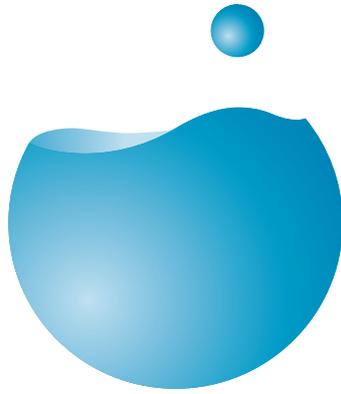


# HYDRO-DIPLOMACY IN MOTION

WORLD WATER COUNCIL 2010-2012





WORLD  
WATER  
COUNCIL



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# PREFACE

## FOR THE FUTURE OF WATER



As this mandate comes to an end, it has marked the recent history of the World Water Council. Our constant concern to make the cause of water a reality for all has finally borne fruit.

Water is today considered as a rare and fragile resource. The issues connected to water and the proposed solutions either technical, financial or institutional all appear among the priorities of the international agenda. The attention given by UN-bodies and major States to water has improved this new awareness. The success of the World Water Fora, in Istanbul and in Marseille, has helped the implementation of long-lasting commitments.

New issues around water have been called forth and discussed as our Council has been able to assess subjects such as disasters, green growth, food, health, energy and their respective linkages with water and sanitation.

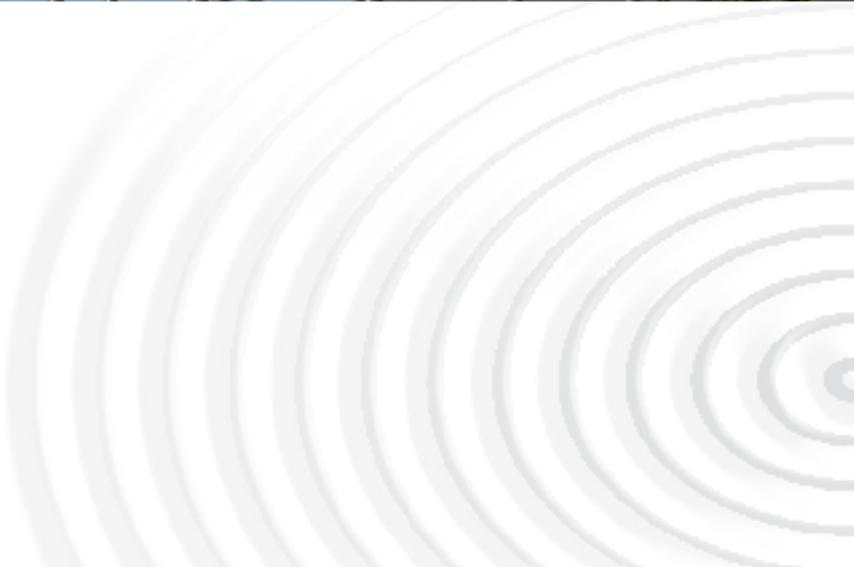
Little by little, our concept of 'Water Security' imposes itself upon political and economic leaders acknowledging water for development as compatible with the respect of biodiversity and the conservation of ecosystems.

To fulfil this enormous responsibility we have engaged solid partnerships with institutions, States, the corporate sector and NGOs. The World Water Council is now a young international organisation which is heard and respected.

For the future, the organisation disposes of solid financial means and an important treasury. It benefits from the expertise of a loyal and competent team that works in harmony with the Bureau, the Board and the devoted and enthusiastic Members.

I would like to thank each and every one and express my confidence in the future of our Council.

Loïc Fauchon  
*President of the  
World Water Council*



# STRENGTHENING THE POLITICAL VOICE

At the last General Assembly in October 2009, the World Water Council members expressed the importance of bringing the Council closer to political leaders on international, national and local levels. During its mandate, the Board of the Council has therefore put much emphasis on developing a genuine hydro-diplomacy. The strategic vision for 2009-2012 states that: "The time of 'easy water' is over. With increasing scarcity, decisions to allocate and use, water will become increasingly political." Indeed, for the past three years, the Council has been at the forefront, bringing forward a new water politics and making the Voice of Water heard on every level of decision making.

## THE RISE OF A TRUE HYDRO-DIPLOMACY

Political decision makers need to demonstrate a genuine will to include water on the highest level. The Council has therefore placed much focus on expressing the Voice of Water and doing what has come to be known as 'International hydro-diplomacy'. The water cause will only make progress as long as it is debated peacefully and objectively. This vision is along the lines of that of the United Nations whose Secretary-General, Ban Ki-moon, lent the Council his full support during an individual audience in October 2010 when he welcomed the Bureau delegation to the UN headquarters in New York. He complemented the President for transforming the Council into a recognised and respected international organisation and asked the Council to be closely involved in the preparation of the Rio+20 Earth Summit in 2012.

**Recommendations on water for the Rio+20 Summit**

- Secure water supply by protecting biodiversity, ecosystems and water sources.
- Implement the right to water and sanitation.
- Assert the importance of integrated water, energy and land use planning and management at all scales.



This invitation was followed-up in November 2011 by a contribution by the Council's Bureau to the Zero Draft of the United Nations declaration for the Conference on Sustainable Development 'Rio+20'. Between November 2011 and June 2012, the Council made great efforts to ensure that water was high up on the agenda at Rio+20. In late June 2012, the Brazilian Government organised the Sustainable Development Dialogues. These consisted of a 10-person panel discussion for each of ten chosen subjects and took place in the days immediately preceding the Heads of State and Governments Summit. The President of the Council was invited as the Rapporteur on water and made three recommendations concerning the implementation of the right to water and sanitation, the planning and integrated management of water, energy and land use, and securing water resources to preserve biodiversity and ecosystems. During his plea, Mr. Fauchon strongly emphasised the immense responsibility of Heads of State and Government who were present. "For the first time water is on the agenda of an Earth summit, but We must now go further and faster", he urged, reminding the audience that instead of incantations the world is expecting commitments and solutions.

These three recommendations were transmitted directly by the President of the World Water Council to the Heads of State and of Governments through one of four roundtable sessions, chaired by Prince Albert II of Monaco and the President of Mozambique.

In September 2012, the President of the Council was once again invited to the United Nations – this time for the 67<sup>th</sup> National Assembly. "The time for wishful thinking is over. Now is the time for actions, commitments and solutions," he said speaking at a high-level meeting on water and food security organised by the State of Qatar and the UN Secretary General. The event was attended by, among others, Ban Ki-moon, Dr. Khaled bin Mohamed Al-Attiah, Minister of State for Foreign Affairs in Qatar and José Graziano da Silva, Director of UN Food and Agriculture Organisation. The President further pleaded for a Pact for Water Security that the Council intends to present to governments, parliamentarians, local elected representatives, economic leaders and NGO communities including six specific commitments.

**The Pact for Water Security**

- First commitment, symbolic but essential: we ask each State to enshrine the Right to Water in its constitution. So far, some forty States only have taken this decision;
- The second commitment is to ask each State, each local authority to recognise water and sanitation as a great public cause and budgetary priority;
- The third is to adopt or amplify national or local policies for water demand regulation in order to reduce water consumption and insure better governance;
- The fourth is to support the creation of a "water-energy package" and the creation by 2015 of a global water and energy fund: dedicated to "water for food" - to develop local agriculture - and to "water for health" - to drastically reduce the number of deaths caused by waterborne diseases;
- The fifth commitment would be to ensure the compulsory creation of taps and toilets in every school which is created or renovated;
- The sixth commitment would be to ensure that a post-2015 Sustainable Development Goal on water and sanitation be created when the current Millennium Development Goals are replaced.



# WATER AND SANITATION AT THE HEART OF NATIONAL AND LOCAL POLICIES

## Asia

During these three past years, the Council has witnessed a significant increase in high-level interest for listening to what the Voice of Water has to say and making commitments in various ways. In Asia, the Council has been particularly active in meeting high-level representatives around the themes of water security, green growth and environmental sustainability.

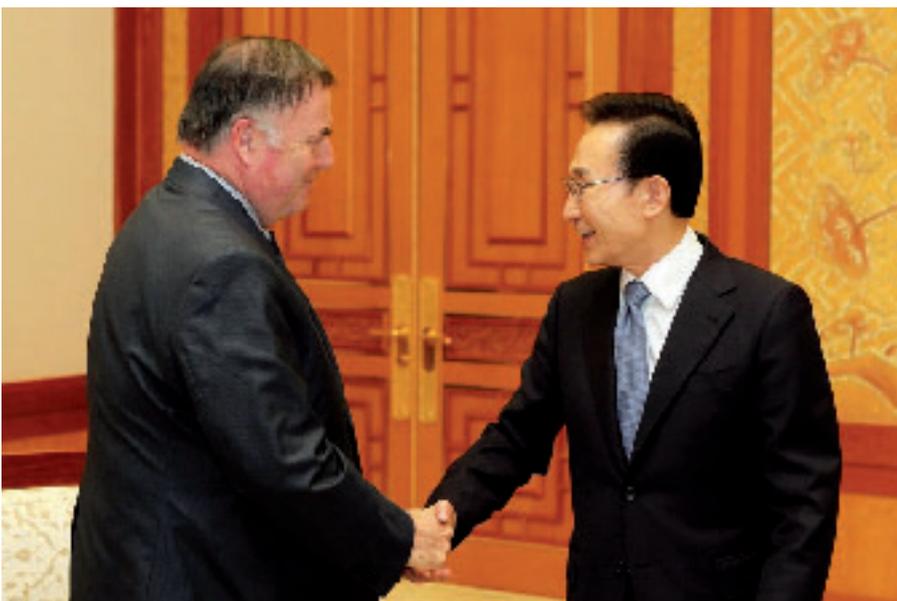
With regards to the Council's partnership with China, several activities have been undertaken during this mandate. Drawing upon a Memorandum of Understanding signed with the Minister of Water Resources of China, Chen Lei, in 2009, the Council has collaborated with the Ministry and the Chinese members around the involvement in panels and working groups, accession of cities to the Local Authorities network and involvement in the World Water Forums.

Further, in 2010, the President of the Council and Bureau members met with China's Vice-Premier, Hui Liangyu and during the three years, the Council has welcomed several delegations from China and has been received by other High Authorities around China. Discussions have revolved around thematic initiatives such as water and disasters or involvement in events such as the Yangtze River Forum or the Yellow River Forum in September 2012. In this latter, the Council President gave a speech in the opening ceremony about securing water for a safe world: "To guarantee [...] sustainable and fair growth, it is paramount to dispose of resources such as water and energy. To secure the future, water and energy are prerequisites, a precondition for the survival of humankind, wildlife and nature," stressed Loïc Fauchon.

During the World Expo in Shanghai in 2010, the Council established the World Water Pavilion with the support of the Council's Chinese members, the Ministry of Water Resources of China, the Taihu Basin Authority and the Shanghai Water Authority. Moreover, the Ministry of Water Resources of China seconded a staff member to the Council Headquarters in 2011.

The Council has also deepened its relations with specific countries such as Korea. In November 2010, a Memorandum of Understanding was signed with Korea with regards to the 'Water and Green Growth project'. The second phase of this MoU was signed in October 2012 following the successful completion of phase 1. Further, Korea was chosen by the Board of Governors to host the 7<sup>th</sup> World Water Forum. L. Fauchon also met the Korean Prime Minister Un-chan Chung, and later in 2011 with the Korean President Myung-bak Lee.

The Council has also participated at the South East Asia Water Ministers Forum and three times at the Singapore Water Week contributing with speeches, giving interviews to the Asian media and meeting with representatives from this continent such as the Minister of Water Resources in Singapore, Vivian Balakrishnan.



## Arab Countries

During the mandate, the Council has deepened its relations with many Arab countries. In July 2010, the President gave a keynote speech at the Water Leaders Forum, organized by the Arab Water Academy in Abu Dhabi, calling for the reinforcement of capacity building and for solutions to the Arab world's water problems.



At the end of 2011, the Council's President was invited to open the 2<sup>nd</sup> Arab Water Forum in Cairo and insisted on the need to develop true Arab hydro-diplomacy, recalling the Council's willingness to work on transboundary issues and to participate in continuing the dialogue in the Nile basin. On this occasion, a Memorandum of Understanding was signed between the Arab Water Ministers Council and the World Water Council. This Memorandum has been an opportunity to reflect on new subjects, such as the impact of desalination on the ecological balance of natural environments, the economic benefits of large water transfers, or promoting the use of renewable energy resources to secure, treat and purify water for agriculture and domestic use. The Council has also met with Mr. Amre Moussa, Secretary General of the Arab League and with the Egyptian Minister for Water Resources and Irrigation, Mr. Al-Atfy. The Council further offered its support to this region by proposing to organise a High-Level Meeting on water management between Israel, Palestine and Jordan when it met with the Minister for Water from the Palestinian Authority at the end of 2011 in Marseille.

Keeping in mind the long road that the Council has travelled since the 1<sup>st</sup> World Water Forum in Morocco in 1997, the organisation wished to manifest a strong presence at the 1<sup>st</sup> Mediterranean Water Forum, held in Marrakech in 2011. Within the framework of the Mediterranean cross-continental process for the 6<sup>th</sup> World Water Forum, an important mobilisation of the Mediterranean water community was achieved. The President of the Council also welcomed the Prime Minister of Morocco, Abdelilah Benkirane, who came to award the Hassan II Prize for Water at the opening ceremony of the 6<sup>th</sup> World Water Forum.

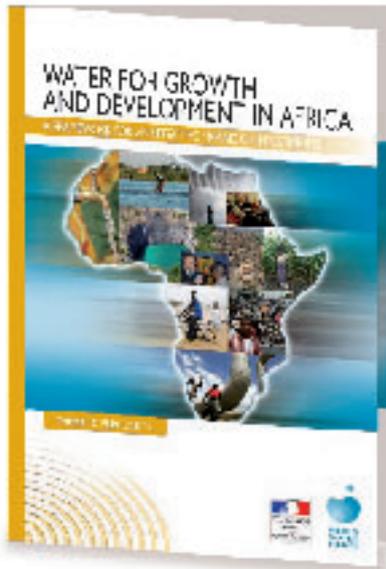
In 2012, and for the first time since the Jasmine Revolution, the President of the World Water Council accompanied by Hachmi Kennou, carried out an official visit to Tunis as the honored guest of the Sahara and Sahel Observatory (SSO), which was awarded the Hassan II Prize. The President was also received in a private audience with the Tunisian Head of Government, Mr. Hamadi Jebali, the Minister of Environment, Ms. Mamia El Banna, and the Minister of Agriculture, Mr. Mohamed Ben Salem.

In May 2012, the Council's President was invited to Alger in Algeria by the Minister for Water, Abdelmalek Sellal. Following the official meeting with the Minister, the delegation traveled to the city of Ghardaïa to visit technical infrastructures whose ambitious nature inspired the President to propose they be inscribed as 'solutions' for the platform that was initiated at the 6<sup>th</sup> World Water Forum.





A bit later on in the year, the Council held its 45<sup>th</sup> Board meeting in Doha, Qatar. Invited to speak at the opening of the meeting, Chairman of the Qatar National Food Security Programme, Fahad bin Mohammed Al-Attiya, reaffirmed Qatar's commitment to issues related to water and food security and presented an ambitious project by the Global Dry Land Alliance (GDLA). "Beyond being a partner, the State of Qatar wants to be a true ally to the World Water Council. You can count on our full support," the Chairman said. The Council President expressed in his turn his wish for a closer collaboration between the Council and the Government of Qatar.



## Africa

During the past three years, the Council has strengthened its presence in Africa. In late 2009, the Council's President was invited to Marrakech in Morocco to participate in 'Africities' – a summit for African cities, where he reiterated the Council's messages. Further, in 2011, Council representatives were invited to a Forum, organised by the Chirac Foundation, around how to manage the Niger basin's water. It was in the presence of four African Heads of State, the President of the African Union and the French Minister of Cooperation, that the Council presented its report on Water for Growth and Development in Africa.

Following the release of the report, the Council has been active in promoting the main messages at events and meetings such as the High Level Forum for Water and Sanitation for All in Africa, in Burkina Faso in 2011, in a consultation meeting with stakeholders for the African Regional Process in Gambia and at the African Water Association Congress in Uganda. During the latter, the President's speech called for "African voices" to extensively contribute to the regional process of the 6<sup>th</sup> World Water Forum by carrying forward their innovative solutions.

[Read the Africa report on the World Water Council website: www.worldwatercouncil.org](http://www.worldwatercouncil.org)

## Latin America

In March 2010 on the World Water Day, Bureau member Jerry Delli Priscoli gave a speech in the name of the Council at the launch of the 2030 Water Agenda – Mexico, and in the presence of the President of Mexico. The event reinforced the commitment of the Mexican government to a water future with safe and plentiful supplies of water resources. Further, in November 2010, the Council was invited to participate in the Climate Change Conference – COP-16 – in Cancun, Mexico, alongside some of its members. At this conference, water stakeholders including the Mexican Water Commission (CONAGUA) managed to insert a footnote on water in the long-term cooperative.



In 2011, Council representatives were officially received by the Minister of Environment and the Minister of Integration in Brazil. During this visit, the Brazilian delegation expressed its deep commitment to the 6<sup>th</sup> World Water Forum, to the Council President and to the President of the 6<sup>th</sup> World Water Forum and World Water Council Vice President, Ben Braga. During the visit, the delegation travelled more than 5000 kilometers to meet with several governors, mayors and parliamentarians. They also had many meetings with NGOs, professional organisations, enterprises and journalists. Some 22 speeches were given in front of large audiences composed of thousands of people. Later, in 2012, Mr. Braga was invited to the 16<sup>th</sup> World Congress of Food Science in Technology in Foz do Iguacu. "Without a rapid change in direction, our planet could become a 'passive victim' bringing with it high costs and major risks," he said in a key note speech on water and food security.

## LOCAL GOVERNANCE AND PARLIAMENTARIAN COOPERATION

Solutions to water challenges are increasingly found at the local level. However, local authorities need to develop their capacities to manage water in spite of frequently limited resources. Since its last General Assembly, the World Water Council has continued to assist cities, towns and regions in developing their capabilities to respond to water and sanitation challenges. Central to this work has been the Council's support of the Istanbul Water Consensus (IWC) which was adopted at the 5<sup>th</sup> World Water Forum in Istanbul, Turkey in 2009. The Council has continuously worked with partners such as UCLG. For example, in an effort to broaden the reach of the Local and Regional Authorities component of the 6<sup>th</sup> World Water Forum, a Memorandum of Understanding was signed between UCLG and the Council. Through the work with other partners such as the Mayor of Istanbul, Kadir Topbas, ICLEI and local elected officials, the Council has achieved its goal in internationalising this agreement with more than 1 000 signatories from all over the world. An example of the success can be seen in Brazil where more than 90% of the local authorities in the region of São Paulo have signed the consensus and adapted it to their specific needs. The process culminated at the 6<sup>th</sup> World Water Forum with a common message and an expression of the wish to reinforce follow-up mechanisms for the future.

[Read the message from the Local Authorities on the 6<sup>th</sup> World Water Forum website: www.worldwaterforum6.org](http://www.worldwaterforum6.org)

One part of the Council's strategy for 2010-2012 has been to develop greater inter-parliamentarian co-operation to adopt and enforce better water policy and legislation. Parliamentarians play an essential role in terms of legislation, water governance and budgetary allocations. The parliamentary process during the 5<sup>th</sup> World Water Forum in Istanbul led to the idea of setting up a water legislation support center called the 'Water Legislation Helpdesk'. This mechanism was aimed to help strengthen the involvement of parliamentarians in all water-related legislation and policy matters and mutualize collective expertise to identify concrete and innovative solutions. Parliamentarians involved in this process asked the Council to drive and implement the process.

During 2010 and 2011 discussions on the concept and process were initiated with parliamentarians at the regional level. A Parliamentarians Water Forum in the Arab World was organised by the Lebanese National Assembly, Council member the Association of the Friends of Ibrahim Abd El Al, jointly with the World Water Council. The National Assembly of the Republic of Korea further organised a dialogue with parliamentarians on the occasion of the 2010 Parliaments for Water meeting in Asia where the Council was represented by Governor Pierre Victoria. In 2011, more than 150 parliamentarians gathered at the Council of Europe in Strasbourg, France, which helped to refine the needs in relation to the Water Helpdesk and launch the 6<sup>th</sup> World Water Forum preparatory process. At the 6<sup>th</sup> World Water Forum, parliamentarians from all over the world committed to mobilising their assemblies for the cause of water and to support specific solutions to problems related to the manifesto. The manifesto underlines, in particular, the importance of the Parliamentarian Helpdesk, a knowledge-sharing tool created by the World Water Council. It will assist national parliamentarians to exchange expertise and good practices in the domain of water governance. A first prototype was presented during the Parliamentarian Conference at the 6<sup>th</sup> World Water Forum.

[Read the Parliamentarians Manifesto on the 6<sup>th</sup> World Water Forum website: www.worldwaterforum6.org](http://www.worldwaterforum6.org)





# RESPONDING TO GLOBAL CHALLENGES

Making water a priority has been the World Water Council's raison d'être since its creation. For the mandate 2010-2012, the Board investigated emerging issues such as water and energy linkages, climate change adaptation, food and health security, green growth and the issue of financing water for all. As for the topics that the Council has been campaigning in favour of for years – the right to water and sanitation and improved disaster response – it should be noted that the international community increasingly recognises their importance. The Council continues to play an essential role in identifying and working on water-related topics for the future while incessantly striving towards existing goals.

## RIGHT TO WATER AND SANITATION: “TAPS BEFORE GUNS”

Since 1996, the World Water Council has been working to ensure that access to water and sanitation all over the world becomes a right for everyone. In 2010, the UN General Assembly adopted a resolution stating that the right to safe water and clean drinking water is a human right and called upon States and international organisations to provide financial resources, capacity building and technology transfer for its implementation. The Council welcomed this resolution and rejoiced to see some of its hard work paying off. To make sure that the right to water and sanitation stays in the limelight, the Council set up a working group led by the Council Governor Pierre-Frédéric Tenière-Buchot. In parallel, the Council's working group on Sanitation also drafted a 'White Paper' on key issues to address in advancing the right to sanitation.

Beyond theoretical resolutions, it is essential that practical measures are put in place to make this right a reality. The duty of the Council is therefore to ensure the implementation of concrete solutions. At the 6<sup>th</sup> World Water Forum, the Council launched numerous initiatives such as convening a high-level panel in collaboration with Catarina de Albuquerque, UN Special Rapporteur on the right to drinking water and sanitation, and the translation of her book, "On the right track", into French. In 2012, the Council produced 'Message in a Bottle' – an education pack on the right to water. It was designed for secondary school and includes a prize winning educational cartoon and seventeen teaching sheets for further exploration of the subject. The Council also produced a web documentary – 'Water has the Right' – presenting the evolution of the right to water and sanitation for the past ten years and solutions to make it a reality.

Watch the documentary here: [www.leau-a-le-droit.com](http://www.leau-a-le-droit.com)



## WATER SECURITY: SUSTAINABLE AND FAIR GROWTH FOR A THIRSTY AND HUNGRY WORLD



Demographic growth, urban development, new lifestyles and consumer habits and economic development are all factors that contribute to increasing water, food and energy needs. In this context, particular attention must be brought to interactions between these sectors. In 2009, the Council was asked by its members to develop further guidance and better coordination across this policy area. In June 2010 in Marseille, the Food and Agriculture Organisation (FAO) organised a first meeting aimed at setting up a consortium in charge of giving agriculture privileged exposure at the 6<sup>th</sup> World Water Forum. Several meetings have followed aiming at identifying tangible solutions and concrete commitments to take up the challenges.

In addition, the World Water Council has signed two Memorandums of Understanding on multidisciplinary approaches with regard to water and energy, one with the World Energy Council and a second with Electricité de France.

The subject was also explored by the Cercle Français de l'Eau in their Water and Energy Conference in 2010. This nexus is also central to the analysis undertaken in the report on 'Water for Growth and Development in Africa.'



Throughout 2010 and 2011, the President of the Council reminded participants at major events that it is the same populations who suffer from famine that do not have access to water or energy. These essential issues have also been discussed with high level representatives such as Jacques Diouf, former Director General of the FAO. In late 2011, the Council was invited to the OECD Global Forum on Environment: 'Making Water Reform Happen'. Among other Governors, Bureau member, Eun-Kyung Park, participated in a panel on the first day and the Council's President gave a speech and participated in a panel with the Prince of Orange.

In 2012, the Council was present at the Fourth Annual Global Water for Food Conference, hosted by the Robert B. Daugherty Water for Food Institute and the Bill & Melinda Gates Foundation. About 550 experts from 28 nations were brought together to discuss how advances in science, technology and policy will help rainfed and irrigated agriculture sustainably feed an increasingly hungry and thirsty world.

## AFRICA : WATER FOR GROWTH AND DEVELOPMENT

“With or without Copenhagen, with or without climate, more money is needed for water and energy,” issued the Council in a statement for the 15th Congress of the African Water Association in March 2010. Following the COP-15 meeting in December 2009, the Council wanted to encourage African voices for water to contribute to the regional process of the 6<sup>th</sup> World Water Forum. At the latter, many countries such as the Congo, Chad, Niger and the Ivory Coast committed to significantly increasing funding for water within their national budgets. France committed to 40M€ in overseas development assistance for Africa. The commitments brought good news for the World Water Council which had prepared a report on Water for Growth and Development in Africa aiming to ensure that those funds have the greatest possible impact. The report was prepared in partnership with the Ministry of Foreign and European Affairs of France and proposes a framework for financial decision making to ensure water security, but also human and economic securities.

[Read the Africa report on the World Water Council website: www.worldwatercouncil.org](http://www.worldwatercouncil.org)



## CLIMATE TALKS: WATER AT THE CENTER

Water is central to development and is the primary medium through which climate change impacts will be felt by societies and economies. Following the Council's efforts to provide a deeper understanding of the issue during the past mandate, the organisation has focused on showing the international community the positive results in climate change adaptation that comes from first addressing the water crisis. On the occasions of COP-15 and the COP-16, the Council pointed out that intelligent investment in water infrastructure could ease adaptation to climate change at the lowest potential cost. Together with other major organisations such as the World Bank, AWRA, WWF, WWAP, WMO, GWP and AfDB, the Council also demonstrated that the water community is making progress in adapting to the effects of climate change.

The Council also spread its message in other major events such as 4<sup>th</sup> International Experts Meeting on 'Water Management and Climate Change' in Zaragoza in 2011. During this event, the President of the Council reminded the participants that it was necessary to establish a closer relationship between water and energy than in the past. It is essential to discuss and implement a “water-energy-climate” package, especially in view of COP-18.



## DISASTER PREPAREDNESS: COUNCIL MEMBERS IN THE FIELD AND IN DEBATES



“Natural hazards are inevitable. High death and destruction tolls are not. ill-advised human activity can both create and accelerate the impact of water-related disasters.” This was expressed in the report by UNSGAB, the High-Level Expert Panel on water and disaster in 2009. In 2010 when a violent earthquake hit Haiti and a flood struck Pakistan, the Council’s expertise was mobilised to supply victims with drinking water and to propose rescue and reconstruction efforts. In 2011, a Council delegation was invited on a mission to Japan to investigate the impact of the tsunami that had devastated the north-east coast and especially the water and sanitation infrastructure near Fukushima.

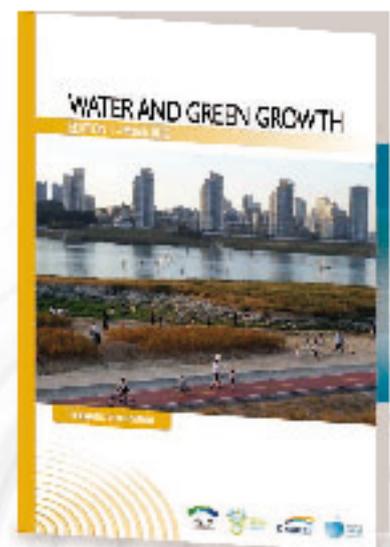
The findings of the mission were presented during the UNSGAB High Level Expert Panel at the 6<sup>th</sup> World Water Forum by the Special Advisor on Water and Sanitation to the United Nations Secretary General. During the session, the participants emphasised three areas of major action: disaster readiness, evaluation of the assistance put in place before and after disasters, and coordination of activities of aid workers on site. This session also featured a filmed speech of the Crown Prince of Japan, who rendered homage to the victims of Fukushima and encouraged ‘learning lessons from the past.’ The panelists’ observations and the debates that ensued addressed the notion of water governance, in particular the need, in disaster situations, to involve governments and local authorities, but also the private sector - owners of certain infrastructure - and, most of all, the affected communities. These are all pathways to pursue in the preparation of the 7<sup>th</sup> World Water Forum in 2015.

In Europe, the Council participated in an expert panel called “Medflood”, organised by the Marseille Water Supply Group in January 2012. The panel specialises in natural hazards in the Mediterranean basin.

## GREEN GROWTH: WATER’S ESSENTIAL ROLE

‘Green Growth’ is an idea that evolved in response to the high environmental cost of rapid economic development and urbanisation over the past several decades. Water plays a crucial role in green growth as successful investment in water infrastructure and water security fosters economic growth and social development while protecting the environment and the service it provides. During 2011 and 2012, the World Water Council has, in partnership with the Korean Government through a multi-phase MoU, examined the role of water resources as a catalyst to sustainable economic growth. The project has researched case studies, analysing their common elements, and developed a draft policy framework for action.

‘Green Growth’ was a very popular topic at the 6<sup>th</sup> World Water Forum, occupying at least 20 hours of sessions and events, with abundant references to the Rio+20 Earth Summit. The World Water Council in partnership with the Korean Government contributed to this fervor through the successful launch of its Water and Green Growth Report and Executive Summary in the Korean Pavilion. The report was also formally presented in a session entitled ‘Developing a Policy Framework for Water and Greening Growth’.





The Council also organised a High-Level Expert Panel which met in March 2012. The panel sought to broaden the debate and create a global dynamic so that water - as a necessary component of green growth - may receive greater attention, in particular during the Rio+20 Conference on Sustainable Development. Participants include Dr. Han Seung-soo, Former Korean Prime Minister, Brice Lalonde, UN Executive Coordinator for Rio+20, Jae-Hyang So, Manager of the World Bank's Water and Sanitation Programme and Fernando Veiga from The Nature Conservancy.

Phase two of the Memorandum of Understanding on 'Water and Green Growth' was signed in October 2012 and a Steering Committee Meeting took place before the 6<sup>th</sup> General Assembly of the World Water Council.

Read the Green Growth report on the World Water Council website: [www.worldwatercouncil.org](http://www.worldwatercouncil.org)

## FINANCING WATER: LOCAL SOLUTIONS AND BALANCED INVESTMENTS

In 2010, the World Water Council started its collaboration with United Nations Development Programme within the framework of the initiative "1% for Goal 7 C". This pertains to the creation of a fund collection mechanism for Local Authorities committed to achieving target C of the Millennium Development Goal #7 (**to reduce by half the number of people without sustainable access to safe drinking water and basic sanitation**). The main idea behind this initiative is to bring into widespread use the Oudin-Santini law which allows Local Authorities to allocate 1 per cent of their water and sanitation budget to international development projects. The Council is part of the Steering Committee for this global fund whose first meeting was held in the Council headquarters in 2011.

The Council has further advanced financing issues through the preparation and publication of its report 'Water for Growth and Development in Africa', prepared jointly with the Ministry of Foreign and European Affairs of France. The report argues that an effective investment framework must be able to adapt to different levels and contexts. Balanced investment choices will have a maximum impact on development in Africa.





# BUILDING THE WORLD WATER FORA

The past mandate has touched upon three Fora: The organisation of and participation at the 6<sup>th</sup> World Water Forum, the selection of the 7<sup>th</sup> World Water Forum and the call for candidatures for the 8<sup>th</sup> World Water Forum.

## 6<sup>TH</sup> WORLD WATER FORUM – FROM SOLUTIONS TO COMMITMENTS

In March 2012, the World Water Council co-organised the 6<sup>th</sup> World Water Forum together with the Government of France and the City of Marseille. The Forum of Solutions – as it was called - gathered 15 Heads of State, of governments and European Commissioners, some 20,000 participants from 145 countries, over 750 elected officials, 142 ministerial delegations, 3,500 NGO representatives and 2,600 children and youth, around one common ambition: to make progress on the cause of water and sanitation through concrete solutions and commitments.

Over three years, the Bureau, Governors, members of the Council and the International Steering Committee - presided by the Vice-President of the Council and including Council Governors - all greatly contributed to the success of the Forum. Through their active participation in the kick-off, thematic and regional coordination meetings, workshops, committees, session development, prepcoms, political process meetings and regional summits, they ensured a smooth development and implementation of the Forum. The extensive preparatory process contributed to ensure that everyone's voice could be heard and the cause for water taken further.

The World Water Council ensured a very visible presence at the 6<sup>th</sup> World Water Forum and continued to communicate through its Post-Forum products, Highlights from the 6<sup>th</sup> World Water Forum and the Global Water Framework. The Council has also signed a Memorandum of Understanding with the International Forum Committee for the 6<sup>th</sup> Forum outlining its role in the follow-up process of the Forum.



## COMMITMENTS

In accordance with its activities during the Forum, the Council made specific commitments for the future of water:

### Platform and Village of Solutions

The Council committed to work on the Platform of Solutions - an online community platform to collect solutions related to water problems - and the 'Village of Solutions'. During the Forum Week, the Village welcomed participants through exhibitions, activities and sessions. This initial idea that stemmed from the Council illustrated a selection of 70 solutions for water, chosen from 1,400 proposals received following the call for solutions. Seven awareness-raising spaces composed this 4,000 square-metre village: the slum, the school, the Agora, the library, the city hall, the factory and the bank. Each space offered solutions related to its theme.

### Goal: 5000 Signatories for the Istanbul Water Consensus

Within the framework of the 6<sup>th</sup> World Water Forum's Political Process, the World Water Council co-organised with UCLG the 3<sup>rd</sup> International Conference of Local and Regional Authorities for Water during the Forum week. Nearly 350 local and regional elected officials from 5 continents met to increase the international mobilisation of local and regional authorities in the water and sanitation sector and to reinforce commitments made through the Istanbul Water Consensus. At the end of 2012 the Consensus had 1,100 signatories and the Council set the goal to have 5,000 signatures for the 7<sup>th</sup> Forum in 2015.



### Scaling up the 1% for Water - Oudin-Santini Law

The World Water Council committed to enhance the initiative '1% for Goal 7 C' to a European scale. This initially French legislative framework called the Oudin-Santini law – pertains to the creation of a fund collection mechanism for Local Authorities.

### Right to Water Constitutional Campaign

With the aim to further promote the right to drinking water and sanitation, the World Water Council launched numerous initiatives during the 6<sup>th</sup> World Water Forum such as a High Level Panel. The Council further committed to launching a campaign to call upon States to enshrine the right to water in their constitutions.

### Cooperation with the World Energy Council

To secure the future, water and energy are prerequisites, which is why the Council committed to working with the World Energy Council.

### Enhanced Youth Representation

The Council proposed to include more youth in its Board of Governors to ensure their representation and participation and to transfer know-how and knowledge.



## Development of the Parliamentarian Helpdesk

Parliamentarians from all over the world committed to mobilising their assemblies for the cause of water and to support specific solutions to problems related to water governance through a joint manifesto at the 6<sup>th</sup> World Water Forum. The manifesto underlines, in particular, the importance of the Parliamentarian Helpdesk, a knowledge-sharing tool created by the World Water Council which committed to continue to work on this.

## The Council's Pavilion

With the support and energy of a number of its members, the World Water Council Pavilion was filled with interesting activities throughout the week, ranging from educational activities for children to presentations and debates by its members and partners, side events, book signings and happy hours. Hundreds of participants admired the Water Pixel Fall, which spelled out words with droplets of water released from several meters high. Members also had the opportunity to exchange with each other throughout the week, but especially during the cocktail organised in their honor at the Chamber of Commerce in Marseille.



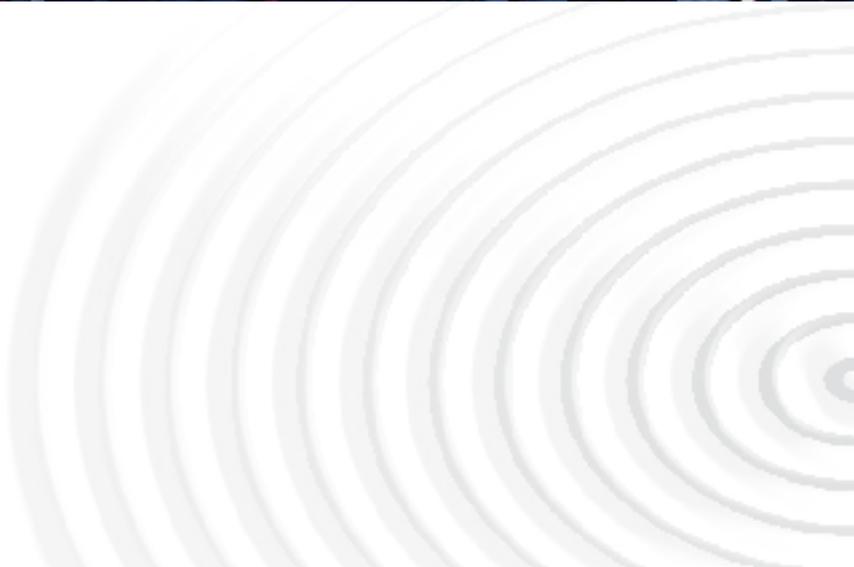
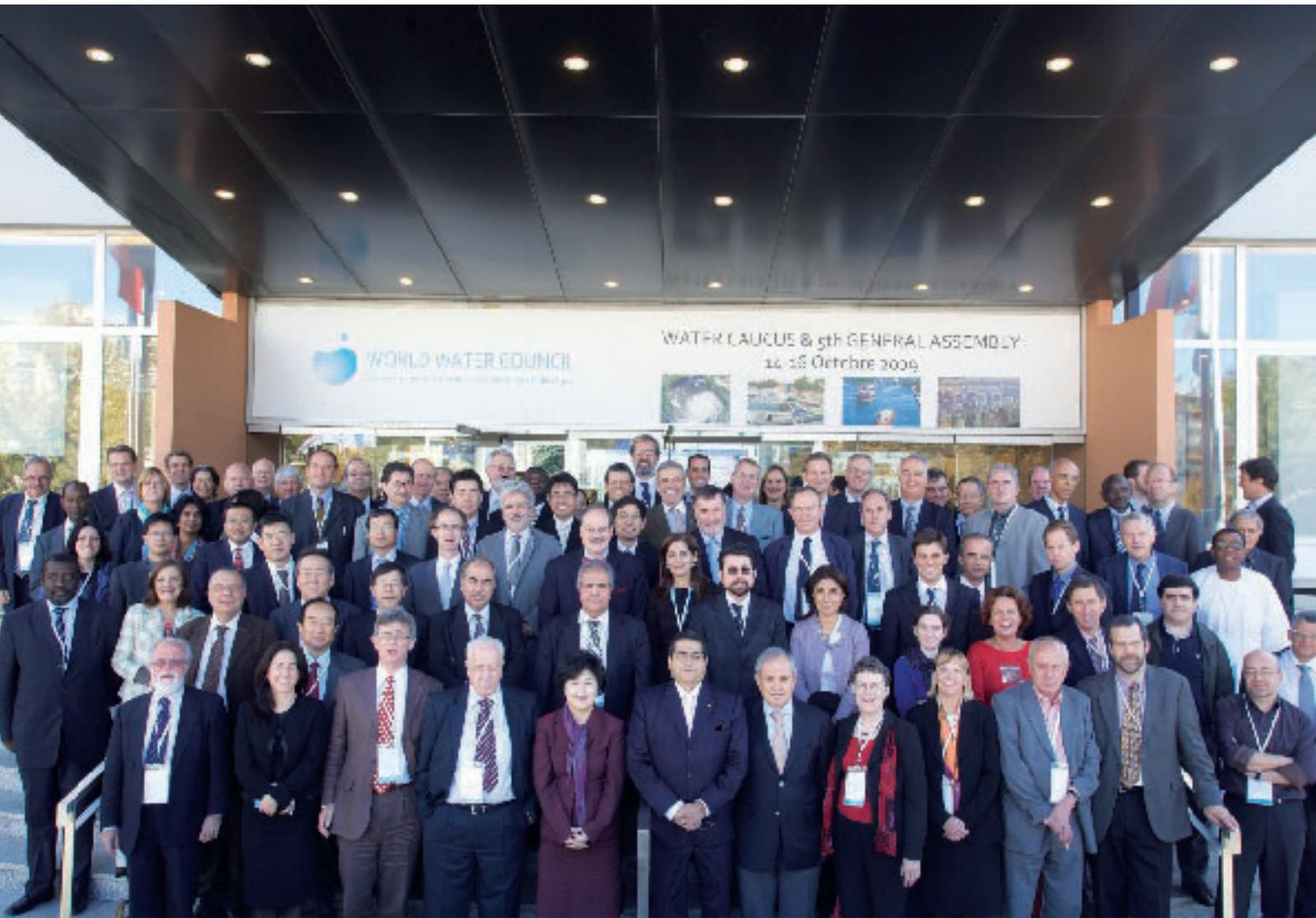
## 7<sup>TH</sup> WORLD WATER FORUM

The selection process for the 7<sup>th</sup> World Water Forum was officially launched in July 2010 with a wide call for candidatures. Following a thorough selection process, the Republic of Korea (City of Daegu and the Province of Gyeongsangbuk-do) was chosen to host the 7<sup>th</sup> World Water Forum by the Council's Board of Governors in November 2011. Since its official selection, the Council Bureau members have been received by the Vice-Governor of Gyeongbuk and the Mayor of Daegu during their visit in May 2012 to the Republic of Korea. They also carried out a site visit of the ExCo Conference Centre where the 7<sup>th</sup> World Water Forum will be held. The first interim International Steering Committee meeting was held in Seoul in October 2012.



## 8<sup>TH</sup> WORLD WATER FORUM SELECTION PROCESS

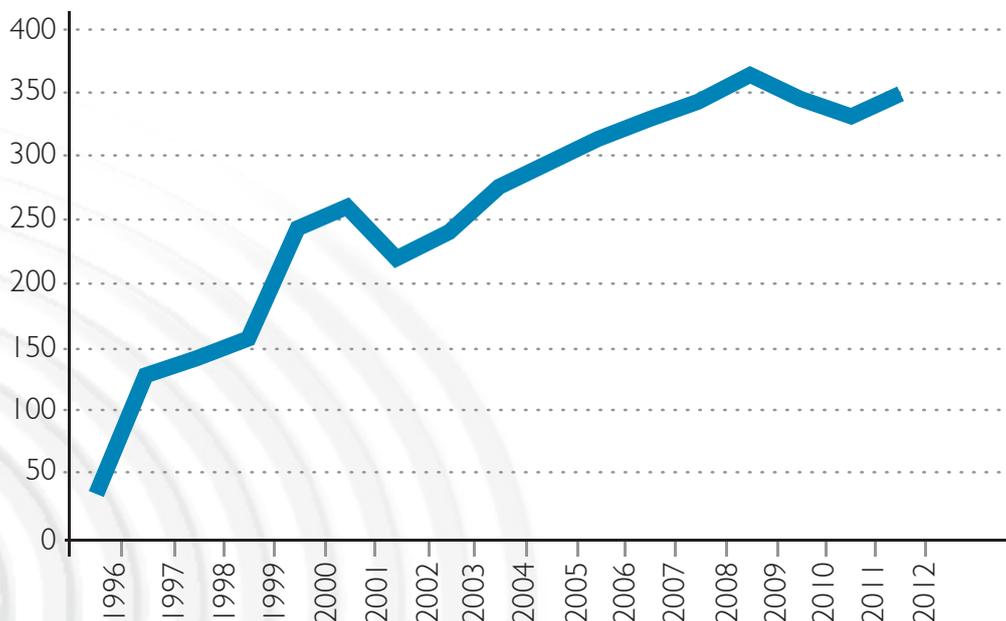
At the last quarter of 2012, the Council launched a call for initial expressions of interest to host the 8<sup>th</sup> World Water Forum in 2018. Preliminary expressions of interest were received by the Headquarters in Marseille from Brazil, Colombia, Denmark, Qatar, Russian Federation, Slovak Republic, Republic of Slovenia, Syrian Arab Republic and Republic of the Union of Myanmar. Following the closing of the call for expression of interest, the Council Bureau recommended to the Board of Governors to shortlist Brazil, Denmark, Qatar and the Russian Federation based on the compliance with the criteria outlined in the call.



# UNITING A DIVERSITY OF MEMBERS

The Council currently unites over 350 member organisations from more than 60 countries. They represent world-renowned International and Intergovernmental Organisations, Governments and Government Authorities, Entreprises and Facilities, Civil Society and Water Users Organisations and Professional Associations and Academic Institutions. The members constitute a unique international multi-stakeholder and multi-sector network who collaborate together to make progress on water issues and make the Voice of Water heard. For the past three years the Council has made an important effort to review its membership base. This has implied a large effort to retain members that have fallen behind in their membership obligations, a review of the Council membership fees structure, and a discussion initiated on membership benefits and strategy, in addition to organising specific events for its members.

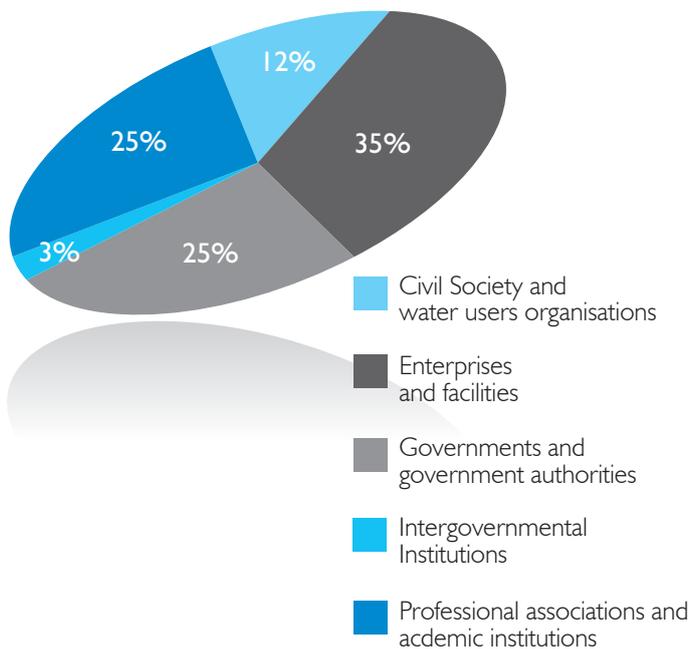
## GROWTH IN MEMBERSHIP



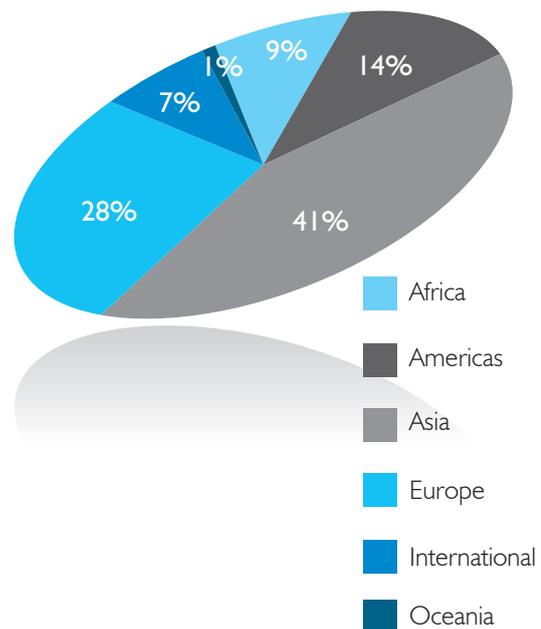
## GROWTH AND CLOSE INVOLVEMENT

The World Water Council counts among its members some of the most well-known and pro-active organisations engaged in water issues on a global level. During 2010-2012, a number of important organisations joined the Council especially from Korea, France and Brazil. Other countries include Turkey, Japan, Spain and Denmark. Just to name a few: Banco do Brasil, Action Contre la Faim, Associacao Brasileira da Infraestrutura e Indústrias de Base, Fondation Chirac, Electricite de France, Gyeonngju City, Danish Water and Wastewater Association, Qatar Environment and Energy Research Institute and Sahara and Sahel Observatory illustrate the diversity in new members.

MEMBERS PER COLLEGE



MEMBERS PER CONTINENT



## MEMBERS' ACTIVITIES AND STRUCTURAL WORK

In January 2010, the World Water Council's Board of Governors endorsed the strategy for 2010 - 2012. Through its key strategic objectives, a series of actions were proposed for which collaboration with the Council's members and partners were essential. Their engagement and continued financial contribution through their fees were considered key aspects to the successful achievement of the objectives defined by the strategy. For this reason and in order to be coherent with the fees for other membership organisations, it was suggested to review the Council membership fees structure. The new fees were proposed in function of the type of college, the gross annual turnover of the organisation or the GDP of the country for Governments and Government Authorities.

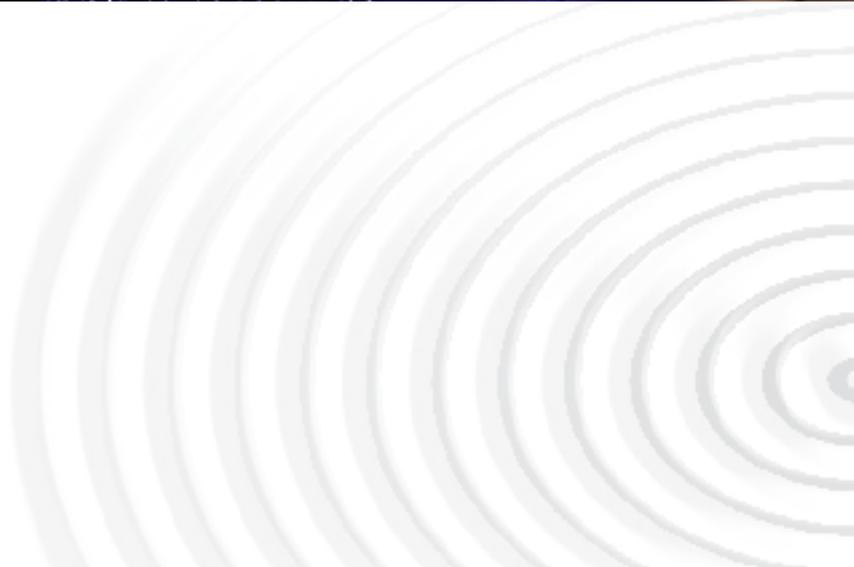
Furthermore, during the 38<sup>th</sup> Board of Governors meeting in San Francisco and in compliance with the By-Laws, it was decided that members who had not paid their fees for more than two years would no longer be considered as members of the World Water Council. Naturally, this decreased the membership base in terms of numbers. However, it seemed that the remaining members were much more involved in the activities of the Council. One of the most striking examples of this was the attendance of 140 participants in the members meeting held in June 2011 in Marseille. Several surveys have also been carried out to consult the members on their expectations and levels of satisfaction regarding membership. One indicated that 87% of the members would like to be more involved in the Council's activities and would be willing to contribute to subject areas.



During the 2010-2012 mandate, members were regularly invited to different events such as a members day in Shanghai in 2010, a members meeting in Marseille in June 2011 and meetings at the annual Stockholm World Water Week. Several gatherings were also organised by the Council's President and Vice-President during their visits, notably with the Korean members in July 2010 and in May and October 2012. Meetings were also organised with the Spanish members in February 2011, with Japanese members in April 2011, and with Brazilian members in September 2011.



The World Water Council President, Governors and Secretariat have further continued their intensified communications with members during this mandate. On average, a news communiqué has been sent to members once a month, highlighting opportunities for involvement in Council activities, the 6<sup>th</sup> World Water Forum or to stay informed on the activities of the Council's representatives. At the end of 2010, several Governors also participated in a major retention strategy, with the encouragement of Council Governor Ken Reid. They each contacted members in their respective regions who were not up to date with their fees. This had an important positive result, as many members experienced personal engagement from the Council and recommitted to their membership.



# RAISING AWARENESS FOR WATER

Raising awareness and catalysing citizens to address the water crisis has been one of the Council's strategic objectives for this mandate. The Council has therefore worked closely with its members and partners to support, promote and engage on this level through its communication activities. Large international events have been a main vector for these activities, in combination with a targeted media outreach, an update of the visual identity and a strategic website renewal.

## WATER IN THE SPOTLIGHT: THE COUNCIL AT MAJOR PUBLIC EVENTS

The Council was continuously present at international events and meetings during this mandate, spreading its messages. Some of these events were the Shanghai Expo in 2010, the World Water Days celebrated every year on 22 March, Live Earth in 2010 and Earth Day.

At the opening ceremony of Expo 2010, Shanghai China, the World Water Council's flag was raised alongside those of 190 nations and over 50 international organisations. Over 70 million individuals visited the largest Fair in history. Approximately half a million of those visitors – including a number of young people - were introduced to water challenges. The World Water Council's contribution to the Expo was focused on raising the awareness of the public on the role of water and sanitation in creating 'Better Cities for Better Life'. The World Water Pavilion was designed with the support of the Council's Chinese members and showcased the world's water challenges and new solutions from around the world through films, presentations and children's activities. Seven World Water Council members seized the opportunity to interact with visitors by organising events and activities on site. On this occasion, the Council also organised a photo contest and received more than 400 photos from 55 countries.



The Council further used the World Water Day to spread its messages in accordance with the themes of the days. In 2010, World Water Day was dedicated to water quality. A promotional kit was prepared by the Council's Bureau members and handed out to all the members for their use. In 2011, the theme revolved around water and cities which the Council celebrated through activities in Cape Town, South Africa. In 2012, the World Water Day was coordinated by the FAO who invited the Council President to speak during its event on water for food. Other major events in which the Council participated were the CSD-18 and 19, Rio+20, Singapore Water Weeks, Africa Water Week, 2<sup>nd</sup> Istanbul International Water Forum, Stockholm World Water Weeks, the UN General Assemblies and the Yellow River Forum. During these events, Council representatives were often invited to represent the Voice of Water in plenary or in the opening or closing ceremonies.



## EXTERNAL COMMUNICATION: FOCUS ON VISUAL IDENTITY AND THE DIGITAL WORLD

In 2010, the Council took a first step toward renewing its visual identity – an important part of its brand. The visual identity comprises the graphic components that together provide a system for identifying and representing a brand, including the basic elements: logotype, symbols, colours and typefaces. To keep up to date the Council, therefore, reworked some of the elements in the visual identity.



Networked digital information is changing economies, markets, culture and societies. The types of digital media people can access have exploded in the past years thanks to free global distribution systems. These new media are interactive, immersive, socially connected and radically different from old media archetypes. To continue to be internationally recognised and a part of a global culture, the Council has initiated a refurbishing project of its website. The new website will be more dynamic, more user-friendly and have features such as connectivity to social networks and event pages.

## LETTING THE WORLD KNOW ABOUT WATER: THE COUNCIL AND THE MEDIA



With the media shaping our perception of “the world out there” and giving us indications of what we should care about from day to day, it is clear that water should have its dedicated place. However, in our news-saturated society, water only gets a fraction of the media space and room is often only made for the crisis perspective. During 2010, 2011 and 2012, the Council has aimed to move media's attention from the doomsday scenario to a broader set of issues. Against the backdrop of the urgency of water issues, the Council has countered some of the negative press on water with more positive features and thereby promoted engagement for water that is not crisis-driven but pro-active. To arrive at this end, the Council has provided leading international journalists and press agencies with direct access to emblematic stories and relevant, synthetic and in-depth information.

The Council's Water Media Center – the online source on water issues for journalists – has been frequently used and continues to attract journalists from around the world with its backgrounders, press photos, videos and press releases. This website is also where the Council spokespeople and partners are presented and contacted for interviews. The website was frequently used during major events such as the 6<sup>th</sup> World Water Forum. It enables reporters to quickly find the information they are looking for and for the Council to directly promote its messages through press releases and other information. This has resulted in large media coverage reaching new and existing target audiences.



During the past three years, Council representatives have been frequently asked to write in-depth articles and contribute to various water related media projects. One of these latter was the National Geographic's special issue on water in April 2010 where the World Water Council contributed to the map that describes different cities' water supply. Other publications have especially requested contributions from the President of the Council such as G8, G20, the Chirac Foundation Newsletter, the World's Fair Bureau Review, the Sustainable Development Atlas, the book 'Le ciel ne va pas nous tomber sur la tête' (approximate translation: 'The Sky is not Falling') and Sustainable Cities.

For the 6<sup>th</sup> World Water Forum, a professional media agency, Grayling, successfully ensured the Council's media activities. In addition, they managed the content of the Council's Facebook page and Twitter account.

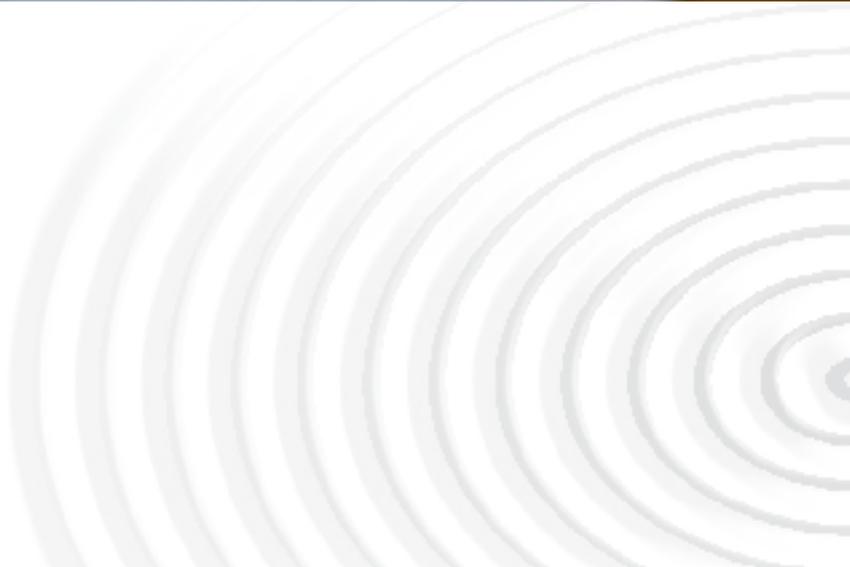
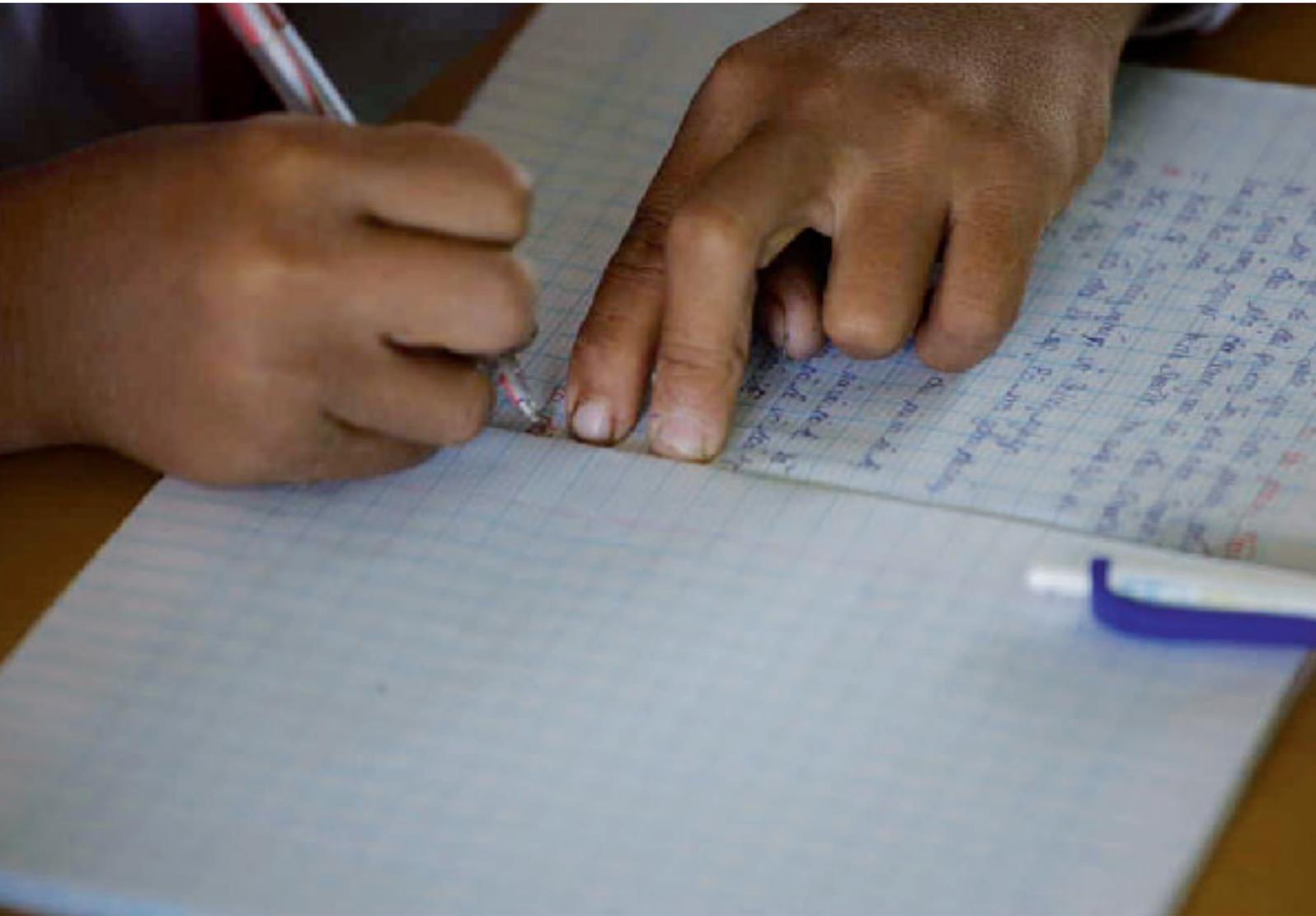
Activities during and after the Forum included interviews with television, radio and printed and on-line press: i-télé (France), AFP (France), France 24 (France), Xinhua (China), CCTV (China), RFI (France), TSR(Switzerland), Reuters (UK), H2O.net, Newsweek (US), New Scientist (UK), Politique Internationale (France), and Slate.fr. The President participated in two press conferences on Local and Regional Authorities and on the Village of Solutions. A total of 425 articles mentioning the Council in relation to the World Water Forum were recorded as of 10 April.

Further, Grayling was hired to carry out some additional activities for Rio+20. Two Op-eds were included in the French newspaper 'Les Echos', one on water and energy and one on water security in the run up to Rio+20. Articles were also published in World Energy Insight, the G8 magazine and the G20 magazine. Interviews were arranged with i-tv, the Figaro, AFP, the New Scientist, Reuters, the Guardian. On site, a press conference was held following the Sustainable Development Dialogue on Water, in which the official press correspondent for Rio+20, O Globo, was present. Interviews of the President and B. Braga were also arranged with HiSpan TV (Spain), Valor Economico (Brazil), the New Scientist, the Voice of Russia, Mercado Etico, and Plurale, a Brazilian magazine dedicated to sustainable development issues.

**The Council has appeared in the following media**

Xinhua (China), Workers Daily (China), Donga-ilbo (Korea), Economic Daily news (Shanghai), Le Monde (France), UN Radio (international), Radio RFI (international), Financial Times (international), the Environment Industry Magazine (UK), Valor Economico (Brazil), International Herald Tribune (international), H2O (water sector), Les Echos (France), OOSKA News, Channel News Asia, Arabian Business, The Guardian (UK), Liberation (France), La Chaîne de Marseille (France).





# ENSURING SOUND ORGANISATION AND FINANCES

At the 5<sup>th</sup> General Assembly in 2009, the members of the Council elected the new Board, which chose its President Loïc Fauchon. Five Bureau members were confirmed subsequently: Ben Braga as Vice-President, Eun-Kyung Park, Andras Szollösi-Nagy, Dogan Altinbilek, Jerry Delli Priscolli, with the nomination of Mokhtar Bzioui as Special Advisor to the President. The 36 Governors with their Alternates have gathered 10 times for the Board of Governors since the beginning of 2010. These meetings have enabled them to continuously track progress on the Council's activities, make decisions on matters pertaining to the Council and more largely discuss water policy issues. All of the Governors have been closely involved in the Council's work. They have taken on specific assignments related to thematic work, political initiatives, representation, membership, governance and financial matters. The Board was also closely involved in the organisation of the 6<sup>th</sup> World Water Forum and many Board members took on individual responsibility to ensure its success.

## BOARD ACTIVITIES

The Board of Governors was actively involved in:

**Engaging** with water policy matters and effectively building linkages with elected officials;

**Representing** the Council at national, regional and global events;

**Developing and undertaking** a membership engagement programme to retain members;

**Engaging** with members at the regional level to organize meetings;

**Selecting** a host country and city for the 7<sup>th</sup> World Water Forum;

**Co-organising** the 6<sup>th</sup> World Water Forum with France and Marseille;

**Overseeing** the administration and financial management of the Council;

**Reviewing** the Constitution and By-Laws of the Council;

**Interacting** with national and international media on water issues.



## ORGANISATION OF THE SECRETARIAT

In 2009-2010 the World Water Council Secretariat was organised in 4 departments supervised by a Director General as follows:



**Direction - Administration and Finance:**

a Director and an accountant both seconded by the City of Marseilles), a logistics officer, an IT officer and two secretaries.

**Direction - Policy and Programmes:**

a Director, project officers to work on local authorities and the Istanbul Water Consensus, adaptation to climate change and monitoring, Americas and of Coordinators on thematic initiatives and on Political Initiatives.

**Direction-External Relations and Communication:**

a Director, a membership officer, a communication officer and a media officer.

**Direction - 5<sup>th</sup> World Water Forum:**

an Associate Director, a Forum coordinator, a project officer. Limited by the departure of the Associate Director in August 2009, Forum issues were then coordinated by a Forum coordinator and by the members of the staff in their respective fields of activities. Consultants and interns dedicated to punctual missions participated also in the preparation of the 5<sup>th</sup> Forum and left the Council thereafter.

Furthermore, the preparation, implementation and follow-up of the 5<sup>th</sup> and 6<sup>th</sup> World Water Fora, the selection process of the 7<sup>th</sup> World Water Forum host country/city, the finalisation of the Africa report and the permanent support brought to the 6<sup>th</sup> Forum Secretariat required more of the staff's energy and time than expected, with the consequence that less time was spent on programme implementation, which decreased, and on finding corresponding funds. 2009-2010 were also marked by the launching of the 6<sup>th</sup> World Water Forum and the difficult set-up of the 6<sup>th</sup> Forum Secretariat created with the status of a Grouping of Public Interest entitled "International Committee of the World Water Forum".

However, despite the creation of the International Committee of the World Water Forum (6<sup>th</sup> Forum Secretariat) and the recruitment of an Executive Director, the Council had to lead in organising the kick off meeting of the 6<sup>th</sup> Forum with its partners, due to the lack of secretariat staff.

Moreover the departure of the Executive Directors of the 6<sup>th</sup> Forum has obliged the Council to invest itself on a temporary basis in the administrative and financial functioning of the 6<sup>th</sup> Forum Secretariat. The Council was also involved on a permanent basis in the decision-making authorities meetings, meetings of local authorities, parliamentarians and water solutions processes, as it also ensured the 6<sup>th</sup> Forum IT systems and technical support.

In 2011, following a staff retreat organised by the President to discuss the organisation and the tasks of the Council Secretariat, the Secretariat was re-organised into two poles under the direct authority of the President:

**Administrative and Institutional Pole:**

placed under the responsibility of the Administrative and Financial Director who disposed in addition of a delegation of power of the President to ensure the legal and financial functioning of the entire Council.

**Thematics and Politics Pole:**

placed under the responsibility of the Institutional Relations and Thematic Politics Manager ensuring also the 6<sup>th</sup> and 7<sup>th</sup> World Water Forum follow up.

On 30 October 2012, the Council issued an announcement for an Executive Director.

# FINANCES OF THE COUNCIL

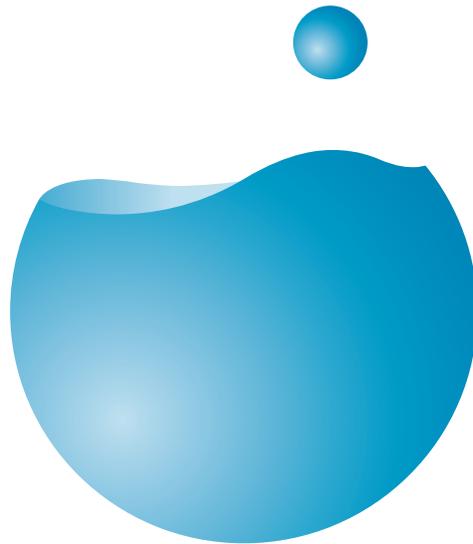
The financial situation of the Council is shown in the tables below:

REVENUES	2009	2010	2011	2012
Subsidies	941,728	837,485	847,741	770,000
Projects and Partnerships	589,000	170,472	115,000	0
Membership fees	251,943	238,616	259,292	306,113
Forum - Government of France	837,500	687,500	2,000,000	1,750,000
Income for services	34,758	10,304	0	0
Financial and Exceptional income	81,234	112,961	86,575	69,505
<b>TOTAL REVENUES</b>	<b>2,736,164</b>	<b>2,057,338</b>	<b>3,308,608</b>	<b>2,895,618</b>

EXPENSES	2009	2010	2011	2012
Human resources	1,086,527	837,412	640,684	574,016
Administration of the HQ	408,426	405,186	377,669	295,676
PR & communication products	131,968	84,762	120,455	337,420
Meetings, travel & accommodations	477,290	231,244	263,224	326,101
Services by third parties	487,209	148,170	129,866	428,356
Financial and exceptional costs	10,232	11,499	6,814	11,612
Depreciation and provisions	48,438	25,883	96,392	24,872
<b>TOTAL EXPENSES</b>	<b>2,650,089</b>	<b>1,754,156</b>	<b>1,635,105</b>	<b>1,998,053</b>
INCLUDING IN KIND	427,207	425,673	415,000	330,000

The prudent management was due to the important mobilisation for the 6<sup>th</sup> Forum preparation, the non-respect of the calendar of payment of fees to the Council according to the framework agreement for the organisation of the 6<sup>th</sup> World Water Forum and consequently less time spent on programme implementation and on finding corresponding funds.

The World Water Council is committed to the highest standards of accountability. The full annual financial statements and auditor's reports are made available on-line, following approval of the accounts by the members during the 6<sup>th</sup> General Assembly.



# WORLD WATER COUNCIL

WORLD WATER COUNCIL - CONSEIL MONDIAL DE L'EAU - CONSEJO MUNDIAL DEL AGUA

Espace Gaymard - 2-4 Place d'Arvieux - 13002 Marseille - France  
Tel : +33 (0)4 91 99 41 00 - Fax : +33 (0)4 91 99 41 01  
[wwc@worldwatercouncil.org](mailto:wwc@worldwatercouncil.org)  
[www.worldwatercouncil.org](http://www.worldwatercouncil.org)