been updated to reflect those changes.

Having a strong visual brand performs several key functions:

- It ensures that any document produced by GWP is immediately identifiable as ours
- It clearly shows the field in which we work, and
- It tells the viewer that whatever is contained within that GWP-branded document will reflect the high levels of knowledge, experience, and professionalism demanded by GWP.

This document provides a set of minimum requirements that apply to all levels of the Network. The idea is not to make all GWP communication products look exactly the same, but to base them on the same minimum requirements. Within the regions, there can even be specific family styles, but these should be developed in line with the policy.

The foundation of these brand guidelines is the GWP logo, the typographical rules for the creation of texts, and certain recommendations for design.

The logo gives the organisation a distinguishing mark, while the typographical rules (such as which fonts to use), together with the design recommendations act like a uniform, giving GWP a clear and instant identity.

When publishing any GWP materials, it is important to use consistent terminology and style. The GWPO Style Guide and glossaries provide guidance on terminology and language use. They are available from the GWP Global Secretariat Communications unit.

### Responsibilities

It is important that the rules and recommendations in this policy are respected in order to achieve the ultimate goal: to win wide recognition of GWP and what it stands for.

The Regional Water Partnerships are responsible for the communication activities in their respective regions and countries, and are therefore responsible for ensuring that material published in the name of GWP conforms to these brand guidelines.

If you have any questions or comments, please feel free to contact the GWP Global Secretariat Communications unit.

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### Ethical considerations

Everything that GWP does should reflect environmental and financial consciousness. Care should be taken to ensure that the print process and materials are environmentally friendly; for example, that the paper used is recycled (whenever possible) and that the paper quality, print options and means of distribution

chosen are cost-efficient. If it is appropriate to produce and distribute a document electronically without producing hard copies, this should be the preferred option.

Often, however, documents do have to be produced in hard copy so that they can be distributed to key stakeholders. Care should be taken to

ensure that all documents printed are actually distributed. Often, a large percentage of the documents printed by organisations sits in boxes gathering dust without being distributed. Ethically, we have a duty to make best use of funds by ensuring that such wastage does not occur in GWP.

## Describing GWP

### 'Global Water Partnership' or 'GWP'?

The abbreviation GWP can be used in titles on covers, in headings etc., but the full name, Global Water

Partnership, must be visible near the beginning of the text or elsewhere on the same page. The reason for this is that the abbreviation is not known to all and must be explained so that

readers know what it means. The abbreviation should never be translated into other languages.

### GWP in French and Spanish

The GWP working language is English (UK English for written material), and the logo is therefore available in English only. The logo must never be translated or changed in any way. However, if the target readership does not speak English, the name Global Water Partnership may be translated, but must always be followed by the English name and the English abbreviation GWP in brackets. The

English abbreviation should then be used throughout the text in question. Here are some examples:

- “Le Partenariat Mondial de l'Eau (Global Water Partnership, GWP) a été crée en 1996. Le GWP est un réseau mondial...”
- “La Asociación Mundial para el Agua (Global Water Partnership, GWP) fue creada en 1996. GWP es una red global...”

- La Asociación Sudamericana para el Agua (GWP Sudamérica)
- Le Partenariat Mondial de l'Eau Afrique de l'Ouest (GWP West Africa)
- Foro Peruano para el Agua (GWP Peru)

### Country Water Partnerships

Country Water Partnerships sometimes have names in a national language (e.g. Jalsrot Vikas Sanstha, Foro Peruano para el Agua) or have the name of the country in front of 'Water Partnership' (e.g. Pakistan Water Partnership). While these names can be used within the

country, the local names should be followed in parentheses ( ) by GWP [name of country], e.g. GWP Nepal, GWP Peru, GWP Benin, etc.

Following this protocol communicates that the Country Water Partnership is part of the global GWP Network, thus reinforcing our brand.

Country Water Partnership names should not be abbreviated because they cause confusion (e.g. is PWP the Pakistan Water Partnership or the Philippines Water Partnership?).

# The GWP logo

## The evolution of our logo

The original GWP logo was created by Gunnar Berenmark/Wildells in 1996. An illustrator, Annika Skiöld-Lindau, drew the wave. The idea was to create a logo that relates to water, but not to any specific use of water. A water drop, for example, would not have been considered suitable because it signals drinking water or irrigation.

By using both green and blue in the wave, Berenmark intended to embrace different aspects of water: water for life and for the environment.

## How to use the logo

The logo consists of an image (the wave) and text (Global Water Partnership). The regional logos have the region's name. The font is Gill Sans.

In most applications, the image and the text must stay together. The text must not be changed to any other font and its size must remain the same in relation to the image.

## Image only

The image part of the logo may occasionally be used on its own in printed documents, but they must also carry the full logo elsewhere. For social media websites, such as Facebook and Twitter, a version of the wave image must be used (see page 21).

## Global logos

GWP has three different versions of the logo that can be used on global material:

1. The wave in colour and “Global Water Partnership” in black, to be used on a white background in colour prints. It can never be placed on green, blue or patterned backgrounds, as the wave would partly disappear.



2. The wave in colour and “Global Water Partnership” in black placed in a white box with curved edges, for use on coloured backgrounds including over photos.



3. The wave in a greyscale format and “Global Water Partnership” in black and white, to be used when printing in black and white.



4. Both the wave and “Global Water Partnership” in white, to be used on dark backgrounds.



## Regional logos

In addition to the global logos, there are regional logos, available in the same versions as the global logo, and to be used in the same way.



Examples of regional logos

## Country Water Partnerships

Country Water Partnerships should use the global or regional logotype and place the name underneath the logo (see example and suggested font [Meta-LightLF] below).



Bulgaria Water Partnership

## Cooperation between regions

When regions cooperate on a publication or an event, they may ask the GWP Secretariat to create an inter-regional logo (see example below). But all the regions involved in the publication or event must agree when the logo will be used. The global logo may be used if preferred, with prior permission from the Global Secretariat.



The GWP Global Secretariat Communications unit can provide high-resolution versions of the logos for printed publications and posters.

Please note that logos copied from a website are not of high enough quality to use in a printed document and make the product look unprofessional.

### RGB versus CMYK

The GWP logo is available in both the RGB and CMYK formats (see page 9 for colours). RGB is for online use, while CMYK is for printing. Make sure the formats are used correctly, otherwise the colour reproduction will be wrong.

### Placement of the logo

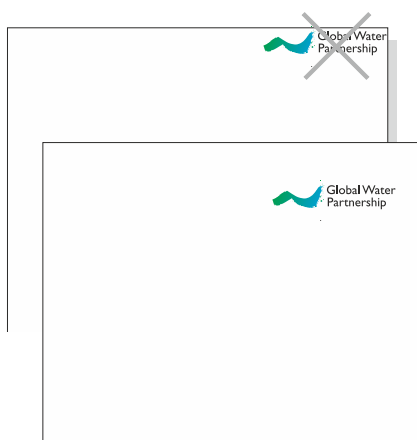
Wherever the logo is used (letter, brochure, business card etc.), there must always be a certain space, a “free zone”, around it. In other words, text cannot be placed right up against the logo. The purpose is to make it easy to spot and to prevent other elements competing for visibility.

Text placed near to the logo must be in a font that is different to the font in the logo (Gill Sans).

The logo must not be cropped. This is because the composition and proportion of text, image, and free zone are set and should not be altered in any way.



GWP logo with “free zone”



### Who may use the logo?

The logo identifies GWP and so must only appear on items that have been produced by GWP. However, there are situations where GWP has financed an external product, or is participating in a conference or exhibition and is asked to put its logo on a product, programme, or other communication materials. Such requests should be considered carefully by the regional secretariat, because agreeing to such a request means that GWP will be perceived as responsible for the item and its content.

As a guiding principle, GWP may allow its logo to be used at those events where GWP has a substantial input, such as being a co-convenor, being a member of the organising committee, or taking on some other form of strategic participation.

Always ask for a proof of the item before it is printed to ensure that the colours and proportions of the logo have been correctly reproduced.

The GWP letterhead and logos may only be used by GWP, the GWPO, the RWPs, and the CWPs. GWP Partners may not use the logo unless they have prior permission from the GWPO Executive Secretary. However, the Partners have the right to represent themselves as Partners of the Global Water Partnership (see Policy on Partners).

## Font

### In-house fonts

The following fonts are recommended for in-house use, for example, policies, letters, statutes, contracts:

Text: Calibri, Arial or a similar sans serif font.

Heading: Calibri, Arial or a similar sans serif font.

### Calibri

abcdefghijklmnopqr  
stuvwxyzåäö  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

### Arial

abcdefghijklmnopqr  
stuvwxyzåäö  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

### External fonts

The following modern, sans serif font should be used in all external printed communications materials.

Text: Meta-LightLF, Agfa Rotis or the equivalent.

Heading: Meta-LightLF, Agfa Rotis or the equivalent.

Subheadings: MetaBoldLF-Roman, Agfa Rotis or the equivalent.

### Meta-LightLF

abcdefghijklmnopqr  
stuvwxyzåäö  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

### MetaBoldLF-Roman

**abcdefghijklmnopqr**  
**stuvwxyzåäö**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**1234567890**

In cases where it is difficult to obtain the recommended fonts, a similar free font such as "Delicious" can be used. Please contact Monika Ericson at the Stockholm Secretariat for advice.



# Colours

## GWP core colours

To create a family resemblance among GWP products, the following colours should be used:

- Blue
- Beige
- Black/Grey
- Green
- White.

The above colours can be used as a basis and a source of inspiration for specific communications products. For example, the GWP Annual Report 2009 is based on a set of modified white, blue, black, and green. The

point is to use the same basic palette, and not introduce many different colours, in order to create recognition between products. The basic palette can be used in different tints, as shown below.

As well as the basic colours, five additional colours are available to create variety and emphasis.

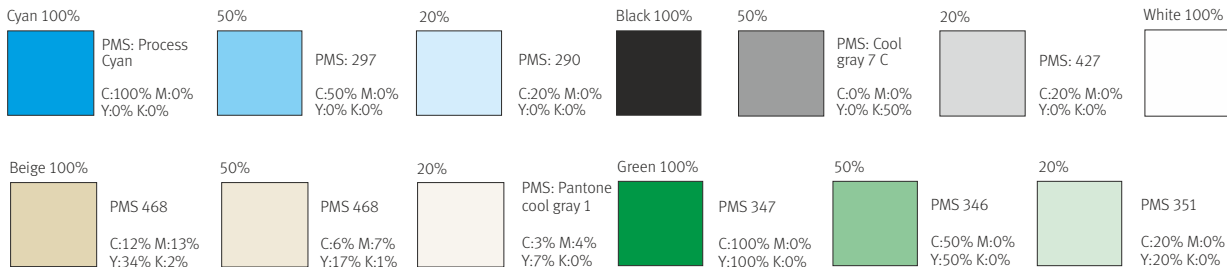
## Regional colours

To distinguish the regions on the GWP website and in other publications, each of the regions also has a colour, the same one as used for the regional

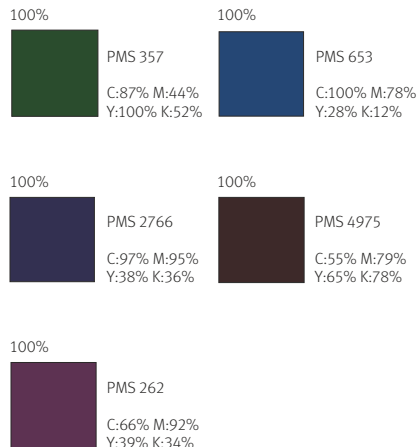
map of the world (below). However, these colours are not included in the graphical policy for general use. They may only be used in cases when there is a need to colour code and distinguish the regions from each other.

The blue (C=100%, M=0%, Y=0%, K=0%) and the green (C=100%, M=0%, Y=100%, K=0%) used in the GWP logo should always be included in your colour palette.

### Core colours



### Additional colours

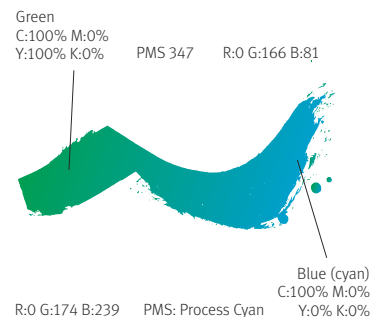


### Regional colours



GWP Regional Map of the World

### Logo colours



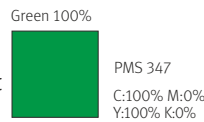
### Programme and thematic colours

Each GWP Programme/theme has been assigned a specific colour. Each colour will be used on all GWP products relating to that Programme or theme, to make them easily distinguishable.

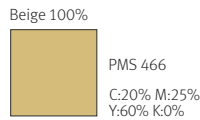
To show that each Programme or theme is connected to GWP, specific elements of all products will contain the GWP colours where green shades into blue. This will illustrate a connection to GWP, while enabling each Programme and theme to remain distinct and easily identifiable.

### Climate resilience and water security

Water, Climate and Development Programme

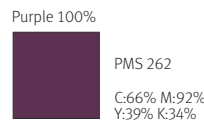


Integrated Drought Management Programme



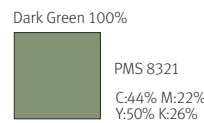
### Transboundary water security

Transboundary



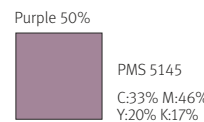
### Energy and water security

Energy

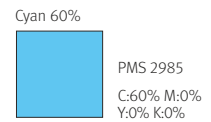


### Ecosystems and water security

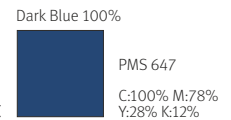
Ecosystems



Enabling Delta Life Programme

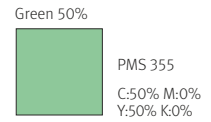


Associated Programme on Flood Management



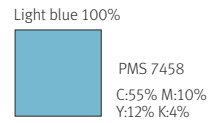
### Food and water security

Food Security



### Urbanisation and water security

Urbanisation



An indicative image to represent each Programme or theme has been selected and can be used in materials relating to that Programme or theme. These photos are available on GWP's Flickr archive. The selected images are shown below:

Water, Climate and Development Programme



Enabling Delta Life Programme



Integrated Drought Management Programme



Associated Programme on Flood Management



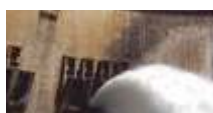
Transboundary



Food Security



Energy



Urbanisation



Ecosystems



## 2. Communication materials: guidelines and examples

### Corporate materials

Corporate materials include reports, brochures, and similar products that provide general information about GWP's activities. The majority of these are produced by the GWP Global Secretariat.

To create a consistent set of GWP corporate products, certain rules apply:

1. All GWP publications should have the GWP vision and mission statement somewhere. The section "About GWP" (Annex A) in this document provides standard text to be used.
2. Corporate publications may be in A4, A5, and other formats. When you plan a series, keep your format consistent over time.
3. The coloured logo is always placed on the front cover of the



GWP Report/Policy Cover

publication on a white background. The logo should be aligned either left or right, depending on the product, and the preferred position is at the top.

4. Instead of having a separate citation page, information on GWP, the printer and designer, print year, and possibly an ISBN/ISSN number should be placed on the inside of the front cover, inside the back cover, or on the back cover. The GWP office address and the global web address should always be placed somewhere in the document in the following format (although the phone number may be omitted if space is short, and social media addresses are optional).

**Global Water Partnership (GWP)  
Secretariat**

PO Box 24177

104 51 Stockholm, SWEDEN

Visitor's address: Linnégatan 87D

Phone: +46 8 1213 8600

Email: [gwp@gwp.org](mailto:gwp@gwp.org)

Websites: [www.gwp.org](http://www.gwp.org)

[www.gwptoolbox.org](http://www.gwptoolbox.org)

Facebook.com/globalwaterpartnership

Twitter: @GWPnews

5. GWP regions may use some of the following design elements that appear in GWP corporate publications:

- Blue and green heading text
- Boxes with curved edges

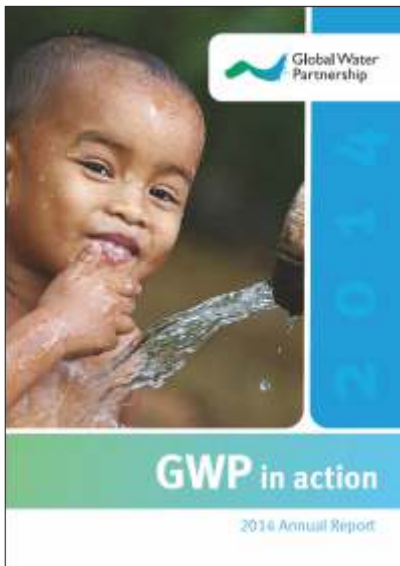
- Boxes with a dark blue or green background, containing white text
- Boxes with a white background and a blue or green border, containing blue, green, or black text
- Boxes with a background of green shading to blue
- Boxes with a beige background containing black text (see example below from GWP Strategy)
- A sidebar or horizontal band of colour with a background of green shading to blue. These can be transparent and sit over an image below.

See the examples on the next page which show some of these features.

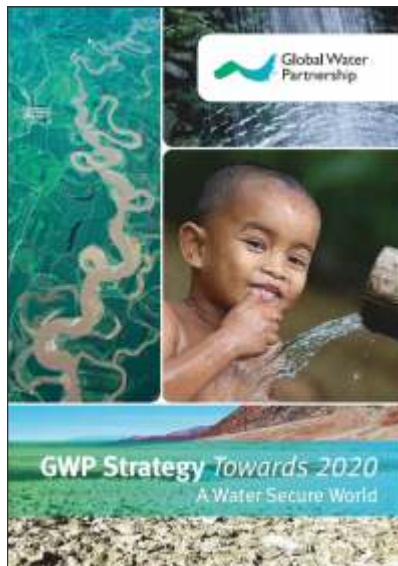


GWP Strategy

### Examples of GWP corporate publications



Annual Report Cover



Strategy Cover



Gender Strategy Cover

### Examples of GWP corporate materials



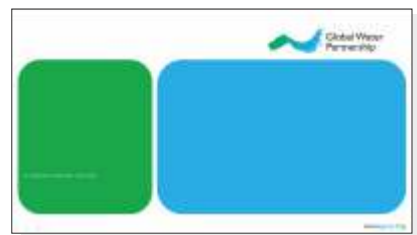
Briefing Note



Report Cover (in Word)

### PowerPoint presentations

PowerPoint presentations should always be produced using the PowerPoint templates provided as per these samples. Regional versions are available.



PowerPoint Title Slide



PowerPoint Title Slide With Image

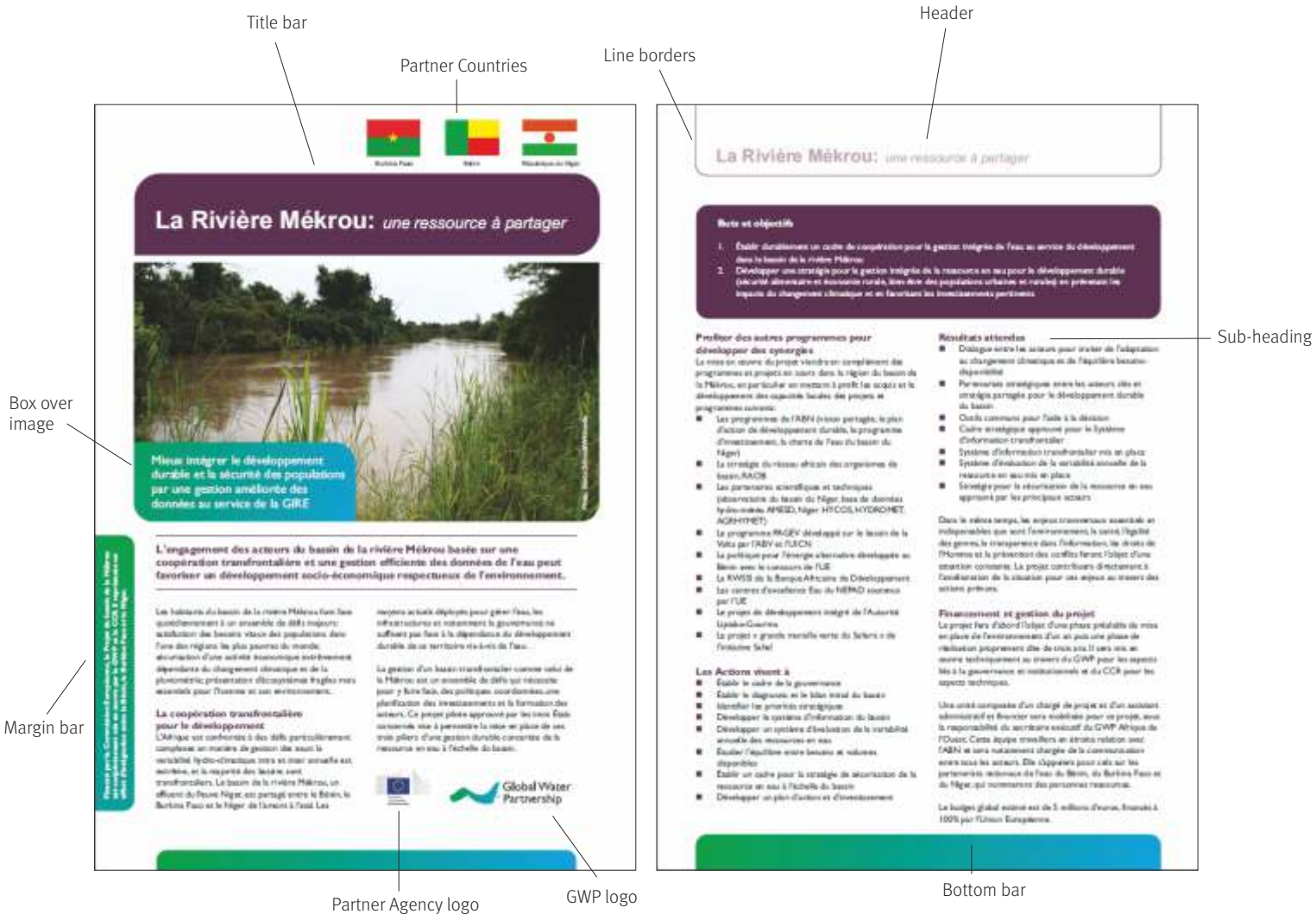
# Programme and thematic briefs

In the GWP Programme brief example shown here, the Programme's individual colour is used in the title bar, and for headings, sub-headings, and line borders.

The GWP logo and the logos of any partner agencies should be placed in line with text margins.

All Programme briefs use the GWP green-blue element in the margin bar, bottom bar, and box over the image.

The left-hand margin bar, on the first page of all Programme briefs, has inward-facing white text that describes the Programme.



## Event materials

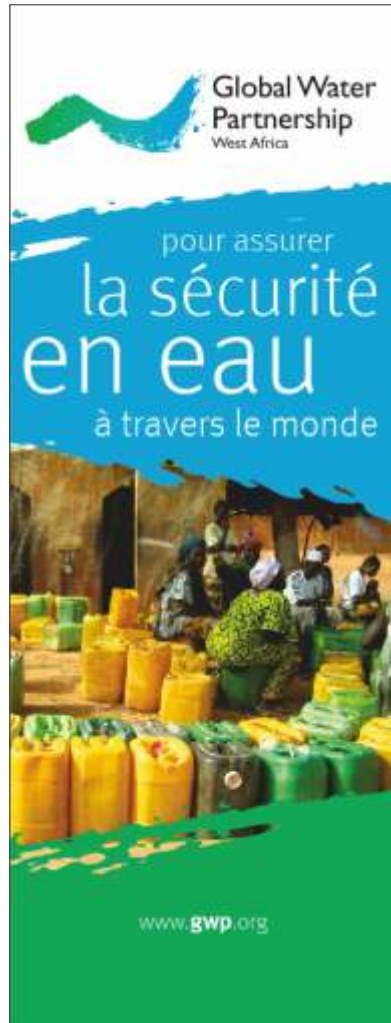
Event materials include eye-catching products like posters, roller banners, and floor graphics, designed to draw attention to GWP at busy meetings and convey short key messages about its work.

### Posters and roller banners

Posters should follow the colour schemes described on page 9, and can make strong use of the 'splash' design element. It is important that the logo is clearly visible and that the splash emphasises the colours of the wave in the logo, as in the examples on the right. The logo should always be placed at the top of the poster to maximise visibility across a crowded room.

Placing the logo at the top of a poster also means that if someone stands in front of the poster (to give an interview on video for example) the logo will still be visible. The same rule applies to the placement of the logo on free-standing (roller) banners.

A two-metre high roller banner and a matching table-top banner have been supplied to each region. The table-top banner can be placed next to a speaker representing GWP on a podium or on a speakers' table at a conference.



Full-Size Roller Banner

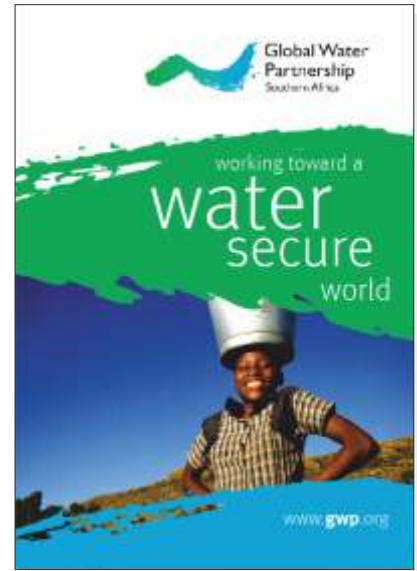


Table-Top Banner



Thematic Posters (9 versions available)

### Exhibition booths

In an exhibition booth, it is important that the GWP logo is clearly visible. It should always be placed at the top of any exhibition booth materials. The colours used in a booth should follow those laid down in the section on colours on page 9. A GWP-branded tablecloth has been provided to each region for use in booths.

If a GWP sign is needed at a conference or exhibition, or even on a building, use of the logo should consider background colour. If there is a choice, the coloured version of the GWP logo should be used.

the only recommendation is to use the GWP logo and follow the basic look of the products shown below.

### Other

In any other product, such as promotional shirts, stickers, CDs etc.,



Example of Poster for Exhibition Booth



GWP Folder



GWP Invitation



GWP Tablecloth



Pin Badge with GWP Branding



GWP USB Card

# Online templates for brand consistency

The GWP Secretariat has set up an online service for creating communication materials. It includes templates which ensure that the GWP brand is maintained while also allowing for regional variation. The templates are dynamic in the sense that text and images can be altered, but the format (the font, look, regional logo, graphic design and colours) is fixed.

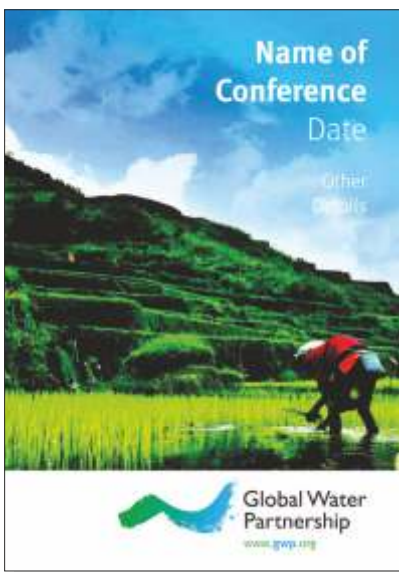
When a design has been finished, a print-ready PDF file is sent to the user by email to send on to a local printer.

These are the templates currently available for you to use:

- Posters
- Banners
- Factsheets
- Name Tags
- Invitations

- Certificates
- Business Cards

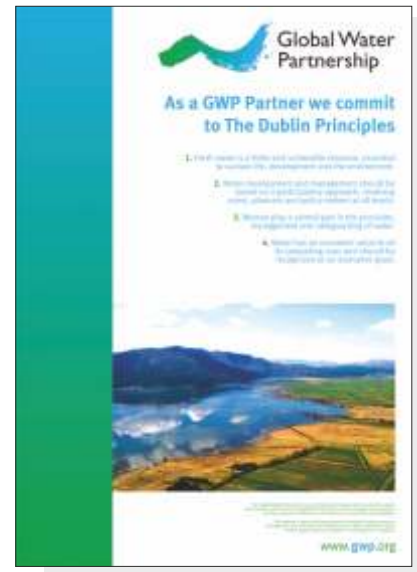
See the samples below.



A4 Poster



Fact sheet



A3 Poster



Banner



Certificate

The online service containing the templates featured on this page is available at <http://gwp.store.elanders.com> Please ask Monika Ericson at the GWP Secretariat in Stockholm for your personal login code.



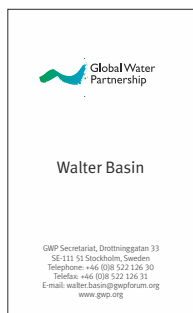
## GWP stationery

### Business cards

All cards within the network should follow the same basic principle:

- portrait format
- all text centred
- full-colour logo.

The logo must be at the top, the name of the person in the middle, job title (if any) directly beneath the name, contact details at the bottom. The global website address should always be given, as well as the regional one.



GWP Business Card

### Letterheads

Letterheads should contain the logo (global or regional), the street and postal address, phone number, general email address and website addresses (both regional and global).

The logo should be placed in the top right corner, while the contact details should be at the bottom in the footer, as shown in the example.

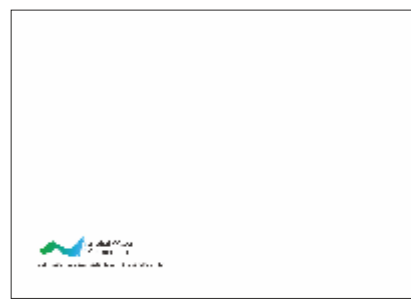
A template for the production of letterheads is available in Word.



GWP Letterhead

### Envelopes

The logo is placed on the front of envelopes. The address can be either placed together with the logo on the front or separately on the back of the envelope. Preferably use the full colour logo.



GWP Envelope

# 3. Technical products

## Technical publications

The Global Secretariat publishes GWP Technical Committee papers and briefs. Each has an agreed template to ensure that the series is published in a consistent design.

Instead of having a separate citation page, information on GWP, the printer and designer, print year, and possibly an ISBN/ISSN number should be placed on the inside of the front cover, inside of the back cover or on the back cover. The GWP office address and the global web address should always be placed somewhere in the document in the following format (although the phone number may be omitted if space is short, and social media addresses are optional).

### Global Water Partnership (GWP)

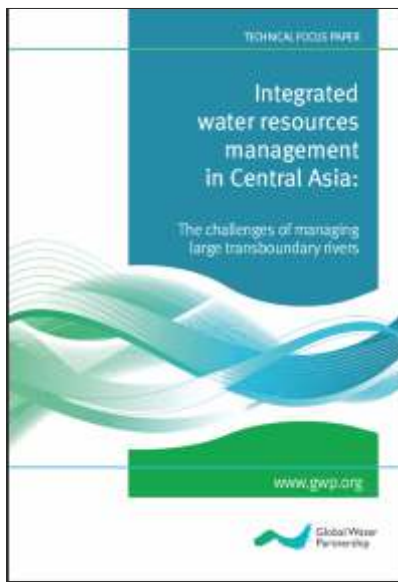
PO Box 24177  
 104 51 Stockholm, SWEDEN  
 Visitor's address: Linnégatan 87D  
 Phone: +46 8 1213 8600  
 Email: [gwp@gwp.org](mailto:gwp@gwp.org)  
[Facebook.com/globalwaterpartnership](https://www.facebook.com/globalwaterpartnership)  
 Twitter: @GWPnews

### Handbooks

The Technical Committee publishes Handbooks from time to time, which are longer, more in-depth publications.

### Technical Focus Papers

Technical Focus Papers are aimed at harnessing and sharing knowledge and experiences generated by Knowledge Partners and Regional/Country Water Partnerships through the GWP Knowledge Chain.



### Background Papers

The GWP Technical Committee publishes Technical Background Papers on water resources management in various languages.



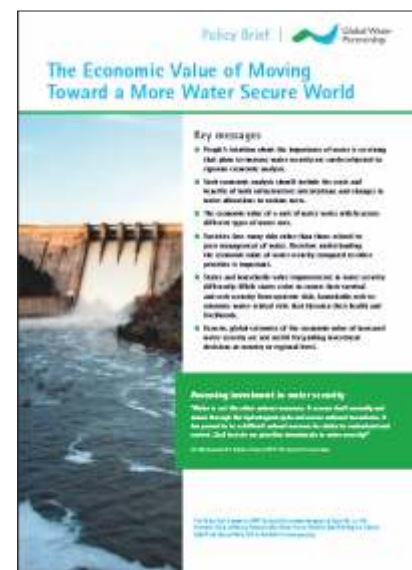
### Perspectives Papers

Perspectives Papers contribute to discussions on important issues related to water and development.



### Policy Briefs

Policy Briefs provide an overview of information about water resources management for policy makers.



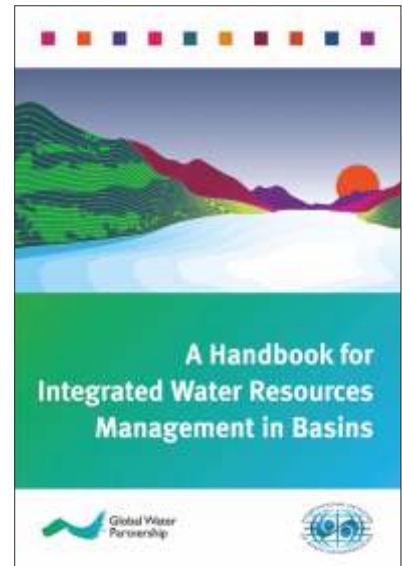
## GWP and Partners: joint products

When GWP collaborates with a Partner to publish material, it is important that both parties agree in advance how logos and information about each organisation will appear.

As a minimum requirement, the GWP logo and elements of the GWP branding must be included in any publication published by GWP.



Example of Joint Publication with Partners



Example of Joint Publication with a Partner

## 4. Digital channels

### Websites

All GWP websites should have the logo clearly visible at the top of the page (preferably on the top left).

A coloured graphic of this website address is available from GWPO Communications unit:

[www.gwp.org](http://www.gwp.org)

GWP Coloured Web Address

GWP websites must strive for a light, white clean design. Page backgrounds should be white and colours should be taken from the GWP palette (page 9).

Care should be taken when creating a site to ensure that all photos are in sharp focus. In order to give the site more visibility on search engines like Google, each photo should have a relevant ALT tag. This is a short phrase that you should give to the web designer, which describes the picture and contains the abbreviation GWP (e.g. GWP water and livestock).



GWP Website



GWP Regional Website



GWP IWRM Toolbox Website

## Social media

In line with GWP's commitment to listen to its audiences and get the right information to the right people at the right time, GWPO encourages regional offices to use social media.

GWP has set up social networks to encourage regional representation and global thinking in knowledge-sharing and advocacy. Wherever possible, GWP content on social media should reflect the GWP brand and should incorporate the following information:

1. The GWP website address.
2. Addresses for (or references to) other GWP social media sites – for example 'Follow us on YouTube' or 'Follow GWPNews on Twitter'.
3. A brief (one sentence) description of what GWP is (see "About GWP" in Annex A).

### Use of logo on social media pages

Most social media sites provide a space for you to insert your logo. However, because GWP's logo is a coloured wave on a white background along with the name, it can look washed out and small when placed in the standard social media logo box.

It is always best policy to display the entire logo. The name Global Water Partnership must also be clearly visible on the site.

### Creating social media pages

In line with its work to ensure that regional voices are heard, GWP encourages its regional offices to create and use their own branded pages. When creating a new identity, please note that the name chosen should begin with 'GWP'. For example, GWPNews is the Twitter name for the Secretariat's Twitter page, while GWPCAM is the Twitter identity for GWP Central America.

GWP regional offices should create their own social media pages and make sure they are linked to the global pages and/or those of GWP groups.

- YouTube
- Facebook
- LinkedIn Professional Group Page
- Flickr
- Slideshare
- Twitter
- Wordpress Blog

## E-newsletters

NewsFlow is the monthly e-newsletter from GWP detailing the activities of the Network. It is compiled by the GWP Secretariat in an email template. Anyone interested in receiving regular updates can subscribe to have the newsletter delivered monthly to their email address.



GWP Flickr Page



GWP Twitter Page



GWP YouTube Page



GWP NewsFlow

# Annex A

## About GWP

### Communicating a consistent message

To ensure that we publish consistent information about GWP, wherever possible use the following standard wording.

#### Tagline

A water secure world

#### One sentence

The Global Water Partnership's vision is for a water secure world.

#### One paragraph

The Global Water Partnership's vision is for a water secure world. Our mission is to advance governance and management of water resources for

sustainable and equitable development.

#### Additional information

Global Water Partnership (GWP) is an international network that was created in 1996 to foster the implementation of integrated water resources management: the coordinated development and management of water, land, and related resources in order to maximise economic and social welfare without compromising the sustainability of ecosystems and the environment.

The GWP Network is open to all organisations which recognise the

principles of integrated water resources management endorsed by the Network. It includes states, government institutions (national, regional, and local), intergovernmental organisations, international and national non-governmental organisations, academic and research institutions, private sector companies, and service providers in the public sector.

The Network has 13 Regional Water Partnerships, 85 Country Water Partnerships, and 3,000 Partners located in 172 countries.

#### Note

This text describing GWP will be updated at least once a year so please check regularly to ensure you are using the latest version.





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**Secretariat**

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[www.gwptoolbox.org](http://www.gwptoolbox.org)

[Facebook.com/globalwaterpartnership](https://www.facebook.com/globalwaterpartnership)

Twitter: [@GWPnews](https://twitter.com/GWPnews)