

### Other ways to increase the visibility of solutions and of the contributors

Besides sessions, which already offer visibility and profiling options for solutions and their contributors, a wide range of alternative channels will be available in Marseille. These are opportunities to present solutions in innovative settings and to communicate information in a meaningful and purposeful way. This set of *visibility options* offers different ways of profiling solution and their contributors. CG and TSG coordinators may choose from this list as they come to select and present the many solutions which they will identify/ receive/ examine during the preparation process. Please note: the different visibility tools offered are complementary.

Depending on the goal of the contributor and the nature of the solution as well as on the extent to which the solution can attract commitments, the following visibility options may be used (the shadowed part only is to be considered by the TPC):

WHAT		PURPOSES	LINKS WITH COMMITMENTS
<b>TED-TALKS</b> Limited number	ONE SHOT during Forum Week - LIVE presentation  Long-term visibility - VIRTUAL presentations (talks are broadcasted)	To disseminate a solution in an inspiring presentation to a worldwide audience ( <i>additional post-forum visibility</i> ) and on a special platform called the “solutions’ stage”. In preparation, all speakers will work with communication consultants and public speaking coaches to optimize the communication around their solutions. The e-products (video of the talk) could, after the forum, be uploaded to the Platform of solutions	n/a
<b>PLATFORM OF SOLUTIONS</b>	Long-term visibility - VIRTUAL presentation (online archives)	To become as WISE as possible in our attempt to collect many solutions, and to reach out to remote stakeholders (out-of-the-water-box) and places, and contribute to monitoring and follow-up ( <i>additional post-forum visibility</i> ). Additional materials on solutions in various formats (text, videos, photo) can be posted	<i>Propose commitments to act and to contribute to the advancement of Forum targets</i>
<b>MEDIA EXPOSURE</b>	Every day during the Forum Week	To showcase solutions through various media opportunities (press conferences, interviews, news articles)	<i>May help showcase commitments too</i>
<b>CONTRIBUTORS’ COCKTAIL</b>	ONE SHOT during Forum Week - LIVE presentation	To bring together peers having developed solutions in their sectors increase the visibility of the contributors and to network among themselves (one or two invitations per solution)	<i>Create commitment potential through networking</i>
<b>SOLUTIONS SHOP</b>	EVERY DAY during Forum Week - LIVE presentation	To have quick and tailored presentation of a particular solution (search & find) to learn more on a solution on a one-to-one basis thanks to standardized synthesis and a solutions poster market place whereby contributors will navigate among solutions (thanks to PFA and CS map) and easily connect (“meet Z at that time here!”)	<i>Create commitment potential</i>
<b>SPEAKERS’ CORNER</b>	ONE SHOT during Forum Week - LIVE presentation	To speak freely and informally on any solution of his/her choice on a stand on a reserved area: open-air public speaking. Successful experience in Istanbul Forum.	<i>Gather range of committers “on the spot”</i>
<b>LEARNING CENTRE</b>	ONE SHOT during Forum Week - LIVE presentation	To provide action- and policy-oriented training at a practical level on different topics: it will be small scaled an event yet will have large impacts on attendees as it is an alternative for participants to gain practical expertise and new capabilities to deal with water challenges.	n/a
<b>POSTER EXPO</b>	EVERY DAY during Forum Week	To have visuals and a technical description available all week on a large poster	n/a