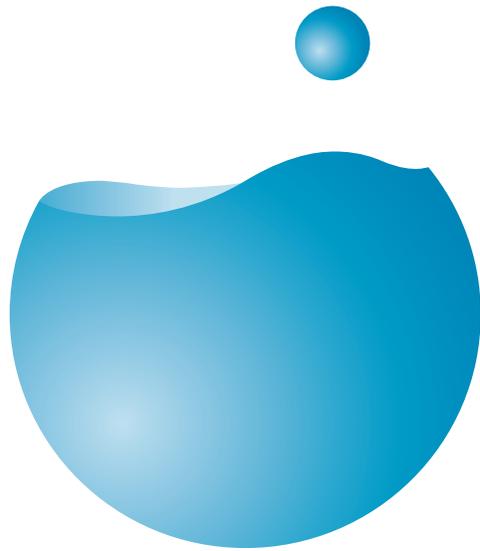


WATER, A GLOBAL PRIORITY

ACTIONS OF THE WORLD WATER COUNCIL IN 2010



ANNUAL REPORT 2010



**WORLD
WATER
COUNCIL**

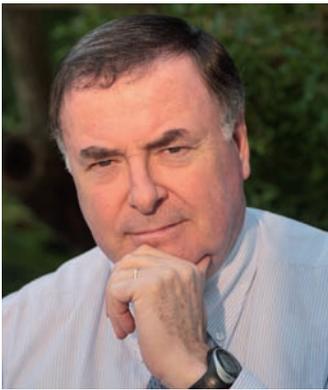


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FOREWORD



Year after year, the response to water and sanitation issues is increasingly of a political nature. Beyond words and declarations, our planet needs concrete and credible commitments. More than ever, it's time to work at making the "Voice of Water" heard.

World Water Forums have a major role to play to make this planetary cause move forward. Hence, along with France and Marseille, our Council is co-organizing the 6th World Water Forum between now and March 2012, to turn this Forum into one of solutions and commitments.

The meeting of a Bureau delegation with the Secretary General of the United Nations last October enabled the Council to broaden its audience at the international level and to strengthen its collaboration with UN agencies in the perspective of major events to come such as the UN Conference on Sustainable Development, twenty years after the 1992 Rio Earth Summit (Rio+20).

The time has come for the world community to bring out innovative solutions and undertake new actions in favor of water and sanitation. This is how our Council and all its members intend to contribute, by proposing and disseminating new ideas and testing their relevance.

This is why we recommended setting up a "Water-Energy-Climate" package as part of the negotiations on climate as well as creating a world fund for scarce resources. Moreover, we are studying the relationship between water and green growth in close collaboration with the Korean Government.

Only a genuine hydro-policy--at the global and local levels--can contribute to establishing the collective responsibility that is essential for achieving access to water and sanitation for all. It is the *raison d'être* of our Council to bring its full support to this aim.

Loïc Fauchon
*President of the
World Water Council*



I. SUPPORTING

POLITICAL ACTIONS

TOWARDS CONCRETE ACTIONS

I.1 INTERNATIONAL HYDRO-DIPLOMACY FOR A NEW WATER POLICY

In October 2010, the United Nations Secretary-General, Ban Ki-moon, welcomed a delegation of the WWC Bureau to the UN Headquarters in New York. On this occasion, Mr. Ban Ki-moon lent Loïc Fauchon his full support, after complementing him for turning the World Water Council into a recognized and respected international organization. They discussed different opportunities for future collaboration between UN agencies and the water community, especially with regards to upcoming high-level meetings on the international agenda. The Secretary-General asked the Council to be closely involved in the preparation of the Rio+20 Earth Summit in 2012 and to ensure that further work is accomplished on green growth in view of the 6th World Water Forum, also to be held the same year.

Mr. Ben Braga, President of the International Forum Committee, who accompanied Mr. Loïc Fauchon and Dr. Eun-kyung Park, invited Mr. Ban Ki-moon to come to Marseille to inaugurate this important event.

One of the missions of the Council is to contribute to the coordination of the international water agenda so that tangible results are achieved in favor of access to water and sanitation. This is why the Council established several ministerial-level contacts throughout 2010.

Discussions are under way with French Ministries involved in the organization of the 6th World Water Forum, as well as with the German Government, which will organize the Bonn +10 freshwater conference in December 2011.

In June 2010, the President of the Council accompanied by a delegation of the World Water Council went on a 15-day tour of Asia, an opportunity to meet with several top-ranking personalities, such as China's Vice-Premier, Hui Liangyu, to discuss the strengthening of cooperation on water between China and the Council. As participants in Expo 2010 – Shanghai, China, a special tribute was paid to the Council during a ceremony marking “World Water Council Honour Day” and the official inauguration of the World Water Pavilion on June 26th, 2010.

Loïc Fauchon also took the floor during the Asia-Pacific Water Ministers' Forum on the occasion of the Singapore International Water Week (SIWW). A meeting with Dr. Yaacob Ibrahim,

Minister of Environment and Water Resources, helped strengthen ties between the Council and the city-state. The President of the Council then travelled to the Republic of Korea at the beginning of July where he met with Prime Minister Chung Un-chan and several members of the Government.

International hydro-diplomacy has been at the heart of the Council's work in 2010 with particular focus on advocating the “Voice of water” before decision makers so that they generate political will at the highest level. The water cause will make progress as long as it is debated peacefully and objectively. Shared water management is an asset to secure peace and cooperation. This is the vision the Council will endeavor to develop throughout its mandate.

1.2 MOBILIZING LOCAL AUTHORITIES

Central to the work of the World Water Council with local authorities is its support to the Istanbul Water Consensus (IWC). At present, over 600 cities have signed the Consensus, representing over 150 million citizens. The signatory Cities have committed to develop and implement an action plan to improve water and sanitation. Several presentations of the Istanbul Water Consensus have been made by Council representatives during the past year.

During the kick-off meeting of the 6th World Water Forum in June 2010, a mayors' round-table was organized in the presence of local representatives of the cities of Tetouan in Morocco, greater Lyon and Marseille in France.

In August 2010, the Council co-organized a meeting of Champion Cities during the World Cities Water Forum Intra-Workshop. Hosted by the City of Incheon, the meeting - set up as a workshop - revolved around the theme: “Cities and Water: Mobilizing around Innovation and Sustainability.” The event enabled the Champion Cities that are signatories of the Istanbul Water Consensus to present their different initiatives and issue guidelines for the preparation of the 2012 World Water Forum.

Outputs from the meeting included an agreement to set up a working group made up of the Champion Cities that would meet regularly until the 6th World Water Forum; the provision of a short report summarizing targets, commitments and activities for each of the Champion Cities; organisation of thematic workshops by Champion Cities (e.g. São Paulo in December 2010, Lyon in October 2011); and a partnership with UN-Habitat in order to include case studies in the next World Water Development Report (on valuing world water resources). A proposal should be drafted with UN-Habitat to bring a number of Indian cities into the Champion Cities process.

The President of the Council also attended the 2010 IWA World Water Congress, in September in Montreal addressing the public on the need for a global dialogue on water and cities.

Lastly, during the meeting of the ARLEM (Euro-Mediterranean Regional and Local Assembly) Sustainable Development Commission held in Marseille in November 2010, Mr. Kennou, Governor of the Council, also presented the Council's activities and the Istanbul Water Consensus to regional elected representatives.

In December 2010, the Eco-Cities Forum organizers (Ministry of Environment of Jordan and UNIDO) invited the organizers of the 6th World Water Forum to present a side event. Martine Vassal and Hachmi Kennou respectively presented the 6th World Water Forum and the Istanbul Water Consensus.

A Google map application dedicated to the Istanbul Water Consensus has been developed by the World Water Council as an essential tool to monitor the implementation of the IWC by Local Authorities. This innovative tool will enable not only Local Authorities to promote

the progress made in water management the world over but also to contribute to informing the public at large about the role and work of their local governments. As more and more cities sign up, the map will become a genuine resource of water-related information.

Lastly, discussions between the UCLG and the Council regarding their collaboration on the Istanbul Water Consensus were continued with a view to reach an agreement on the promotion of the IWC and prepare the 6th World Water Forum Local Authorities process.



Istanbul Water Consensus Google map.



Parliamentarians' Water Forum in the Arab World.

1.3 HELPING PARLIAMENTARIANS TO IMPROVE NATIONAL WATER GOVERNANCE

One part of the Council's strategy is to develop greater inter-parliamentarian co-operation to adopt and enforce better water policy and legislation. In fact, parliamentarians play an essential role in terms of legislation and water governance, but they do not always benefit from the necessary resources to accomplish the missions assigned to them.

The parliamentary process during the 5th World Water Forum led to the idea of setting up a water legislation support center called the 'Water Legislation Helpdesk' 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. To this effect, parliamentarians involved in this process have asked the Council to drive and implement the process.

During 2010, discussions on the concept and process of developing and establishing the Helpdesk were further initiated with parliamentarians at the regional level, with the view of better defining its function and specifications.

A Parliamentarians' Water Forum in the Arab World and Surrounding Countries (Turkey and Iran) was held in Beirut on May 13 and 14. This meeting organized by the Lebanese National Assembly and the Association of the Friends of Ibrahim Abd El Al jointly with the World Water Council, brought together more than 20 regional parliamentarians to discuss key water-related issues and highlight barriers and opportunities. The meeting was organized under the patronage of the President of the Lebanese National Assembly,

his Excellency Mr. Nabih Berry and was inaugurated with an opening speech by the Minister for Water and Energy, his Excellency Mr. Jibril Bassil.

Similarly the National Assembly of the Republic of Korea organized a dialogue with Parliamentarians on the occasion of the 2010 Parliaments for Water in Asia meeting and the UN Secretary-General's Advisory Board on Water and Sanitation's (UNSGAB) 15th meeting that were held in Seoul from 30 November to 2 December. Pierre Victoria, Governor of the World Water Council, introduced the Helpdesk project at the opening session of the dialogue with UNSGAB and Asian parliamentarians. The functioning of the Helpdesk was further detailed in a plenary session by Imane Abd El Al, also Governor of the Council and organizer of the Water Forum for Parliamentarians in Lebanon.

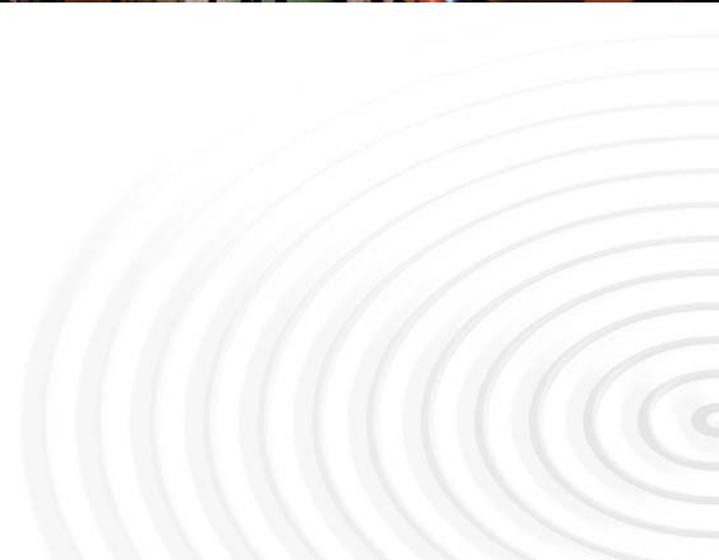
Emphasizing the lack of capacity and resources to carry out their roles effectively, all parliamentarians attending the session (Bhutan, China, Mongolia, Nepal, the Philippines, Vietnam, and New Zealand) welcomed the creation of a water legislation Helpdesk. This initiative could help find solutions to the ever growing problems they are faced with regarding water and sanitation management in their respective countries. The 2010 Parliaments for Water in Asia closed with a joint Declaration with special recognition for green growth and a call to donors to increase their contribution.





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UN General Assembly.



2.SOLVING

GLOBAL WATER CHALLENGES

RESULTS IN SIGHT

2.1 RIGHT TO WATER: “AN IMPORTANT MILESTONE ON THE LONG ROAD TO ACCESS TO WATER FOR ALL”

On 28 July 2010, the UN General Assembly adopted a resolution stating that the right to safe and clean drinking water is a human right that is essential for the full enjoyment of life and all human rights and calls upon states and international organizations to provide financial resources, capacity building and technology transfer thanks to international assistance and cooperation, particularly in favor of developing countries.

The President of the Council personally welcomed the vote of the resolution and said: “For almost ten years, the Council has been campaigning in favour of the right to water as an essential component of human dignity. This is an essential part of the wall we wish to build against ignorance, injustice and thirst. Obviously we have to clarify everyone’s obligations, starting with States, but also those of local communities, and all those in charge of water competence. This is the next step, that of “taps before guns”, that of “drinking water before mobile phones”, everything our Council has been demanding during the previous World Water Forums in Kyoto in 2003, Mexico in 2006 and Istanbul in 2009.”

Beyond theoretical resolutions, it is essential to see to the implementation of practical measures in favor of this right. The Council, thus, plays an essential role in making sure that every man, woman and child on Earth is entitled to water and sanitation. Our duty is to say when, how many, where and how. Our duty is to implement concrete solutions. And this is what France, Marseille and the World Council are committed to in order to turn the next Forum in Marseille in 2012 into a "Forum of solutions."

Everywhere in the world, the right to water must be included in constitutions, minimum allocations for the destitute must be determined and the creation of water points and latrines in each school must become compulsory. It is through hundreds and thousands of water solutions that the right to water will become a reality.

2.2 UNDERSTANDING THE WATER, FOOD AND ENERGY NEXUS



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In June 2010 in Marseille, at the 6th World Water Forum kick-off meeting, a first meeting bringing together the Council and several other organizations was organized by the FAO on the theme of water and food within the scope of the next Forum. A second informal consultation was convened jointly by WWC, FAO and SIWI in early September in Stockholm, followed by a third meeting mid-October during the ICID regional conference in Jakarta. These meetings were aimed at setting up a consortium in charge of the follow-up and of designing a strategy to give agriculture privileged exposure at the Forum.

In early September, the Council President delivered a speech on water and food challenges, at the MEDEF Summer University conference (French business confederation). On this occasion, he reminded participants that it was the same populations who suffered from famine that did not have access to water or energy. In view of this, he suggested that the Oudin-Santini law should apply to the sectors of food and energy. Such a proposal is in line with the solutions that could emerge during the preparation process of the next World Water Forum in Marseille. Moreover, these essential issues were addressed during a meeting between Jacques Diouf, Director - General of FAO and the President of the Council on 4 October 2010.



In mid-November, the Council's President also contributed to MEDays 2010 in Tangiers, Morocco, in a panel on "food security and water governance." Invited to talk about the stakes, he indicated that "population growth and changes in food habits have led to an ever increasing use of water for agriculture and to a lot of waste contributing to increased tensions over water resources. The time has come to regulate demand and to reinvest massively in agricultural water: in short, increase water productivity and take into account the principle of virtual water to lower our hydrological footprint."

A potential collaboration was envisaged between the Council and the Water Partnership Program of the World Bank within the scope of the initiative 'Water for Agriculture in Africa' (AgWA), to jointly organize meetings on water and food issues in Africa in the run up to Marseille 2012.

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. This has also been echoed in other larger conferences such as the World Economic Forum (WEF) in Davos. An upcoming book, published by WEF on water security, outlines the challenge: "The highly interlinked nature of the issues is particularly challenging as it requires comprehensive solutions coordinated among diverse stakeholders who often lack the incentives or institutional structures required for effective action. A common thread running through this inter-dependency is water." The work of the World Water Council in this field should, therefore, be considered fundamental - especially in view of indentifying tangible solutions leading to concrete commitments to take up the challenges.

2.3 WATER MANAGEMENT AND CLIMATE CHANGE ADAPTATION: FROM COP15 TO COP16...

"We recognise the importance of addressing future climate change, but in so doing demand that today's water crisis is addressed. The urgency is there and we cannot miss the opportunity that lies ahead of us." With these words ends the statement issued by the World Water Council at COP15 in Copenhagen, Denmark, in December 2009.

On this occasion, the World Water Council reminded the international community that intelligent investments in water infrastructure could ease adaptation to climate change at the lowest cost, compared with long-term reconstruction actions. The Council, therefore, urged the COP-15 players to integrate water and infrastructure investments as a key component of the global climate agreement.

Throughout 2010, major water organisations - the World Bank, AWRA, WWF, WWAP, WMO, GWP and AfDB, to name a few - established a joint strategy for COP16, with the aim to show that the water sector is making progress in adapting to the effects of climate change.

COP16 was held in Cancun, Mexico from November 29 to December 10, 2010, where water stakeholders including the Mexican Water Commission (CONAGUA) managed to insert a footnote in one of the Cancun Accords called "Outcome of the work of the Ad Hoc Working Group on long-term Cooperative Action under the Convention". This represents significant progress as it was unsuccessfully attempted also at COP15. Finally, there was a proposal made by 6 countries in the Subsidiary Body



COPI6 High Level Segment Participants.

for Scientific and Technological Advice (SBSTA) to have a work program on water, which will be developed over the coming months in order to finalize it at COPI7.

Invited to take the floor at the Water and Energy Conference organized by the Cercle Français de l'Eau in October 2010, 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 now essential to discuss and implement a "water-energy-climate" package.

The Council's presence through a series of international events

Invited to attend the workshops organized by CONAGUA during the COPI6, the Council was represented by Mr. Jerry Delli-Priscoll, member of the Bureau.

The Council's former Programme Director led discussions on Climate Change and Water Quality at the SIWI Young Water Professionals Seminar during Stockholm World Water Week, while the former Director General facilitated a dialogue on water, climate and adaptation financing during a Conference on Deltas in the Time of Climate Change in Rotterdam, in September 2010.

2.4 IMPROVING RESPONSE AND PREVENTION IN THE EVENT OF WATER-RELATED NATURAL DISASTERS TO LIMIT THE NUMBER OF VICTIMS AND DAMAGE.

Natural disasters: the members of the Council involved in rescue and reconstruction operations

On January 12, 2010, the most violent earthquake registered in the region in 200 years hit Haiti less than 25 km from the city of Port-au-Prince. The entire world was deeply moved by the amplitude of the disaster: hundreds of thousands of victims, destroyed infrastructure and more than one million people left homeless. On this occasion, specialists in emergency water supply and Council member field operators were mobilized to supply victims with drinking water.

The Council was also involved during the terrible flood events that struck Pakistan in July and August of 2010, which UN Secretary-General Ban Ki-moon qualified as the worst natural disaster ever seen since the creation of the UN. The President of the Council immediately contacted the Ministry of Water and Energy of Pakistan to propose the Council's assistance in rescue and reconstruction operations. During the Stockholm World Water Week, in September 2010, a Council delegation also met with Pakistan's Ambassador to Sweden to reiterate its offer to provide support to the country's authorities. Several members of the Council kept the Bureau informed of the actions in which they had participated or had initiated.

High level expert panel on water and disasters: towards concrete solutions

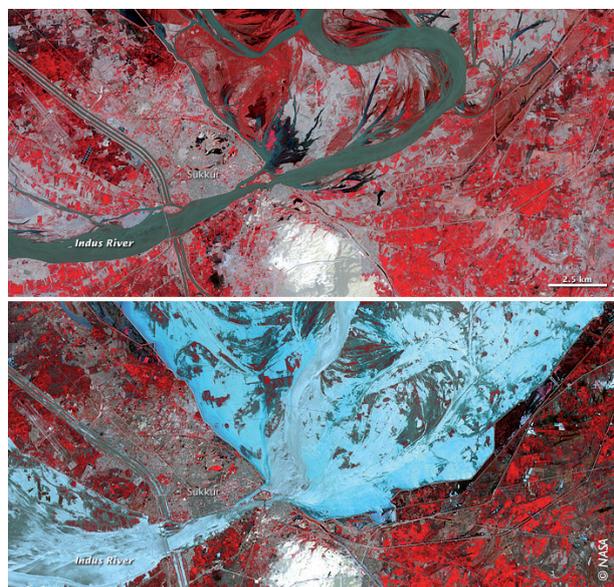
On November 28, the High Level Expert Panel on Water and Disasters (HLEP) held its 6th meeting in Seoul under the leadership of Dr. Han Seung-Soo, former Prime Minister of Korea, with the aim of continuing its work and implementing the main recommendations of its action plan presented during the last World Water Forum in Istanbul in March 2009. The members of the panel, determined to pursue their actions, highlighted the necessity to mobilize adequate human and financial means to ensure the evaluation and follow-up of the progress made based on their recommendations.



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On this occasion, the President of the Council insisted on the need to identify best practices and encourage States to be more pro-active and to propose planned and consistent strategies to mitigate risks and be ready to better face water-related disasters.

Lastly, on the occasion of a specific dialogue on water and disasters organized under the auspices of UNSGAB, the HLEP also called on the Prince of Orange to plead this cause at the highest political level.



Floods in Pakistan.



2.5 SANITATION - WASTEWATER - HEALTH: CLEAR MESSAGES TO POLITICAL LEADERS WORLDWIDE

Through its sanitation working group (SWG), the Council prepared in October a draft Sanitation 'White Paper' on key issues that includes an events agenda and 'roadmap' leading to the 6th World Water Forum in 2012.

For sanitation, the challenge faced by this working group is mainly of a political order. In fact, the sanitary, ecological and economical benefits of sanitation are still poorly accounted for by decision makers. Yet, sanitation improves health and saves lives: more than 60% of sanitation investments could be compensated for by lower public health costs.

Invited to take the floor during a conference entitled "Access to water and sanitation: Ending the unacceptable" in Paris in November 2010, the President of the Council repeated how important it was to take action: "Among the inequalities from which many inhabitants on our planet suffer, those dealing with water and

sanitation are discarded or neglected. In a world that relies on increasingly sophisticated technologies, nearly half of the population does not have access to decent and efficient sanitation. Such a situation is unacceptable given that access to sanitation is essential to guarantee human dignity. In view of this major challenge, it is up to the Council to take the "voice of sanitation" to the highest level, stressing that this priority must be added to political agendas.



2.6 THE ESSENTIAL ROLE OF WATER IN GREEN GROWTH

Invited to Seoul in July 2010 to attend the International Conference on Water Resource Management, Climate Change Adaptation and Green Growth Promotion organized by K-Water and the Korean Government, the President of the Council expressed his wish to further work on the relationship between water and green growth. The President also took this opportunity to attend celebrations related to the publishing of the Korean edition of the UN World Water Development Report (WWDR).

The initial discussions led to the signature of a MOU on water and green growth on November 29th, 2010 by the WWC President and the Korean Minister of Land, Transport and Maritime Affairs, Chung Jong-hwan. This joint project aims at reflecting on a more harmonious growth pattern, which consists of ensuring the availability of water needed for development, while returning it in a better ecological state to the natural environment. This was an opportunity for the Council President to stress that the signing of this

agreement was an important step towards collaboration between the Council and the Korean Government, which has been leading reflections on the matter for several years. The time has come to imagine new forms of economic and social development for the present and future of our planet, green growth being one of the paths to explore to make progress towards more sustainable development and the mitigation of poverty.

Thanking the Korean Government and the institutions that support this project, i.e. the Minister of Land, Transport and Maritime Affairs (MTLM), the Presidential Committee for Green Growth, K-Water and the Korea Water Forum, Loïc Fauchon also recalled that this joint effort aimed at bringing a worthy contribution to the 6th World Water Forum and to Rio+20.

A steering committee comprising several Council Governors was, therefore, established to follow up on this project under the co-chairmanship of Dogan Altinbilek and Eun-kyung Park.



Signature of the MOU on Water and Green Growth.



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3. STRENGTHENING

REGIONAL COOPERATION

WATER SECURITY AND ECONOMIC DEVELOPMENT

3.1 REGIONAL SECURITY THROUGH TRANSBOUNDARY COOPERATION ON WATER

For several years, the World Water Council's Board of Governors has been investigating the area of Transboundary Cooperation, given that approximately 40% of the world's population lives in shared water basins. It was also an important focus of discussion during the World Water Council's last General Assembly.

A working group led by V. Dukhovny (SIC-IWCCCA), A. Mettawie (Permanent Joint Technical Commission for Nile Waters) and A. Ozkaldi (DSI), was set up in January 2010 to work on these issues. The working group anticipates compiling an informative report to describe the issues, obstacles and solutions to be implemented in terms of transboundary cooperation, so as to contribute to the 6th World Water Forum through its expertise. Other activities include the possible creation of a "Water Charter", the facilitation of sub-regional dialogues and a review of transboundary issues as they relate to large federal states.

During 2010, the Council was approached on several occasions to bring forth its expertise in the field of transboundary issues, notably in March 2010 during a workshop organized in London by the Royal United Services Institute (RUSI) on hydro-political stakes and the risk of water wars in Asia.

3.2 WATER FOR GROWTH AND DEVELOPMENT

In March 2010, the President of the WWC accompanied by the former Director of Programmes, visited the capital city of Uganda, Kampala, to attend the opening session of the 15th Congress of the African Water Association. Loïc Fauchon stated that, with or without Copenhagen, with or without climate, more money was needed for water and energy in Africa. This was an opportunity to encourage African “voices for water” to contribute more strongly to the regional processes of the 6th World Water Forum through the selection of innovative solutions.

During 2010, the Council's work on regional co-operation focused mainly on Africa with the drafting of the report 'Africa 2050 - Water for growth and development', underlining the Council's commitment for the continent. This report deals essentially with the stakes of transboundary cooperation, the emergence of sub-regional economic communities and their ties with basin organizations and with decentralized community initiatives.

Follow-up discussions were held with the African Water Facility at Stockholm Water Week on a next phase of 'Water for growth and development' analysis, resulting in a concept note finalized by the AWF and shared with the Council.

Key findings were presented at the NEPAD Infrastructure Summit by the Council, which also participated in different panels composed of representatives of the OECD and ODI, to set up a generic investment framework for Africa.

Lastly, the Council attended the 3rd edition of the African Water Week, from 21-25 November 2010 in Addis-Ababa, where it took part in different workshops on financing water for growth and development, on water and urban planning and on climate and development issues. The Council also co-organized a side-event with the Ministry of Foreign and European Affairs of France to launch the first version of its report on the role of water for socio-economic development in Africa. This report proposes a new investment framework for water in Africa and highlights the

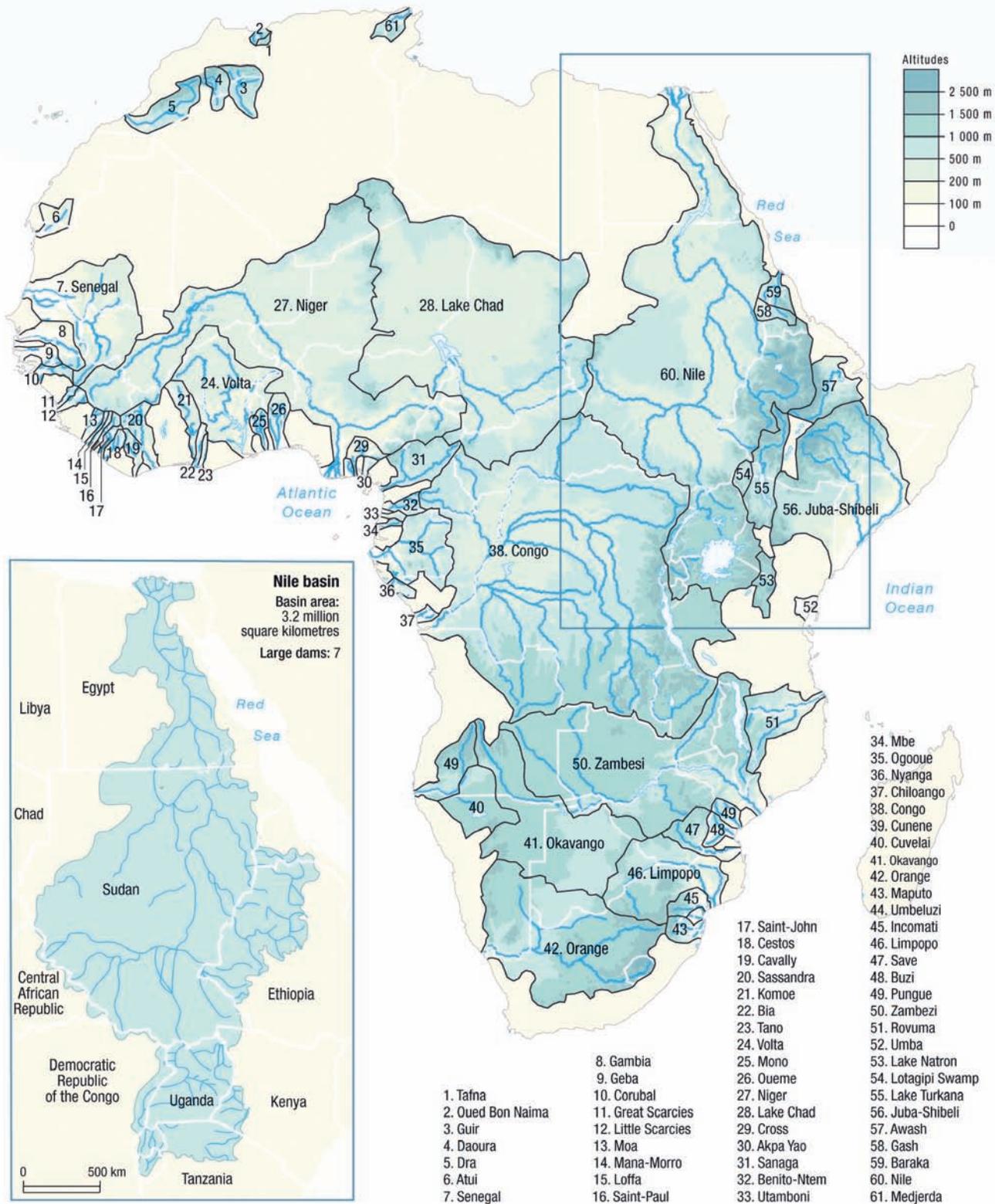
need for an increasingly diversified approach for the development of water. It stresses the key role of transboundary and sub-regional cooperation in this process, as well as the need to invest in water services at the local level to support small and medium enterprises.

Chaired by Bert Diphorn, this side-event brought together a large number of participants and enabled discussion on the conclusions of the report with panelists representing key regional and international organizations such as AWCOW, AfDB and AFD (French Development Agency).

The Council's President also provided a keynote speech at the Water Leaders Forum, organized by the Arab Water Academy in Abu Dhabi in July 2010, calling for the reinforcement of capacity building and for solutions to the Arab world's water problems. This visit was also an opportunity to meet with His Highness Crown Prince Sheikh Mohammed Bin Zayed.

Lastly the Council was also represented at the International Forum “Pure Water”, which was held in Moscow in October 2010. Dr. Umarov addressed a message to the Council President, acknowledging the importance the Council gives to the great Russian hydrographic nation.





Source: Wolf and others 1999; Revenga and others 1998; Rekacewicz 2006; Jägerskog and Phillips 2006.



World Water Pavilion at Expo 2010, Shanghai, China.



4. MOBILIZING CITIZENS

WATER SOLIDARITY

4.1 AWARENESS RAISING THROUGH MAJOR PUBLIC EVENTS

World Water Day (March 22, 2010)

The 2010 World Water Day, dedicated to water quality, was broadly celebrated on 22 March 2010. Several Council member organizations used this opportunity to give water a place of honor and make it the priority of the day.

On this occasion, a promotional kit prepared by the Council's Bureau members was handed out to all the members as a reminder that "we all should demand that priority be given to water. This priority is first of a political order. But, it is also that of each citizen of the world for whom it is our role to raise awareness and change behaviors."

During this day, J.Delli Priscoli represented the Council at a high-level event organized by CONAGUA in the presence of the President of Mexico for the launching of Agenda 2030 for water in Mexico.

Earth Day (April 22, 2010)

The purpose of Earth Day, whose 40th anniversary was celebrated in Rabat on 22 and 23 April 2010, is to raise the awareness of citizens, governments and associations about the need to preserve the environment and for concrete actions in favour of sustainable development. The Council President travelled to the Moroccan capital to attend an official ceremony presided by Prince Moulay Rachid and Princess Leila Hasna. Several personalities were invited to attend, including members of the Moroccan Government, mayors of several foreign cities, as well as Jean-Louis Borloo, former French Minister of Ecology.

EXPO 2010, Shanghai, China - World Water Pavilion

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 organizations. Over 70 million individuals visited the largest World's Fair in history. Approximately half a million of those visitors - including a significant number of younger people - were introduced to world water challenges.

“The week shared with IWRA on the World Water Pavilion...was an exceptional opportunity for ICOLD to communicate on its actions and projects...I thank the WWC very much for having given us this great opportunity.”

Michel De Vivo

The World Water Council's contribution to Expo 2010 was focused on raising the awareness of the public on the role of water and sanitation in creating Better Cities for a Better Life. The World Water Pavilion, designed 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, showcased the world's water challenges and new solutions from around the world through films, presentations and children's activities. In addition, a computerized “water quiz” was organized in the Pavilion in August, in which thousands of visitors participated and received prizes.

A special effort was made to reach out to children through games and activities in the kid's corner. Nearly 1000 children drew their “Water Dreams”. The best of these drawings will be compiled into a virtual album.

Seven World Water Council members seized the opportunity to interact with visitors at Expo 2010 by organizing events and activities. The Chinese team of volunteers who assisted received a medal at the end of the Expo as a reward for the work done. The members of the Council were the Ministry of Land, Transport & Maritime Affairs-Korea, IUCN, ICID, IWRA & ICOLD, the Japan Water Forum. Several other members (FAO, Project WET, Veolia Eau, UNESCO, TNC, Wageningen University) also supported the presence of the Council by contributing with

communication materials to be shared on the Pavilion.

The Council was also invited to participate in July in the launching of the Portuguese Water Partnership. In addition, Mr. Ye Yanchun, General Manager of the Taihu Basin Authority represented the Council at the Prince Albert II of Monaco awards ceremony and also received Prince Albert II of Monaco on the Council's Pavilion.

International Photo Contest ‘Water and Cities’

On the occasion of Expo 2010 – Shanghai China, the WWC organized a photo contest on the theme of “water and cities.” This first edition was a great success, with more than 400 photos received from 55 countries to raise awareness for the many facets of water in urban areas. The pictures from both professional and non-professional photographers were screened on the World Water Pavilion in September and October 2010, and a jury of international personalities voted for the three winning photos. The winner, a young IT officer from UNDP in Bangladesh, was invited to Shanghai for an award ceremony organised in close cooperation with the Council's local partners - the Chinese Ministry of Water Resources, Shanghai Water Authority and Taihu Basin Authority.

“Professionals and non-professionals around the world have captured the essence of water and daily city life, rendering a mosaic of the world's urban relationship with water.”

Dr. Eun-Kyung Park



Rahman Md. Mahbubur, Winner of the International Photo Contest “Water & Cities”



Live Earth

In April 2010, the Council partnered with Live Earth in an awareness-raising campaign that aimed to fund water projects. The Live Earth Run for Water combined entertainment and a series of runs around the world. It focused on the sources and impact of the water crisis locally, nationally and internationally and actions individuals can take to effectively address the issue. On 18 April 2010, nearly 200 events took place

around the world, many of them being series of runs/walks of 6 km (the average distance many women and children walk every day to secure water). For example, more than 7000 runners gathered in Mexico City to celebrate 'One more step for Water', while across the Atlantic, the Prince of Orange, supporter of water projects through UNSGAB, took part in a 6 kilometer walk in the Netherlands.

4.2 THE COUNCIL IN THE NEWS



The World Water Council is frequently contacted by journalists. 2010 was characterized by an increased use of the Water Media Centre, a successful media campaign in Asia, numerous and significant exposure in the press in June when the Kick-off meeting for the 6th World Water Forum took place.

The Water Media Centre continues to attract journalists from around the world with around 30 reporters signing up each month to be on the press list. Each month, a different water theme is selected depending on world events. The media centre is also regularly used by organizations looking to use the information available to write in-depth articles on water.

During the summer of 2010, the Council conducted a successful media campaign throughout Asia, including China (Beijing, Shanghai), Singapore and South Korea. These occasions provided opportunities to have the voice of water heard and reach existing and new target audiences. Mr. Fauchon gave interviews to the Chinese media including Xinhua, Workers Daily or the central Chinese television, Donga-ilbo, one of the leading Korean newspapers, Water and Wastewater International and Asia Water during the World Water Week in Singapore. The Vice-President

was also interviewed by the Economic Daily News in Shanghai. He also participated along with Dogan Altinbilek in a BBC program in Singapore in July 2010. Lastly, Expo 2010 – Shanghai, China generated approximately 20 in-depth articles and many more news briefs and video clips around water issues, with interviews from Council representatives.

The Council was further in the news in June in France for the Kick-off of the 6th World Water Forum which was covered through some 60 articles in the French media and ten more in the international press.

The President of the Council was asked to write in-depth articles published in several papers such as the G8 and G20, the Chirac Foundation newsletter, the World's Fair Bureau review, the Sustainable Development Atlas and the book "The sky is not going to fall on our heads" published by the Société de Géographie. He was also solicited on several occasions by the UN radio during the World Water Week in Stockholm and was interviewed by Water Canada and the Canadian National Radio during the IWA World Congress in September 2010. Several members of the Council also contributed with their expertise for the production of a map featuring water resources in cities of the world for National Geographic magazine. Lastly, Imane Abd El Al, member of the Council's Board of Governors was interviewed in a special issue of the daily Libération following her participation in the Evian Conference organized by les Ateliers de la Terre in October 2010.

Several other interviews were given by the WWC President throughout the year for different national and international media, such as the Financial Times, the Environment Industry magazine, H2O, El Ahran Hebdo, La Chaine de Marseille, the Brazilian magazine Valor Economico, International Herald Tribune, Al Jazeera and several economic newspapers.

ORGANISATIONAL STRUCTURE OF THE 6TH WORLD WATER FORUM

National Committee

C. Frémont

World Water Council

L. Fauchon

International Forum Committee (IFC)

Bureau

B. Braga / G. Fradin / M. Vassal / A. Szollosi-Nagy

Thematic Process Commission

D. Altinbilek
P. Lavarde

Regional Process Commission

E. Park
M. Bernard

Political Process Commission

P. Lacoste
A. Szollosi-
Nagy

Grassroots and Citizenship Process Commission

M. Vassal
H. Kennou

Secretariat of the 6th Forum

5. WORLD WATER FORUMS

TIME FOR SOLUTIONS

5.1 MARSEILLE 2012

The 6th World Water Forum will be held the week of 12-17 March 2012 in Marseille, France.

Over the course of 2010, an “International Forum Committee” (IFC) was set up to ensure the governance of the 6th World Water Forum. It is made up, on an equal basis, of members of the Council and its French counterparts. During its first meeting held in April 2010 at the Ministry of Foreign and European Affairs, Benedito Braga, Vice-President of the Council, was elected President of the IFC. Political, Thematic, Regional and Grassroots and citizenship commissions have been set up, co-chaired by a Council member and a member of the host country and are making progress with their work.

The 6th Forum Secretariat was also set up in Marseille as of June 2010 under the supervision of V.Rofort, and then JP Nicol.



Before the creation of the Secretariat of the 6th World Water Forum, the Council Secretariat played an important role in the preparation of the 6th World Water Forum, notably through the organization of the 6th World Water Forum Kick-off Meeting in June 2010. Organized at the Elysée Palace in the presence of President of the Republic of France, N. Sarkozy, and in Marseille with Mayor J-C. Gaudin, this meeting highlighted the host country and city's strong political commitment beside the Council. The meeting, which brought together more than 300 participants, also secured the commitment of other stakeholders in the preparation process and defined the scope of priority actions. More specifically,

this meeting enabled the Thematic Process Commission, chaired by D. Altinbilek, to transform its outcomes over the summer months into a Thematic Framework for the 6th World Water Forum, which was presented during the World Water Week in Stockholm on 8 September. This framework is defined conceptually by three strategic directions, which relate to the pillars of sustainable development. From these strategic directions, 12 priorities for action have been identified. In addition, a number of transversal "conditions for success" have been recognized as necessary for further progress in each subject area.

	PRIORITY
STRATEGIC DIRECTION 1 : ENSURE EVERYONE'S WELL-BEING	<ul style="list-style-type: none"> 1 • Guarantee access to water services for all and the Right to Water 2 • Guarantee access to integrated sanitation services for all 3 • Contribute to improved hygiene and health through water 4 • Protect populations and economies from risks 5 • Contribute to cooperation and peace
STRATEGIC DIRECTION 2 : CONTRIBUTE TO ECONOMIC GROWTH AND DEVELOPMENT	<ul style="list-style-type: none"> 6 • Balance multiple uses through IWRM 7 • Ensure food security 8 • Harmonize energy and water 9 • Protect and value ecosystem services and green growth
STRATEGIC DIRECTION 3 : KEEP THE PLANET BLUE	<ul style="list-style-type: none"> 10 • Improve the quality of water resources and ecosystems 11 • Adjust pressures and footprints of human activities on water 12 • Respond to climate and global changes in an urbanizing world
CONDITIONS FOR SUCCESS	<ul style="list-style-type: none"> • Good governance • Finance water for all • Enabling environment

The 6th Forum's Thematic Process is based on the definition of targets towards concrete solutions, which will fuel each thematic priority in the months to come. Work is in progress in the thematic core groups for each of the 15 themes. Several members of the Council are taking part in the work of these groups.

The Regional Process Commission, chaired by E. Park, has set up a work program based on 4 continents: Europe, Asia-Pacific, Africa and the Americas. The possibility for intercontinental processes is also being studied. Regional coordinators have been appointed and have started to encourage the participation of local and regional players through the organization of regional consultation meetings in cities such as:

- Addis Abeba
- Bruxelles
- Costa Rica

The Political Process Commission, co-chaired by A. Szöllösi-Nagy, has appointed members of the Council to follow specific processes: M. Pageler for Local Authorities; J.F. Legrand and P. Victoria for Parliamentarians. The Commission is working on the preparation of an efficient political process encouraging interaction among the different political levels and also with the other Forum processes. Moreover, it is studying how it can more efficiently influence international processes. (Rio +20, Bonn 10, G7, G20, etc).

The Grassroots and Citizenship Commission, co-chaired by M.Vassal and H. Kennou which coordinates all the activities aimed at raising the awareness of and involving citizens in the Forum's processes, has supervised several international Forum promotional actions:

- During the Shanghai Expo in China in June 2010
- During the Singapore International Water Week in July 2010
- During the World Water Week in Stockholm in September 2010: the Forum processes were presented during a side-event to which close to 100 people attended. That same

evening, the French Embassy in Stockholm organized a cocktail in honor of the 6th World Water Forum.

5.2 7TH WORLD WATER FORUM 2015

The selection process for the 7th World Water Forum was officially launched in July 2010 with a wide call for candidatures. The Board of Governors created a selection committee to attend to the needs of this process.

On 1 October 2010, date of the closing of the call for candidatures, the World Water Council had received letters of interest to host the 7th Forum from 5 candidates, 3 of whom were shortlisted to further pursue the selection process: The Republic of Korea (City of Daegu and the Province of Gyeongsangbukdo); Scotland (City of Glasgow); United Arab Emirates (City of Abu Dhabi). Based on the terms of reference provided to them, each of the candidates will submit its final proposal by 2 May, 2011. The selection committee will then carry out technical visits and report its findings to the Board of Governors. At the end of 2011, the Board of Governors will proceed to a final vote in view of handing over the Forum to the next host at the 6th World Water Forum in Marseille in 2012.

WORLD WATER COUNCIL MEMBERS

MEMBERS DIRECTORY AS OF JANUARY 2011



6.WWC HEAD OFFICE MANAGEMENT

6.1 SECRETARIAT

The preparation of the 6th World Water Forum, the selection of the country and city which will host the 7th Forum, the finalization of the Africa report and support given to the Secretariat of the 6th World Water Forum since its creation has kept the Council Secretariat's staff very busy.

2010 was also marked by the departure of Alan Nicol, Director of Policies and Programmes on 31 October and by Director-General Ger Bergkamp's resignation, effective on December 31st.

In order to reinforce the Council as defined in the 2010-2012 strategic plan, three new positions have been recruited at the World Water Council Secretariat: Mrs. Daniella Bostrom was recruited as Administrative Assistant to support the work of the Bureau, the Board, the President's office and the Director General, while continuing to carry out tasks related to the Council's communications activities.

In November 2010, Callum Clench and Sandrine Legrand were both recruited respectively as Coordinator of thematic initiatives and Coordinator of political initiatives.

6.2 FINANCIAL RESULTS

The 2010 financial situation was presented to the Board of Governors in October. Overall, the expenditures are well below three-quarters of the annual budget. This is due to a prudent budgetary policy, awaiting the receipt of the fees from the 6th World Water Forum organization. The 2010 budgetary year shows a positive result of 303,181 Euros for a revenue of 2,057,338 Euros.

6.3 PARTNERSHIPS & MEMBERSHIP

Partners...

In addition to the partnership established with the Korean Government on water and green growth, the Council discussed creating dedicated partnerships with several key organizations. A dedicated partner is a large national or international organization that wishes to engage in the cause for water, for example, in the area of financing, disasters, energy, water governance etc. Organizations with whom the Council has engaged during 2010 include: EDF (Electricité de France) on water and energy, Swiss Development Cooperation on the Parliamentarian Helpdesk, IBM and Slim on water and innovation issues and the Foundation Prince Albert II of Monaco on water and biodiversity.

... and Members

In 2010, the World Water Council welcomed 13 new members: Aqua Drops, Private Ltd, Clifford Chance, Fondation Chirac, Water Development Department, Regional Center on Urban Water Management – Tehran (under the auspices of UNESCO), SNC-Lavalin International Inc., Société Nationale d'Exploitation et de Distribution des Eaux, Sinohydro Group Ltd, Daejeon Metropolitan City, Bureau de Recherches géologiques et minières, Hokaido University, ADP, Aguas de Portugal and National Bureau of Works against Drought. As of 31 December 2010, the Council had 342 member organizations from 60 countries.

During the year, members had the opportunity to attend several events. A members day bringing together 80 members was organized in Shanghai on the 26th of June. This day, organized around a discussion on the Council's 2010-2012 strategy, was followed by a debate on water and the cities of the future. On this occasion, a cooperation agreement was signed between the President of IWA, David Garman and the President of the WWC.



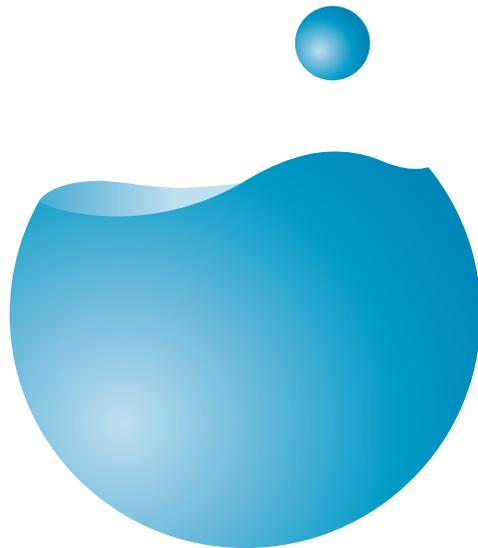
The Council also took this opportunity to organize specific events for its members during major international events. It was notably the case in Sweden during the World Water Week in Stockholm, where a cocktail was organized for Council members. Several members meetings were also organized by the Council's President during his trips overseas, notably with the Korean Council members in July 2010.

For the first time, the Secretariat also prepared a printed directory of its members with their respective logos and contact details.

During the 40th Board of Governors meeting in San Francisco, a new fees structure was adopted. Since the fees had not been increased for more than five years, a proposal was made to apply progressive changes over a three-year period. The new fees were decided according to the college and annual budget of each organization: an exception was made for College 2 "Governments and local authorities" for which the GDP will serve as a basis to set the amount of the fee.

Being an active member of the World Water Council enables organizations to be closely involved in the Council's activities and to enjoy members benefits and networking opportunities. For example, 2011 brings promises of more opportunities to meet, notably at the annual member meeting and through the preparation of the next World Water Forum.





WORLD WATER COUNCIL

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