



Your Organization in the Communication Age: What is Your Story?

Marisha Wojciechowska-Shibuya
Active Member, Union of International Associations

Storytellers, by the very act of telling,
communicate a radical learning that
changes lives and the world: telling
stories is a universally accessible means
through which people make meaning.

- Chris Cavanaugh

My story...

FORMER PRESIDENT CARTER ON ERADICATING GUINEA WORM DISEASE: EXCLUSIVE INTERVIEW
by **MARISHA WOJCIECHOWSKA-SHIBUYA**
19/12/2008 (MaximsNews Network)

UNITED NATIONS - / MaximsNews Network / 19 December 2008 --The world is on the eve of eradicating Guinea worm disease (*dracunculiasis*), an



MaximsNewsWATER
Water and Sanitation News

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Information experts harness rising flood of accessible water data

*Fourth interview in *Aqua-Statisticians: A five part series*



Marisha Wojciechowska-Shibuya

Marisha Wojciechowska-Shibuya: Given universal access to satellite technology and modeling software capacity available to everyone, what can the UN do that uniquely adds value?

Karen Frenken: New technologies improve the quantity and availability of water data. But AQUASTAT's structure and experience helps organize and calibrate that data, ensures access to the data remains free, and makes use of remote sensing and performs

Your story?



What do you see?

- 1) facts and accurate, reliable evidence
- 2) now, it is pretty easy to get your story out
- 3) bring attention - help your organization sustain itself
 - grow

A world of possibilities

- interview an expert
- write an opinion piece
- self-publish an article on LinkedIn
- post facts, statistics and/or document through photos on your organization's social media accounts
- create a blog

Get started!

- What? Your subject
- Why? Your aim
- For who? Your audience
- ✓ Choose your medium

Experts

CAN CHINA GROW GREEN? EXCLUSIVE INTERVIEW WITH ELLEN G. CARBERRY OF THE CHINA GREENTECH INITIATIVE BY MARISHA WOJCIECHOWSKA-SHIBUYA: (MaximsNewsNetwork)

Marisha Wojciechowska-Shibuya: What are the main headline grabbing findings of the China Greentech 2009 report?

Ellen G. Carberry: We analyzed solutions that meet the needs of China and estimate that the total potential addressable market opportunity for green technologies in China could be up to US\$ 1 trillion, roughly comparable to 15% of China's forecasted GDP in the year 2013. Addressable market size estimates the total revenues greentech solutions could potentially achieve if they were attractive to adopters vis-à-vis conventional alternatives. This is not meant to be an annual forecast for solutions, but rather an estimate of what the market could be under specific conditions.

Marisha Wojciechowska-Shibuya: One of the assertions in the report is that 'China will become environmentally sustainable out of necessity'. What makes you so sure of this?

Ellen G. Carberry: First of all, the continued need for growth in the nation. More and more people out will migrate from rural areas and into the cities and, despite the economic engine running at 8% annual growth in recent years, that is not sufficient for creating jobs at the required pace in the urban areas. So part of it is the necessity to keep employing more and more people. Part of it is that the sheer size of the urbanization is so significant – it is the largest transformation of people from rural to urban ever done – which requires a very significant demand for resources. And part of it is an energy security issue. All of these market forces together create a necessity for China to be environmentally sustainable.

M W-S: What do you mean by energy security?

Ellen G. Carberry: To keep the economic engine producing at this rate, whether or not there is any energy efficiency savings or other sources of energy, the sheer amount of energy required is significant. If you look at charts that graphically show

Visuals

Photo story



UNICEF photo story of displaced families in South Sudan | UN-Water

UN-Water

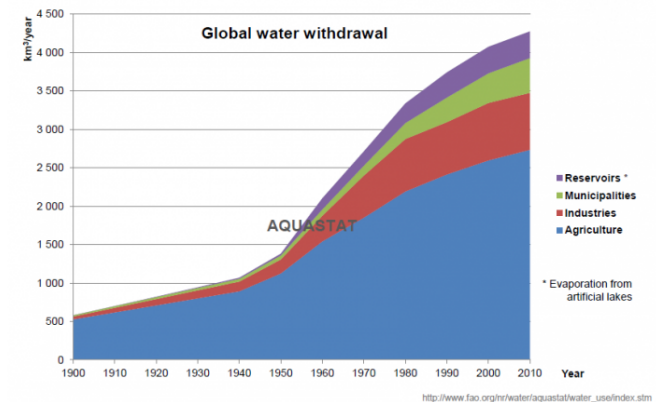
Coordinating the UN's work on water and sanitation (Story from UNICEF): Straddling a dry riverbed, the village of Abu...

[Read more at UN-Water](#)

Chart

How will the UN measure and monitor the Sustainable Development Goal 6 for Water & Sanitation?

December 23, 2015



Sources:
Agriculture, Industries, Municipalities: FAO-AQUASTAT 2010; I.A. Shiklomanov: 1900-2000
Evaporation from artificial lakes/reservoirs: FAO-AQUASTAT

*First interview in Aqua-Statisticians: A five part series

To answer that question, *The Source* turned to the people behind the numbers at [FAO-AQUASTAT](#), which for two decades has been collecting, analyzing and disseminating 180+ variables on water resources, water uses and agricultural management for 200+ countries. In the first of five segments, Marisha Wojciechowska-Shibuya interviews programme manager Karen Frenken about the challenges surrounding global data collection, and how to monitor the SDGs:



Marisha Wojciechowska-Shibuya: What key insights and lessons have emerged through the AQUASTAT programme over 20 years?

Publish

Self-publish

Number One Loans - Your Number One financial aid as low as 3% Interest Rate Yearly.

Share an article, photo, video or idea

Write an article Image Video Post

<https://www.linkedin.com/help/linkedin/answer/47538/publishing-articles-on-linkedin?lang=en>

Pitch it

Some resources

- Conducting interviews: search “tips on how to conduct interviews”
- Writing articles: search “how to tweet / blog / write an article”
- Online publishing: “how to publish on the internet”

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Thank you!

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