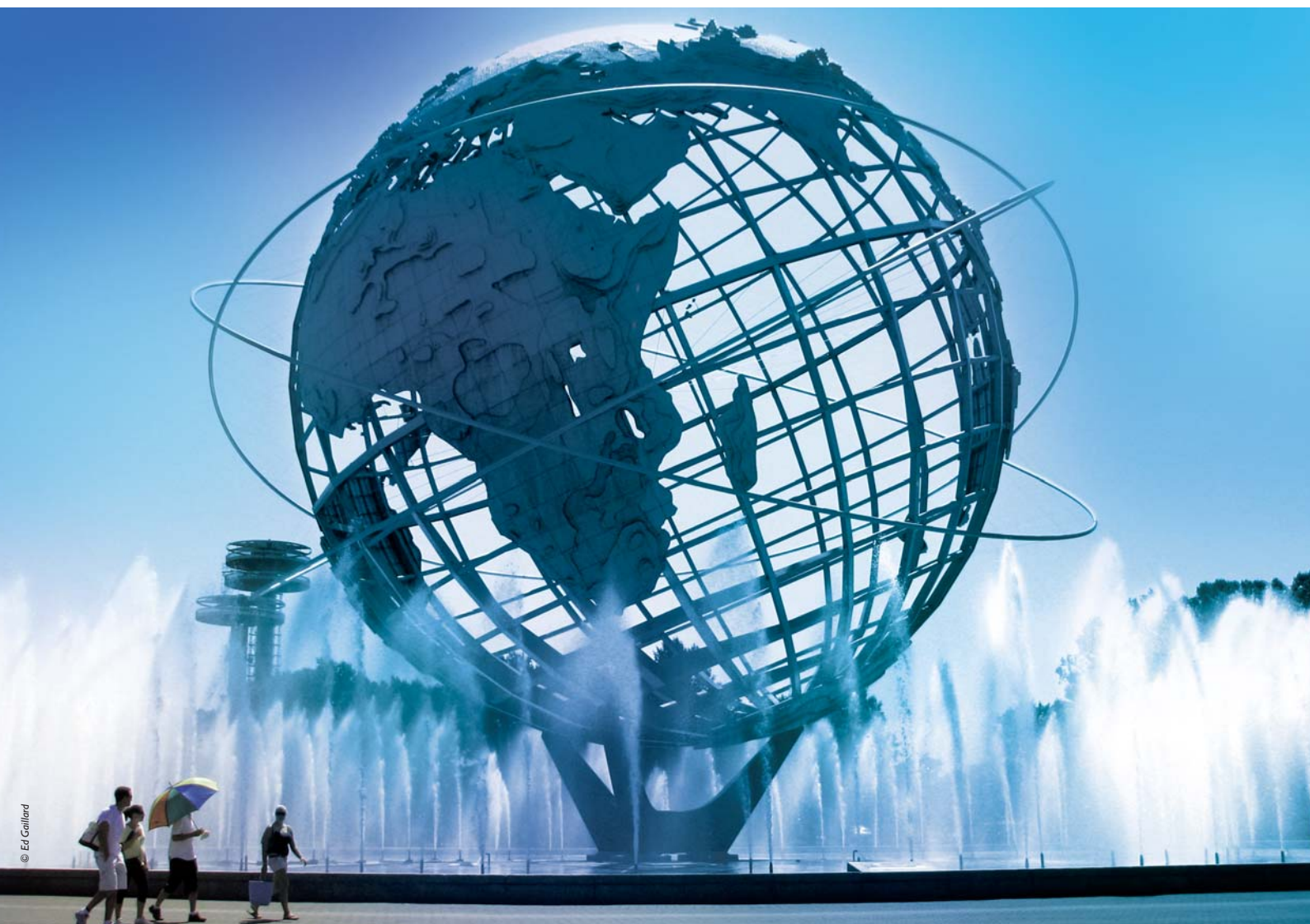


A NEW WATER POLITICS

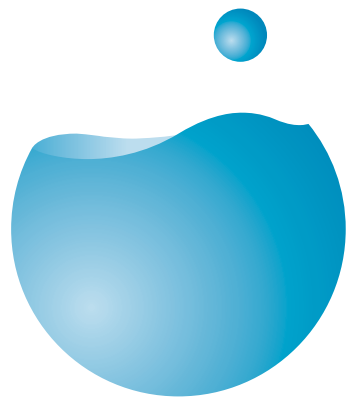
WORLD WATER COUNCIL 2010 - 2012 STRATEGY



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World Water Council



World Water Council

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Supporting political action

Deepening the involvement of major water users

Strengthening regional cooperation

Mobilising citizens and consumers





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PREFACE

GIVE WATER A CHANCE



Every year, the world, its population and its political and economic decision makers pay more and more attention to water: safeguarding the resource, managing its distribution and protecting the environment. The water community can only be pleased about this trend and reaffirm its willingness to make water and sanitation a major priority in the decades to come.

During its General Assembly in October 2009, the World Water Council defined the basis for a strategy that aims to give real priority to improving access to water. This strategy will guide the work of the Council and of many of its members across objectives that are linked by a common goal of multiplying Solutions for Water. In fact, this will be the “raison d’être” of the 6th World Water Forum, which will strive to give preference to concrete actions rather than over-abstract analyses.

The Council’s strategy aims foremost to offer a genuine place for politics. Progress in water issues will, above all, stem from political debates, as much on a governmental scale as on a local one. This progress will be achieved through a wider expression of the right to water and sanitation to guarantee individual and collective access to the resource.

These achievements will be made reality through an innovative approach to water financing. Mobilising international capacities is of course one part, but especially favouring local and socially responsible financing is another.

Finally, real progress on water issues will be possible only if the same effort is provided for liquid and solid sanitation, whether it be financial, legal or educational efforts.

This strategy for water has a modest but strong ambition to promote a different politics of water, one that is more audacious and more equitable. It will forge its way thanks to the support of as many people as possible, everywhere in the world.

It is for this reason that we will eagerly listen to your comments, your suggestions and your proposals.

Thank you for your involvement and for your assistance to give water a chance.

Loïc Fauchon
*President of the
World Water Council*



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STRATEGIC VISION

Successful water management is central to solving the critical socio-economic and environmental issues facing humanity. Water is often a major constraint and definer of trade-offs between different human activities, as well as a means through which to find joint solutions to some of the toughest global challenges. Managing our waters wisely is therefore central to solving the global socio-economic and environmental issues that face humanity.

The times of “easy water” are over. With increasing scarcity, decisions to allocate and use water will become increasingly political. The World Water Council places emphasis on developing a new politics of sustainable infrastructure development, and the efficient management and use of water resources for future generations. A particular focus is on generating political will and action to solve the very complex challenges facing developing countries.

Our mission involves stimulating new thinking and bringing together - under one global platform - networks of senior political and technical actors and a wide range of stakeholders from different sectors, regions, disciplines and professional fields.

The World Water Forums have been a major element in developing and extending these networks and bringing in new stakeholders to tackle existing challenges. In the coming three years we will broaden further our capacity to generate new ideas as a complement to this networking and stakeholder engagement through strengthening the Council's capacity as a global “think-tank” for solutions to the world's water problems.

The strategy presented here covers the current Board of Governors' mandate from 2010 to 2012. Four key strategic objectives have been identified that deal with the most pressing issues of the day and under which we propose a series of actions. These actions form the basis for the work-planning of the Council in the coming three years.

STRATEGIC OBJECTIVES

1. Supporting political action to improve water and sanitation services and water management;
2. Deepening the involvement of major water users in solving global water challenges;
3. Strengthening regional co-operation to achieve water security and economic development;
4. Mobilizing citizens and consumers to address the global water crisis.



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ACTION PLAN

SUPPORTING POLITICAL ACTION

TO IMPROVE WATER AND SANITATION SERVICES AND WATER MANAGEMENT

OUTCOME 1.1

In the context of rapid urban growth, the WWC will strengthen Mayors and other locally-elected officials in delivering on commitments to improve local water and sanitation conditions.

The target is to have more than 1,000 cities sign up to the Istanbul Water Consensus by 2012. A group of champion cities will promote action on issues such as sustainability, growth of peri-urban settlements, climate change and decentralised water co-operation. They will report back to the international community at the 6th World Water Forum in 2012.

The Istanbul Water Consensus is a key tool in generating partnerships between local authorities to address critical challenges.

The World Water Council is working with local authorities and champion cities around the Lake Victoria region in East Africa to tackle challenges of urban growth and water resources protection.

This is part of an emerging initiative on cities and lakes which is being established during 2010.

OUTCOME 1.2

WWC will strengthen efforts by Parliamentarians to improve water governance at a national level.

A parliamentarian's task-force will be set up to guide the development of a helpdesk that matches water and governance expertise with greater inter-parliamentarian co-operation on stronger water policy and legislation, promotion of the right to water, budget allocation to service delivery and increased transboundary co-operation. A series of regional meetings will be organised with parliamentarians to promote their engagement, possibly resulting in the establishment of a Global Water Parliament. These meetings will form part of the parliamentarian's work for the 6th World Water Forum.

“Sustainable water resources management strategies are an essential element of National Security.”

Steven L. STOCKTON, Director Civil Works, USACE
and World Water Council Governor



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OUTCOME 1.3

WWC will strengthen Ministers' understanding of how potential water agendas form part of their engagements in the run-up to Rio+20.

Working with (member) governments and UN Water, a coordinated international water policy roadmap (including timetable and objectives) will be established. Attention will be given to the realisation of the MDGs on water and sanitation, wider stakeholder engagement, recognition of the right to water and ratification and implementations of existing conventions and agreements related to water management. Furthermore, efforts will be made to gather a significant group of Ministers of Finance to promote the financing of water issues. The work with Ministers will be closely coordinated with the 6th World Water Forum Ministerial Process in which direct contact between Ministers and stakeholders will be promoted. The Council will review the establishment of a more formal inter-governmental process on water linking the Forum to other decision making forums, including the UN. ■



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ACTION PLAN

DEEPENING THE INVOLVEMENT OF MAJOR WATER USERS IN SOLVING GLOBAL WATER CHALLENGES

OUTCOME 2.1

WWC will assist water, food and energy sectors and stakeholders to better understand their inter-dependencies and to prepare future actions.

Initiated at the 5th World Water Forum, the Council will continue to work on the water, food and energy nexus. This will be accomplished by working with key water users in the food and fibre industry, and the energy and environment sectors. An in-depth analysis will be prepared supported by sub-sector and regional perspectives building on previous work carried out by Council members and taking account of major global challenges including population growth and environmental change. These will be presented during meetings organised by key organisations in the food and energy sectors. A high level panel will report on progress and present recommendations and an action plan during the 6th World Water Forum.



OUTCOME 2.2

WWC will assist policy makers worldwide to understand how integrated water resources management can play a central role in adapting to future climate change and disaster risk reduction.

With its members and partners the Council will organise a series of encounters between scientists, engineers and civil society representatives to highlight new mechanisms to adapting water management to increased uncertainty and unpredictability in climatic conditions, including through both man-made and ecosystem-based approaches. An inventory of options will be prepared on the role of water management in reducing greenhouse gas emissions through efficient energy use and other approaches. The Council will initiate the establishment of a “Global Fund for Water” to promote investments in water management to adapt to changes in climatic conditions. A high-level panel will review progress and report back during the 6th World Water Forum. Further emphasis will be given to following-up on the actions proposed on water and disasters and focus on promoting a pro-active approach to addressing risks at both regional and national levels.

“Access to safe drinking water and sanitation in the developing nations will not be achieved with rhetoric, conventions and good intentions, we need projects and large investments in infrastructure development.”

Ben BRAGA, Vice President, World Water Council



OUTCOME 2.3

WWC will summarize and communicate sanitation practices, innovations and issues through clear messages to political leaders worldwide.

Through its Sanitation Working Group and with other members and partners the Council will prepare a new analysis to inspire greater global political action. This will include clearer messaging - including the right to sanitation and the critical role to be played by women - and strengthening the understanding of links between greater sanitation provision, public health improvements, reducing water pollution and economic growth. A particular focus will be on stronger governance of sanitation provision, including engaging political leaders in this work and further emphasising related gender issues and capacity building. Further work on waste water management will be promoted. A high level panel will report on progress achieved at the 6th World Water Forum.



“Managing waste water in cities is not only essential for all city dwellers’ welfare but also an absolute necessity to avoid the transfer of pollution to rural areas.”

Guy FRADIN, Director General, l’Agence de l’Eau Seine-Normandie and World Water Council Governor

OUTCOME 2.4

WWC will create innovative platforms for discussing the financing of water services and management with investors, financial institutions and decisions makers.

Taking account of the “tariffs, taxes and transfers” framework, the Council will work with existing and new financial members and partners on the economics, governance, financial underpinnings and future attraction of water-related investments.

A working group of international, national and local banks and investors will be created to develop a “best-practice” overview. This will be used to promote investments in water and sanitation and to address financing of water resources management including through mechanisms such as “cap and trade” and “payment for ecosystem services”. A dedicated panel of bankers, investors and other stakeholders will report on progress at the 6th World Water Forum in 2012. ■



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ACTION PLAN

STRENGTHENING REGIONAL CO-OPERATION TO ACHIEVE WATER SECURITY AND ECONOMIC DEVELOPMENT

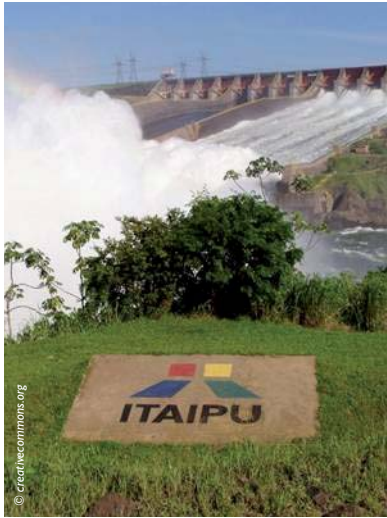
OUTCOME 3.1

With the support of its members and partners, the WWC will synthesize transboundary management information and communicate this to national political leaders.

Through its Working Group on Transboundary Governance, the Council will prepare a series of perspective papers documenting current practices, progress and prospects in transboundary water management and wider regional cooperation, including how such practises contribute to economic growth, safeguard the environment and strengthen regional security. Building on these papers an economic and political analysis will be prepared that will describe ways of overcoming political-economic obstacles to greater regional benefit sharing. These products will be developed with political decision makers in target countries.

“Our action to strengthen regional and sub-regional co-operation to achieve water security will lead to a sustainable future.”

Eun-Kyung PARK, President Korea Water Forum and World Water Council Bureau member



OUTCOME 3.2

With the support of Council members and partners, the WWC will strengthen regional water frameworks through dialogues on co-operation and investment in water for regional growth and development.

In preparing for the 6th World Water Forum, Council members and partners will review regional water policy frameworks and promote dialogues on progress achieved, implementation challenges remaining and future policy directions. These dialogues will help to catalyse new coalitions of interests, bring innovative solutions forward and create potential visions and/or “roadmaps” that assist broader co-operation by stakeholders in different transboundary and sub-regional settings. Initial focus areas could include river basins in the Himalayan/South-Asia complex, the Mediterranean region, and Sub-Saharan Africa.



OUTCOME 3.3

The WWC will develop an analytical framework and support dialogues on issues that relate specifically to water security and economic development in large federal states.

Working with its members and partners, the Council will convene an expert meeting on water management in large federal states. Based on this meeting an analytical framework will be developed to improve understanding of the challenges and opportunities experienced by these states in furthering water security for economic development. A high quality publication will be developed on the basis of this work. ■

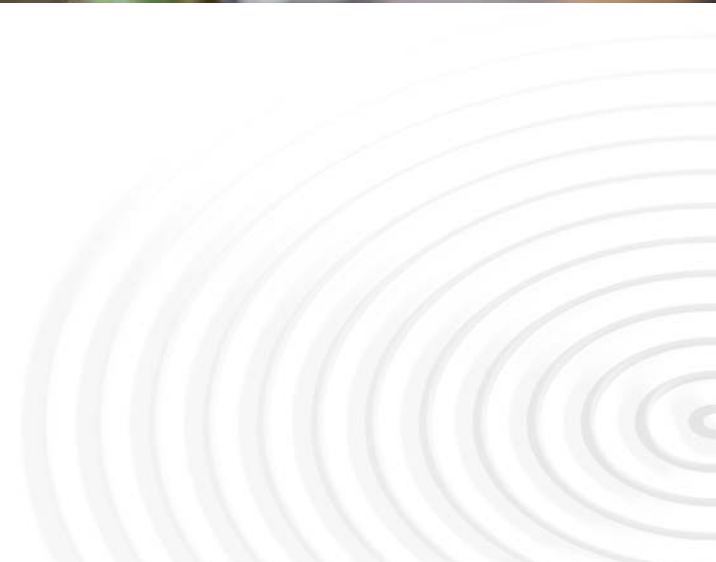


“Management of transboundary water, based on one energetic regional cooperation, will be the best way to avoid conflict and promote peace in the world.”

*Hachmi KENNOU,
Executive Director, Mediterranean Water Institute
and World Water Council Governor*



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ACTION PLAN

MOBILIZING CITIZENS AND CONSUMERS

TO ADDRESS THE GLOBAL WATER CRISIS

OUTCOME 4.1

The WWC will raise awareness and catalyse citizens' engagement in addressing the water crisis through global public events on water.

Working closely with its members and partners, the Council will support, promote and engage in large public events that raise the profile of water issues and sustainable development challenges. Examples of such activities include Shanghai Expo 2010, Live Earth Water 2010 and, on an annual basis, diverse World Water Day Activities. The Council will also support activities related to the 6th World Water Forum, including "100 Actions for Water" which could include a "Water for Schools Foundation", a "Global Water University" and other ideas.

OUTCOME 4.2

The WWC will assist in developing the capacities of professionals and policy makers to address emerging water issues.



In close collaboration with its members and partners, the Council will support strategies for enhancing the capacities of water managers and decision makers to address emerging challenges in water management. It will support the creation of a special “Chair” on water policy in UNESCO-IHE to help bridge the science and water policy communities. It will also work to promote the incorporation of water in school-curriculums through working with third parties in the education sector.

OUTCOME 4.3

The WWC will assist members and partners to better understand the impact of IT innovations in the water sector.

The Council will establish connections to new developments outside the water sector that can have a significant impact in years to come. Emphasis will be placed on IT-related developments such as web-based social networking, knowledge and information sharing, citizens' water reporting and innovative fundraising. The Council will connect to new IT partners and develop tools to facilitate web-based member and partner collaboration, including ahead of the 6th World Water Forum. A strong Council web-site will continue to form a cornerstone for this work.

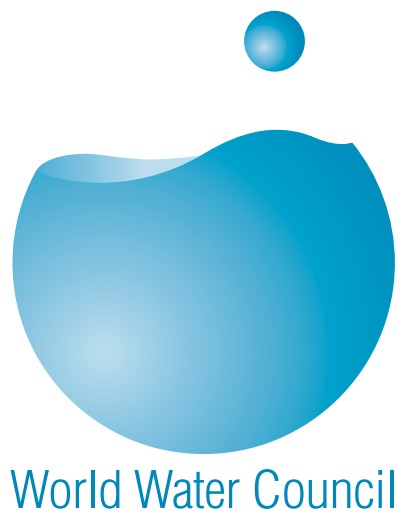


OUTCOME 4.4

The WWC will improve the quality, quantity and balance of media coverage on water problems and solutions worldwide as a way to catalyse citizens' action and stimulate stronger "water solidarity".

The Council will develop further the existing on-line Water Media Center through which it supports journalists in gaining access to information, experts and key stories. The Council will expand its media network and provide monthly media briefings on key water issues. Working with selected media, the Council will contribute to and promote the creation of a number of "special issues" of magazines (including the Water Policy Journal), TV programmes and/or documentaries. A close link will be established between our strategic priorities through the elaboration and implementation of a dedicated media engagement strategy. ■





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