

Communication Strategy

AMAZON BASIN PROJECT
SAP IMPLEMENTATION

Cooperation in action for the Amazon waters

ACTO
Amazon Cooperation Treaty Organization

AmazonBasin
SAP IMPLEMENTATION

UN environment
United Nations Environment Programme

gef

SUMMARY

1. Introduction
2. Strategic Vision
3. Communication Objectives
4. Priority Audiences
5. Conceptual Framework
6. Key Messages
7. Communication Initiatives and Products
8. Conclusion

INTRODUCTION

Communication in the Integrated and Sustainable Management of Amazon Waters

Communication plays a strategic role in the implementation of the Amazon Basin Project (ACTO/UNEP/GEF), helping to expand knowledge about the integrated and sustainable management of water resources, highlight the results achieved, strengthen cooperation among the Member Countries of the Amazon Cooperation Treaty Organization (ACTO), and promote the engagement of various stakeholders in the protection of Amazonian waters and ecosystems.

In the face of the environmental, social, economic, and climate challenges affecting the world's largest river basin—a region of approximately 6 million square kilometers shared by eight countries—communication is essential for bridging different realities, sharing knowledge, and fostering a better understanding of the importance of joint action for water resources management. Approximately 50 million people live in this vast region, characterized by great sociocultural diversity, where urban populations, local and traditional communities, and Indigenous Peoples coexist, each with different ways of relating to water and the land.

The rivers, lakes, aquifers, and other water systems of the Amazon Basin are an essential part of the region's economic, social, environmental, and cultural life. For millions of people, rivers are transportation routes, sources of water and food, means of subsistence, and central elements of identity and culture. Communicating about Amazonian water management therefore means bridging technical knowledge, public decision-making, and local experiences, demonstrating how regional cooperation can generate concrete benefits for the basin's populations and ecosystems.

This Communication Strategy guides the dissemination of the actions, results, knowledge, and experiences generated by the Amazon Basin Project, seeking to strengthen a shared narrative on cooperation for Amazonian waters while, at the same time, highlighting national and territorial particularities. Its implementation coordinates efforts at the regional level and across Member Countries, involving public institutions, Project partners, the media, communities, academia, civil society organizations, and other strategic actors.

Through a coordinated, multi-channel approach—combining the Project's and ACTO's institutional channels, national communication networks, national and local media, digital platforms, and community communication mechanisms—the Strategy aims to broaden the reach of information, facilitate the circulation of knowledge, and encourage the participation of diverse audiences. More than simply publicizing activities, communication should help highlight the results, transformations, and legacy of regional cooperation, connecting countries, institutions, territories, and people around a sustainable future for the Amazon's waters.

1. STRATEGIC VISION

The Amazon Basin Project's Communication Strategy is a tool for strengthening regional cooperation in the integrated management of water resources and climate resilience in the Amazon, increasing the visibility and understanding of the actions, results, and knowledge generated by the Project and promoting the engagement of diverse audiences.

Communication should help make cooperation among Member Countries tangible, demonstrating how joint action, the exchange of knowledge and experiences, and initiatives developed in different territories contribute to addressing common challenges and strengthening the management of Amazonian waters.

To this end, the Strategy proposes an integrated approach to communication at the regional, national, and territorial levels, capable of articulating a common narrative on cooperation for Amazonian waters while recognizing and valuing the different realities, experiences, and voices of the Member Countries and the Project's areas of intervention.

2. COMMUNICATION OBJECTIVES

General Objective

To strengthen communication on the Amazon Basin Project as a tool for supporting regional cooperation in the integrated management of water resources, increasing the visibility and understanding of its actions, results, and knowledge, promoting the engagement of strategic audiences, and connecting the regional, national, and territorial dimensions of the Project's implementation.

Specific Objectives

1. Increase the visibility of regional cooperation promoted by Member Countries within the framework of ACTO, highlighting its contribution to integrated water resources management, water security, and the strengthening of climate resilience in the Amazon Basin.

2. Raise awareness of the results, knowledge, experiences, and solutions generated by the Project, translating technical content into clear and accessible information and demonstrating its relevance to water management, Amazonian populations, and ecosystems.

3. To increase the visibility and strengthen the positioning of the Amazon Network of Water Authorities (RADA) as a permanent mechanism for regional cooperation on Integrated Water Resources Management in the Amazon Basin, publicizing its actions, results, and contribution to the continuity of cooperation among Member Countries.

4. Coordinate communication at the regional, national, and territorial levels, strengthening the flow of information, content, experiences, and communication opportunities among the UCR, Member Countries, partner institutions, and the Project's areas of intervention.

5. Strengthen engagement with strategic audiences—including governments, water and environmental management institutions, local communities and indigenous peoples, civil society, academia, the private sector, and cooperation partners—through content and approaches tailored to their different interests and contexts.

6. Strengthen relations with the press and partnerships with the communications departments of the institutions involved in the Project's implementation, maintaining a continuous flow of information, identifying news opportunities, and expanding the circulation and impact of content at the regional, national, and local levels.

7. To expand knowledge and awareness of water-related challenges in the Amazon Basin and the importance of regional cooperation in addressing them, through clear, accessible content tailored to different audiences.

8. To highlight the experiences and results of the Project's interventions in the territories, valuing the diversity of voices and perspectives—especially those of women, local communities, Indigenous Peoples, and other actors directly involved in the initiatives—and demonstrating how the actions implemented contribute to addressing concrete challenges related to water management and security.

9. Consolidate the Amazonian Network of Communicators as a mechanism for coordinating regional, national, and local communication, connecting national consultants, the

communications departments of partner institutions, journalists, and local communicators to expand the circulation of information, the identification of story ideas, and the production and dissemination of content on Amazonian waters.

10. Ensure accessible, inclusive, and coherent communication by adapting messages, language, formats, and channels to the sociocultural characteristics and needs of different audiences, while ensuring consistency with the Project's identity and strategic messages.

11. Strengthen the dissemination and use of knowledge produced by the Project, promoting the sharing of studies, tools, platforms, methodologies, best practices, lessons learned, and experiences that can support water resources management and exchange among Member Countries.

12. To monitor and evaluate communication outcomes using indicators of output, reach, engagement, amplification, and territorialization that enable the tracking of the Strategy's implementation, the identification of lessons learned, and adjustments throughout the Project.

3. TARGET AUDIENCES

Audience Segmentation for Effective Communication

Communication for the Amazon Basin Project must take into account the diversity of stakeholders involved in water resources management and the different institutional, social, and territorial realities of the eight Member Countries. Audience segmentation allows messages, language, formats, and channels to be tailored, thereby increasing the relevance and effectiveness of communication.

To guide the implementation of the Strategy at the regional, national, and territorial levels, audiences are organized into three broad groups: internal audience, primary audiences, and secondary audiences. This classification is not rigid: a single stakeholder may play different roles depending on the action or communication context.

1. Internal Audience

The internal audience comprises the stakeholders directly involved in the governance, coordination, implementation, and monitoring of the Project. It includes:

- the Permanent Secretariat of ACTO and the Regional Coordination Unit (UCR);
- National and Technical Focal Points and National Project Coordination Units (UNCPs);
- institutions responsible for carrying out the Project's activities and interventions in Member Countries;
- consultants and technical and communications teams involved in the Project's implementation;
- UNEP and GEF, as the implementing agency and funding body, respectively.

Communication with this audience should promote institutional alignment, the timely exchange of information, and coordination across the regional and national levels, contributing to the identification

of results, agendas, and communication opportunities, as well as to the coordinated implementation of the Strategy.

2. Primary Stakeholders

Primary audiences comprise stakeholders directly involved in water resources management in the Amazon Basin or in the Project's actions and outcomes. They include:

- national and subnational authorities and institutions responsible for water resources, environmental, and related areas of management;
- decision-makers and public managers with the capacity to incorporate the Project's knowledge, experiences, and results into policies and management processes;
- local communities, Indigenous Peoples, and traditional communities, especially those involved in the Project's areas of intervention and directly engaged in the use, protection, and management of water resources;
- community organizations, community leaders, and other local stakeholders involved in implementing the actions;
- water users and productive sectors related to water resources, when relevant to the actions and themes addressed by the Project.

Communication with these audiences must take into account their different information needs and relationships with water, using language, content, and channels appropriate to each context. It should promote understanding, participation, ownership of knowledge and results, and recognition of the importance of cooperation in addressing common challenges in the Amazon Basin.

3. Secondary Audiences

Secondary audiences include stakeholders capable of broadening the reach of the Project's knowledge and messages, influencing public debate, supporting regional cooperation, or contributing to the sustainability and replication of its results. They include:

- the media and journalists at the regional, national, and local levels;
- public relations and communications teams at public institutions and partner organizations;
- civil society organizations and nongovernmental organizations working on issues related to water, the environment, climate, and sustainable development;
- universities, research centers, researchers, and technical experts;
- cooperation agencies, donors, and national and international financial institutions;
- regional and international networks and organizations related to water resources management, the environment, and transboundary cooperation;
- the general public, reached through digital channels, the press, campaigns, and other Project communication initiatives.

Communication with these audiences should facilitate access to and the dissemination of information, knowledge, experiences, and Project results, encouraging their wider circulation through various networks and channels and strengthening recognition of regional cooperation for the integrated management of water resources in the Amazon Basin.

Audience segmentation should guide, but not limit, the Project's communication. Messages, language, formats, and channels should be adapted according to the objectives of each initiative and the characteristics of the target audiences, while maintaining a coherent regional narrative. In this way, communication connects institutions, territories, and different sectors of society, bringing the results and knowledge produced by the Project closer to those who can use them, disseminate them, or contribute to their continuity.

4. CONCEPTUAL FRAMEWORK

Key Concept: Cooperation for the Amazon's Waters

Regional cooperation is the central concept of the Amazon Basin Project's Communication Strategy, since the integrated and sustainable management of water resources in a shared basin requires coordination among countries. Amazonian rivers, aquifers, and ecosystems form a vast interconnected system that crosses national borders, meaning that many challenges related to water quantity and quality, extreme events, ecosystem conservation, and climate change require shared knowledge, coordination, and joint action.

This perspective is expressed in the Shared Vision developed by the Member Countries:

> *"Water resources are strategic to the balanced and sustainable development of the peoples of the Amazon Basin. These resources must be protected and conserved for multiple uses, with the aim of improving the quality of life of present and future generations, while respecting ethnic and cultural diversity and the sovereignty of Member Countries. Integrated water resources management is achieved through participatory management, information exchange, research, and the implementation of actions to adapt to climate variability and change, supported by regional cooperation and an appropriate institutional framework."*

Water cooperation among Amazonian countries has been strengthening for over a decade, through a process that led to the creation of the Strategic Action Program for Integrated Water Resources Management in the Amazon Basin (PAE). The PAE establishes shared priorities and guides the countries' joint efforts to address the main challenges related to water management in the region.

The Amazon Basin Project supports the implementation of the PAE, which is administered by the Amazon Cooperation Treaty Organization (ACTO), implemented by the United Nations Environment Programme (UNEP), and funded by the Global Environment Facility (GEF). Its actions bring together regional and national initiatives, strengthening capacities, cooperation mechanisms, and the generation and exchange of knowledge and experiences focused on integrated water resources management.

The central role of regional cooperation must be at the heart of the Project's communication efforts. Rather than merely presenting activities carried out in different countries, communication should highlight the connections among them and demonstrate how the sharing of information, knowledge, capacities, and solutions contributes to addressing common challenges, strengthening the management of Amazonian waters, and generating results in the countries and territories of the basin.

Interconnection among Concepts, Approaches, and Strategic Instruments

Regional cooperation for the management of water resources in the Amazon Basin is directly related to the concepts, approaches, and instruments that guide the implementation of the PAE through the

Amazon Basin Project. These elements should not be communicated in isolation, but rather as interconnected dimensions of a single vision for the management of Amazonian waters.

To enhance understanding among different audiences of the challenges faced and the responses developed by the countries, communication should translate these elements into clear messages and, whenever possible, connect them to the concrete results, experiences, and stories generated by the Project.

The main concepts, approaches, and strategic instruments are:

- **Integrated Water Resources Management (IWRM)**

  Promotes the coordinated management of water, land, and related resources, seeking to reconcile different water uses, the well-being of populations, and ecosystem conservation. In the Amazonian context, it takes into account the interconnectedness of rivers, aquifers, and ecosystems; the multiple uses of water; and the participation of different stakeholders in management and decision-making processes.

- **Climate Adaptation and Resilience**

  Climate change intensifies challenges related to water availability and quality, as well as the occurrence of extreme events such as droughts and floods. Adaptation seeks to reduce vulnerabilities and strengthen the resilience of institutions, communities, and ecosystems, contributing to water security and a more resilient Amazon Basin in the face of climate variability and change.

- **Participatory Governance**

  Promotes the participation of governments, communities, Indigenous Peoples, civil society, water users, and other stakeholders in processes related to water resources management. In the Amazon Basin, participation helps incorporate diverse knowledge, needs, and perspectives and develop solutions tailored to different national and territorial realities.

- **Source-to-Sea Approach**

  It recognizes the connections between terrestrial systems, surface and groundwater, rivers, estuaries, and coastal and marine environments. In the Amazon Basin, this approach allows us to understand how processes and interventions occurring throughout the basin can produce downstream effects, including impacts on water quality, sediment transport, coastal ecosystems, and the ocean.

- **Water–Energy–Food–Ecosystems (NEXUS) Approach**

  It recognizes the interdependencies among water, energy and food production, and ecosystem conservation. The NEXUS approach helps us understand how decisions made in one sector can generate impacts or opportunities in others, promoting integrated solutions, greater efficiency in resource use, and more sustainable planning and decision-making processes.

- **Monitoring and Information on Water Resources**

  The generation, exchange, and integration of data and information on water quantity and quality are essential for understanding the dynamics of the Amazon Basin, tracking changes, anticipating risks, and supporting decision-making. Strengthening monitoring networks and interoperability among national systems enhances countries' capacity to build a shared regional vision of Amazonian waters.

- **Institutional and Capacity Building**

  Strengthens the technical and institutional conditions of Member Countries to implement and sustain integrated water resources management. This includes capacity building, the exchange of experiences and knowledge, the improvement of management tools, and the strengthening of permanent mechanisms for regional cooperation.

- **Toolkit for Water Management in the Amazon**

  It brings together tools, methodologies, guidelines, and experiences aimed at supporting the practical application of Integrated Water Resources Management in the Amazon Basin. As a knowledge product of the Project, it helps expand access to useful solutions and references for Member Countries and promotes their use and adaptation to different national and territorial contexts. Communication about the Toolkit should increase its visibility and encourage Member Countries to learn about and apply its resources.

- **Water Security**

  This refers to the ability to ensure an adequate quantity and quality of water for populations, ecosystems, and various uses, while reducing water-related risks. In the Amazon Basin, water security is directly linked to integrated management, ecosystem conservation, climate adaptation, and cooperation among countries.

- **Health and Resilience of Amazonian Ecosystems**

  The health of the Amazon Basin depends on the integrity and connectivity of its rivers, aquifers, forests, wetlands, and other associated ecosystems. Their conservation helps maintain biodiversity and ecosystem services, sustain people's livelihoods, and increase the region's resilience to environmental and climate pressures.

Impact of Strategic Concepts, Approaches, and Tools on Communication

To go beyond the simple dissemination of information and serve as a strategic tool to strengthen regional cooperation and engage different audiences in the sustainable management of the Amazon Basin's water resources, it is essential that strategic concepts, approaches, and instruments guide the narrative of the Amazon Basin Project, ensuring coherence, clarity, and connection among the various actions and results communicated.

Cooperation regarding Amazonian waters is the Project's central concept and must be consistently emphasized in communications to highlight the coordinated action of Member Countries in the management of shared water resources. This emphasis reinforces that the Amazon Basin Project is not a collection of isolated initiatives, but rather part of an ongoing process of intergovernmental cooperation, guided by the implementation of the Program of Strategic Actions for the Integrated Management of Water Resources in the Amazon Basin (PAE).

Strategic concepts and approaches help make this cooperation more concrete and understandable. Integrated Water Resources Management provides the overarching vision; climate adaptation and resilience highlight the need to address growing risks; the NEXUS approach clarifies the relationships between water, energy, food, and ecosystems; participatory governance incorporates different stakeholders and perspectives; and monitoring and information integration demonstrate the importance of shared knowledge in supporting decision-making.

Similarly, institutional and capacity building, the Toolkit for Integrated Water Resources Management, water security, ecosystem health and resilience, and the Source-to-Sea approach highlight different dimensions and instruments through which regional cooperation translates into capacities, knowledge, solutions, and concrete actions.

In communications, these elements should be linked, whenever possible, to the results, experiences, and stories generated by the Project at the regional, national, and territorial levels. The goal is to show not only what is being done, but also why these actions are important, how they are interconnected, and how cooperation among Member Countries adds value to the responses developed to address the challenges of the Amazon Basin.

5. STRATEGIC MESSAGES

Key Message

The key message of the Amazon Basin Project's communication conveys the guiding principle of its narrative: cooperation among Member Countries is essential to address cross-border challenges and advance the integrated and sustainable management of water resources in the Amazon Basin.

This message should connect the various actions, results, and knowledge generated by the Project, demonstrating that regional cooperation adds value to national efforts and helps strengthen water security, climate resilience, ecosystem conservation, and the well-being of Amazonian populations.

Cooperation in Action for the Amazon's Waters

The Member Countries of the Amazon Cooperation Treaty Organization work together to strengthen the integrated management of shared waters, address common challenges, and build a more sustainable and resilient Amazon Basin for present and future generations.

Complementary Messages

The supplementary messages translate the Project's key concepts, approaches, and strategic tools into simple, recognizable ideas that can guide content creation at the regional, national, and local levels.

They should not necessarily be used as slogans or reproduced verbatim in all communication materials. They serve as narrative references to ensure that news stories, campaigns, audiovisual materials, publications, interviews, and other content remain consistent with the Project's principles and objectives and highlight, whenever relevant, the value of regional cooperation.

- **Integrated Water Resources Management (IWRM)**

  "Connected waters require integrated management: in the Amazon, caring for water means considering its different uses, the ecosystems, and the people who depend on them."

- **Climate Adaptation and Resilience**

  "A more resilient Amazon starts with water: strengthening capacities, communities, and ecosystems helps address droughts, floods, and other impacts of climate change."

- **Water–Energy–Food–Ecosystems (NEXUS) Approach**

  "Water, energy, food, and ecosystems are interconnected: understanding these relationships helps build more integrated and sustainable solutions for the Amazon."

- **Participatory Governance**

  "Different voices, shared solutions: the participation of governments, communities, indigenous peoples, water users, and other stakeholders strengthens the management of Amazonian waters."

- **Monitoring and Information on Water Resources**

"Shared knowledge strengthens decision-making: integrating data and information on Amazonian waters allows for a better understanding of the basin, helps anticipate risks, and supports water resources management."

- **Institutional and Capacity Building**

  "Cooperation also means sharing knowledge: strengthened technical capacities and institutions improve the conditions for sustainable management of Amazonian waters."

- **Toolkit for Water Management in the Amazon**
  "Knowledge for action: shared tools, methodologies, and experiences support countries in implementing integrated water resources management across different Amazonian contexts."

- **Water Security**

  "Water security means safeguarding water for people, ecosystems, and various uses, reducing risks, and strengthening the capacity to cope with changes and extreme events."

- **Health and Resilience of Amazonian Ecosystems**

  "Healthy waters and ecosystems sustain life in the Amazon: their conservation protects biodiversity, ecosystem services, and people's ways of life."

- **Source-to-Sea Approach**

  "Waters are connected from the source to the ocean: what happens throughout the basin can have effects far beyond its borders and reach coastal and marine environments."

6. COMMUNICATION ACTIONS AND OUTPUTS

Communication actions and products should contribute to the objectives established in this Strategy and be defined according to the target audiences, the results to be communicated, national and territorial contexts, and the opportunities identified throughout the Project's implementation.

The formats and channels presented below constitute a set of possibilities to be used according to their relevance, reach, and availability of resources. Communication should prioritize the quality and relevance of content, ensuring that the production of materials is not treated as an end in itself.

To Enhance the Visibility of the Project, RADA, and Regional Cooperation

- **Visual Identity:** Consistent application of the visual identity of the Amazon Basin Project and the Amazon Network of Water Authorities (RADA), ensuring recognition and consistency across different communication products and channels.
- **Official Project Website:** Maintenance and updating of the portal as the primary public reference on the Project, bringing together institutional information, news, results, studies, publications, tools, courses, videos, and other knowledge products.
- **Social Media and Digital Channels:** Continuous production and dissemination of content on the actions, results, experiences, and knowledge generated by the Project and RADA, using the digital channels of ACTO and partner institutions to expand its reach.
- **Amazon Waters Newsletter:** Periodic production of content presenting the Project's key advances, results, experiences, and agendas for partners, institutions, and other strategic audiences.
- **Institutional and promotional materials:** Production of presentations, infographics, brochures, videos, reports, audiovisual materials, and other formats tailored to the Project's communication needs.
- **Participation in national, regional, and international events:** Development of materials, presentations, audiovisual content, and other communication initiatives that increase the visibility of the Project, RADA, and the results of regional cooperation.
- **Image and Video Library:** Organization and updating of the audiovisual archive of regional, national, and territorial initiatives, including identification information, context, and credits to enable their use in various communication products.

For National Communication and Regional Coordination

The implementation of the Strategy in Member Countries should strengthen the connection between actions carried out in the territories, national agendas, and the Project's regional narrative. National communication consultants will play a coordinating role in this process, working in coordination with the Project's National Coordination Units (UNCP), the Focal Points, partner institutions, and the Regional Coordination Unit (UCR).

Key actions include:

- **National Communication Plans:** Development and implementation of work plans tailored to each country's context, audiences, agendas, and opportunities, in alignment with this Communication Strategy and in coordination with the UNCPs, Focal Points, and RCU.
- **Identification of Story Ideas and Results:** Monitoring Project activities in the countries to identify results, stories, key figures, data, experiences, and opportunities with potential for national, regional, and international communication.
- **Production of national content:** Drafting and supporting the production of news stories, interviews, photographs, videos, testimonials, social media content, and other materials related to the Project's activities and results.
- **Coordination with partner institutions:** Establishing an ongoing dialogue with the communications departments of the national institutions involved in the project's implementation to share schedules, information, content, and outreach opportunities.
- **Coordination with the media:** Identifying and building relationships with journalists and national, local, and specialized media outlets, in accordance with the themes and communication opportunities available in each country.
- **Regional–national–territorial communication flow:** Systematic sharing of information and content among the UCR, national consultants, partner institutions, and the territories, enabling both national experiences to inform regional communication and regional content and initiatives to be disseminated and adopted within the countries.

For the Communication of Results and Knowledge Management

Communication should contribute to expanding access to and use of the knowledge generated by the Project, translating technical content for different audiences and demonstrating its contribution to integrated water resources management.

Among the planned actions are:

- **Communication of Results:** Production of content that highlights not only the activities carried out but also the results achieved, the changes brought about, the stakeholders involved, and the contribution of these actions to the implementation of the PAE.
- **Dissemination of knowledge products:** Development of content to expand knowledge and the use of studies, publications, methodologies, platforms, tools, and other products developed or strengthened by the Project.
- **Promotion of the Toolkit for Water Management in the Amazon:** Dissemination of its tools, methodologies, experiences, and potential applications, with the aim of making them accessible to institutions, technical experts, and other audiences who can use them in various national and regional contexts.
- **Communication of regional platforms and tools:** Production of content that facilitates understanding and promotes the use of platforms, information systems, and tools supported by the Project.
- **Best practices and lessons learned:** Systematization and dissemination of experiences, solutions, methodologies, and lessons learned that can foster exchange among Member Countries and the replication or adaptation of experiences.
- **Content for Networks and Specialized Publications:** Production of stories, experiences, and results for partner channels and networks related to transboundary water management, including opportunities for dissemination within the scope of the GEF's International Water portfolio.

For Media Relations and Communication Amplification

Media relations should be guided by the identification of relevant topics and the continuous provision of information, data, sources, and stories capable of broadening public understanding of the challenges and outcomes related to water resources management in the Amazon Basin.

Actions may include:

- **Production and distribution of content for the press:** Preparation of press releases, story ideas, briefs, supporting materials, data, images, and other content for regional, national, local, and specialized media outlets.
- **Press trips:** Organizing press trips to project sites or strategic locations to provide journalists with direct contact with the experiences, results, communities, experts, and institutions involved in the Project.
- **Interview rounds and media tours:** Organizing opportunities for spokespersons, experts, and project participants to engage with various media outlets.
- **Thematic meetings with journalists:** Conducting conversations, briefings, and sessions with experts on strategic topics related to Amazonian water management.
- **Press conferences and launches:** Held when the significance of the announcement, product, or milestone achieved warrants this format.
- **Communication partnerships:** Coordinating with the communications departments of partner institutions to expand the dissemination of content through institutional channels and national networks.

For Territorial Communication and Diversity of Voices

Communication about the project's interventions should connect the project's results to the realities of the territories, valuing the experiences and perspectives of those directly involved and respecting their sociocultural characteristics.

Among the actions are:

- **Production of local stories and testimonials:** Identifying and incorporating the voices of communities, Indigenous peoples, women, leaders, technical experts, and other participants in the Project's initiatives.
- **Coordination with local and community media:** Establishing relationships with community radio stations, local media outlets, and other relevant channels in the intervention areas.
- **Content for community radio and media:** Production or adaptation of interviews, newsletters, audio recordings, and other content tailored to the characteristics and access conditions of local populations.
- **Audiovisual production:** Development of videos, interviews, stories, and mini-documentaries on experiences, results, knowledge, and cultural relationships with water in Amazonian territories.
- **Strengthening local communicators:** Where relevant to the characteristics and activities of the interventions, conducting exchange programs and capacity-building initiatives for community communicators and other local actors.

Amazonian Network of Communicators

The **Amazonian Network of Communicators** will serve as the coordinating mechanism among the various stakeholders involved in disseminating the Project's information and results at the regional, national, and territorial levels.

The network will connect national communications consultants, the communications departments of partner institutions, journalists, and local and community communicators, facilitating the exchange of information, the identification of story ideas, the circulation of content, and the amplification of the Project's messages across the eight Member Countries.

Its activities may include organizing contact databases and segmented mailing lists, exchanging agendas and content, coordinating outreach opportunities, holding meetings and capacity-building activities, and sharing communication experiences among the countries.

For Campaigns and Mobilization

- **Amazon Basin Day:** Development of a coordinated communication effort across the eight Member Countries to mark the date annually, strengthening recognition of the Amazon Basin as a shared system and raising awareness about the importance of regional cooperation for the integrated management of its water resources. Communication efforts should align common messages and actions at the regional level with initiatives tailored to national contexts.
- **Thematic Campaigns:** Development of communication initiatives related to strategic themes for the management of the Amazon Basin's water resources and opportunities for regional and national mobilization.
- **Educational and awareness-raising content:** Production of videos, infographics, digital materials, and other content that makes topics related to water resources management in the Amazon Basin accessible to different audiences.

For Communication Monitoring and Evaluation

Monitoring should make it possible to track not only the number of products developed, but also their reach, engagement, amplification, and ability to link regional communication to national and territorial actions.

The indicators will be organized into the following categories:

- **Production:** news articles, interviews, videos, audiovisual materials, social media content, national products, and other content developed.
- **Reach:** website visits, reach and views on digital channels, content distribution, and audiences reached by the various initiatives.
- **Engagement:** interactions, shares, participation in initiatives, and other forms of audience response to the content produced.
- **Amplification:** press coverage, republication of content by partner institutions, circulation on external networks, and participation by national, local, and community media.

- **Territorialization:** number and diversity of monitored interventions, local stories and testimonials produced, national institutions mobilized, local media involved, and content originating in the countries and territories.
- **Knowledge management:** dissemination and use of publications, tools, platforms, methodologies, and other knowledge products supported by the Project.

The results of the monitoring should be analyzed periodically to identify progress, gaps, and opportunities, and to guide adjustments to regional and national communication efforts.

CONCLUSION

Communication is a strategic pillar for the implementation of the Amazon Basin Project. More than simply raising awareness of the actions carried out, it helps make the results of regional cooperation understandable, expands the circulation and use of knowledge, strengthens the engagement of different audiences, and brings the initiatives developed in the countries and territories closer to a shared vision for the integrated management of the Amazon Basin's waters.

This Strategy seeks to connect countries, institutions, territories, and people through coordinated communication at the regional, national, and local levels. By transforming technical information into accessible content, highlighting diverse voices and experiences, and demonstrating how actions relate to common challenges in the basin, communication helps highlight the value of cooperation among Member Countries and the concrete results of the PAE's implementation.

Coordination among the Regional Coordination Unit (UCR), the National Project Coordination Units (UNCPs), partner institutions, the media, and local stakeholders expands the Project's capacity to identify and tell stories, share knowledge, and disseminate experiences and solutions across countries. Initiatives such as the Amazonian Network of Communicators strengthen this flow and help build a truly regional communication framework, informed by the diverse realities of the Amazon.

As the Project moves forward, communication must also help make its legacy visible: strengthened capacities, cooperation mechanisms, networks, knowledge, tools, experiences, and collectively developed solutions that can continue to support water resources management beyond the Project's implementation period.

Communicating about the Amazon Basin Project is, therefore, more than just reporting on its activities. It means demonstrating how cooperation translates into knowledge, capacities, and concrete actions; connecting national and territorial experiences to a regional vision; and strengthening a shared narrative about the countries' responsibility and commitment to the future of Amazonian waters.