

MARCH 2006

**MEXICO**

AUGUST 2004

**FIRST ANNOUNCEMENT**

**4TH WORLD  
WATER  
FORUM**

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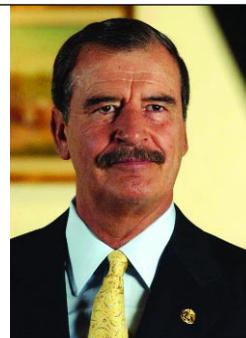
## The Mexican Shawl

The design of the image of this First Announcement found its inspiration in the hand woven Mexican shawl or *rebozo*. Interlacing of threads of many colors form the body of the shawl and the threads of the fringe are knotted together to form the multi-colored tassels typical of this Mexican garment. The metaphor used evokes the world water problem and the need to interweave the ideas and points of view of the different actors that are involved. The interlacing symbolizes the debate platform and discussion between world representatives from different organizations and institutions that will be present on this occasion in Mexico. The knots represent the commitments, agreements and decisions that will arise from the discussions. And, finally, the tassels simulate each of the actions to be executed locally in all the countries participating in the 4th World Water Forum, Mexico 2006.

## GREETINGS

*Water is the major issue of this twenty-first century, it is our common future. Together societies and governments all over the World must promote resolute actions allowing us to preserve and guarantee this natural capital.*

VICENTE FOX QUESADA  
PRESIDENT OF MEXICO



The year 2006 will be the second in the “Decade of Water for Life”, a period so proclaimed by the United Nations, aimed at effecting actions making it possible to comply with the Millennium Development Goals, the Implementation Plan agreed upon at the Johannesburg Summit, and Agenda 21. Specifically during this decade (2005-2015), we should meet the millennium target of cutting by half the proportion of people who lack access to safe water and sanitation.

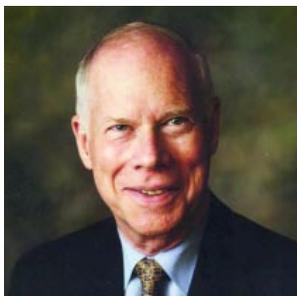
The Fourth World Water Forum, to be held in Mexico City in March 2006, could thus be a keystone in launching the Decade of Water for Life. It will be a very propitious occasion to assess the progress made towards the goals that have been set and to work out concrete proposals for accelerating the achievement of those goals. We will also be only a few months past the deadline established for each country to prepare plans for integrated water resources management and efficient water use, in accordance with the agreement made in Johannesburg, and it will be advisable to review our progress at that time.

The central theme of the Forum will be “Local Actions for a Global Challenge,” because since the Second World Water Forum, the international community accepted the global challenge of providing all people with access to enough safe water to meet their basic needs, including food. Now it is necessary to involve all stakeholders, especially local ones, so that this challenge or vision may become a reality, without detriment to the integral preservation of freshwater ecosystems.

The Forum will allow for encounters among many local actors, international organizations, experts, ministers, legislators, and financial institutions for the purpose of finding cooperation and coordination mechanisms enabling institutional networks to better attend to all the challenges related to water.

This is the first time the World Water Forum will be held on the American Continent, whose countries exhibit different levels of development and where most of the diverse water problems affecting the entire world are reflected. In particular, Mexico is now facing some of this water challenges and shall benefit from all the local knowledge and experience brought to the Forum.

We hope to see you in Mexico. For us, it is very important that you participate in the different regional events prior to the Forum so that we may all arrive with clear, viable proposals for making further progress towards attaining the goals the world community has put forward at different international events.



JOINT MESSAGE FROM  
MR. CRISTÓBAL JAIME JÁQUEZ & DR. WILLIAM COSGROVE

## BACKGROUND

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The World Water Council (WWC) is an international multi-stakeholder platform, established in 1996 on the initiative of renowned water specialists and international organizations, in response to an increasing concern of the international community about global water issues. The WWC has conceptualized the World Water Forums as a multi-stakeholder and multi-sector event. The World Water Forum has three main objectives: to raise awareness about water problems, to promote improved water resources management and to trigger action both at the highest political level and throughout society at large. Every three years, the World Water Forum is jointly organized by the WWC, in close cooperation with the host country.

The 1st World Water Forum was held in Marrakech in March 1997. On this occasion, the WWC received the mandate to prepare the “Vision for Water, Life and the Environment in the 21st century”, the results of which were presented and discussed with over 5,000 participants during the 2nd World Water Forum held in The Hague in 2000. The Vision was an unprecedented prospective exercise conducted through a participatory approach, which provided an overview of the state of the world's water resource and its future. A number of commitments were made by governments and other stakeholders for action to be taken following the Forum. The WWC committed to monitor actions leading to the fulfillment of the Vision. The Vision had successfully contributed to launch a movement which clearly aimed at influencing policy makers and governments.

In March 2003, the 3rd World Water Forum took place in Kyoto, Shiga and Osaka, Japan. Substantive principles, which were established from the outset, gave the tone and demonstrated the determination to involve all stakeholders. To this end, new concepts were introduced such as a Virtual Water Forum and the Water Voices Project. Following up on its commitment from the 2nd Forum, the WWC launched the World Water Actions report, an inventory of over 3,000 local water actions. This Forum was the largest water conference in history, gathering 24,000 participants. A Ministerial Conference was held in parallel and brought

together 130 Ministers. Hundreds of commitments to action were made from participants in both the Forum and the Ministerial Conference and it was requested for each session organizer to state what concrete output would follow their respective session.

In October 2003, the Board of Governors of the WWC awarded the organization of the next World Water Forum, which will take place in March 2006, to Mexico. The overall theme of the Forum “Local Actions for a Global Challenge”, intends to encourage the debate and trigger action and new initiatives on the many challenges and opportunities faced by institutional multi-stakeholder networks. It also calls for an improved involvement of local actors in the social construction of a water vision and a more appropriate channeling of international support from diverse institutions and networks of organizations towards specific local actions.

The local level is critical: water and water services need to be locally managed as much as possible because water is an issue for all, because energy and resources that can be best mobilized are at the local level and because there is a clear need to facilitate, scale-up and enhance what is happening locally. All countries committed at the UN Millennium Assembly in 2000 to meeting a set of goals designed to reduce poverty, yet there is little recognition at the country level that hardly any of these goals can be met without water infrastructure and services. Local action is the only way we can address the issues that, when combined, have become a terrible shame to all humanity.

Thus, a local perspective should recognize the value of institutions, a cooperative political culture, local knowledge, social learning, solidarity and citizenship. It is important to emphasize that local authorities are never devoid of history and future, no local authority is self-sufficient and the paths they take seemingly hinge on their capacity to adapt, innovate and procure a sense of collective purpose –sometimes even beyond place-based boundaries– that every so often turn them into authentic democratic and vigorous political communities.

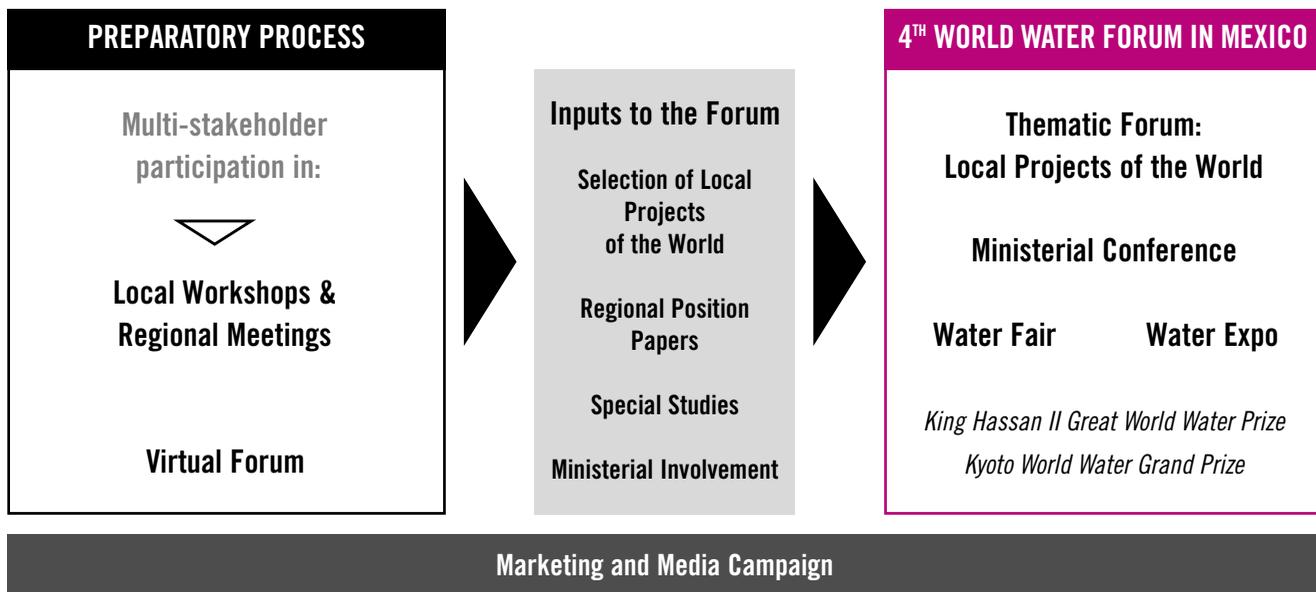
## GUIDING PRINCIPLES

The Forum has already been established as an open, multi-stakeholder participatory process, which builds on the knowledge, experience and input of the global water community. It seems appropriate now to establish other complementary guiding principles that should be the foundations of the joint efforts of all the organizations involved in the preparation of the 4th World Water Forum.

The guiding principles are:

- a. The Forum will privilege the value of local knowledge and experience as a key factor in the success of water policy-making.
- b. The Forum should produce concrete and policy oriented outputs aimed at supporting local action on a worldwide scale.
- c. Water problems are complex and cross-cutting and thus the Forum will seek to enable dialogue between policy sectors.
- d. A regional scheme will be used throughout the Preparatory Process in order to address regional challenges to later yield regional and global commitments.

## STRUCTURE OF THE FORUM



## PREPARATORY PROCESS

The preparatory process leading to the 4th World Water Forum will involve carrying out different activities aimed at achieving active **multi-stakeholder involvement** in it and at fostering broad participation in the actual Forum in Mexico. The main objective of this preparatory process is to gradually develop the **Thematic Content** of the Forum from the actual knowledge and experience of local actors. This preparatory process will be accompanied by the necessary media exposure in order to help raise social awareness regarding water challenges and the 4th World Water Forum itself, so as to exert the maximum possible level of influence on local, regional and global water policy-making. For practical purposes this preparatory process will be organized on a regional basis and will be coordinated by the 4th World Water Forum Secretariat in collaboration with the World Water Council and with the contribution of many other global, regional and local organizations. The main preparatory activities in which stakeholder participation is foreseen are:

### LOCAL WORKSHOPS AND REGIONAL MEETINGS

The objective of the Local Workshops is to bring together local stakeholders and encourage debate on the different barriers and opportunities they face when attempting to advance local actions on specific local water challenges. The local knowledge and experience obtained from these workshops should help feed the debate at the Regional Meetings. Local Workshops should attempt to follow the **Thematic Content** of the **Thematic Forum** and will be organized by local stakeholders that will have the task of helping to compile the outputs relative to their workshops and communicate and share them with their respective **Regional Multi-stakeholder Committees**.

The Regional Meetings have the aim of bringing together a larger representation of stakeholders in order to advance in the development of the thematic content of the Forum and build a regional position on water challenges to later present them at the 4th World Water Forum in Mexico. This process is intended to benefit from different usual and routine meetings organized and scheduled by some of the most involved and influential organizations of the regional and global water polity. *Ad hoc* Regional Meetings may also be organized, if needed, to secure an adequate development of the Thematic Content. Regional Multi-stakeholder Committees will be established to steer each of the Regional Preparatory Processes. Their role will be to help find Thematic Coordinators, Topic-Session Conveners, select the local projects to be presented at the Thematic Forum: Local Projects of the World, encourage the participation of local and regional organizations in the preparatory process and specially to secure Ministerial involvement in the regional process, compile local and regional information to later produce Regional Position Papers, and more generally to harness the necessary social energy to create an authentic multi-stakeholder dialogue platform.

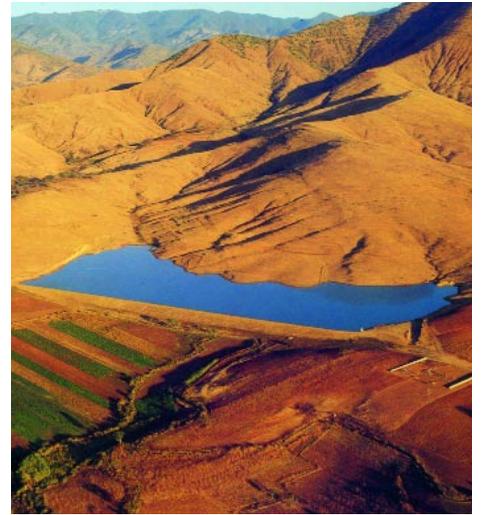
### VIRTUAL FORUM

The Virtual Forum will take place on the Internet and will be open to multi-stakeholder participation. Its main aim is to increase the opportunities for dialogue among participants and facilitate the development of the Thematic Content of the Forum. The Virtual Forum is expected to follow the same Thematic Content of the Thematic Forum. It is foreseen that the use of different types of information and telecommunication technologies should support the activities of both the Local Workshops and the Regional Meetings.

**OUTPUT: MULTI-STAKEHOLDER PARTICIPATION, REGIONAL POSITION PAPERS, SPECIAL STUDIES, EARLY MINISTERIAL INVOLVEMENT, GREATER SOCIAL AWARENESS OF WATER CHALLENGES**



# LOCAL PROJECTS OF THE WORLD



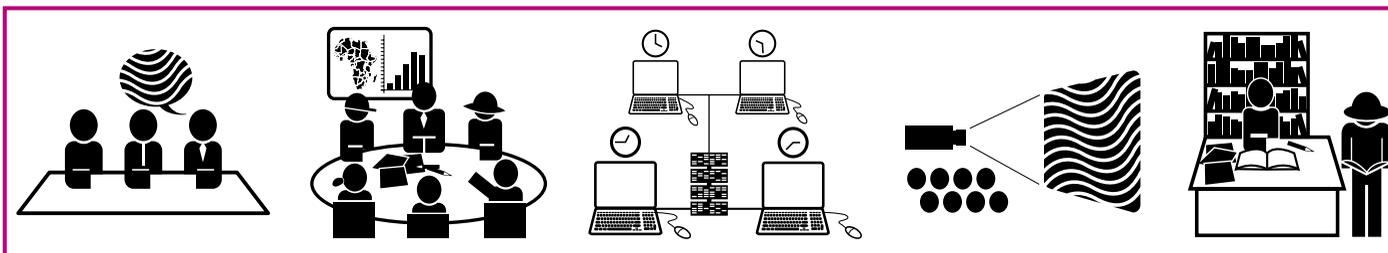
## 4<sup>TH</sup> WORLD WATER FORUM IN MEXICO

### THEMATIC FORUM: LOCAL PROJECTS OF THE WORLD

The Thematic Forum will be a multi-stakeholder dialogue platform where many different stakeholders from around the world will be able to share their knowledge and experience regarding concrete actions and projects aimed at facing their particular water challenges. The main objective of the Thematic Forum is to enable purposeful communication about specific and concrete policy recommendations and other measures that could help enable and foster local actions to face global water challenges. The Thematic Forum

is structured around a **Thematic Content** that will help participants plan their involvement in the Preparatory Process and the Thematic Forum in Mexico. **Topic-Sessions** will be organized accordingly and will be convened by Topic Session Conveners that will have the responsibility of bringing their respective Topic-Session to fruition. A document bringing together all this knowledge, experience, analytical work and policy recommendations will be one of the main results derived from the Thematic Forum.

The main components of the Thematic Forum are the “Local Projects of the World”. These are the many different manifestations of society’s capacity to organize in the face of particular water challenges. A local project may involve many different stakeholders, may be circumscribed by varied geographical dimensions (e.g. a river basin, a city, an aquifer, a squatter settlement, etc.), may have implemented diverse types of mechanisms and processes to address particular local conditions, and may face very specific barriers and opportunities for positive change. During each one of the Topic Sessions, local projects will be presented by representative stakeholders that have been involved in them.



**OUTPUT: POLICY RECOMMENDATIONS**  
**SPECIAL DOCUMENT: LOCAL PROJECTS OF THE WORLD**

### MINISTERIAL CONFERENCE

One of the main objectives of the 4th World Water Forum is to have an impact on the policy agenda. The Ministerial Conference should aim most importantly to produce concrete commitments to support local process around the world. Ministerial involvement will be sought throughout the **Preparatory Process** and

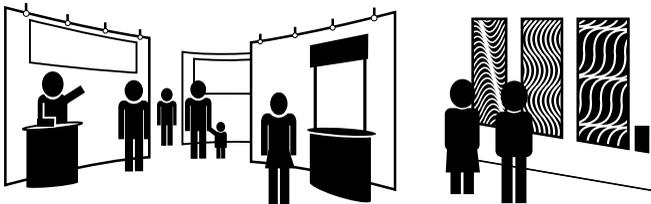
especially at the Regional Meetings to allow Ministers and other government officials to formulate and share their positions with counterparts from other countries. During the Forum in Mexico, efforts will be made to foster continuous communication between Ministers and other stakeholders.

**OUTPUT: MINISTERIAL DECLARATION AND COMMITMENTS**

## Topic Sessions

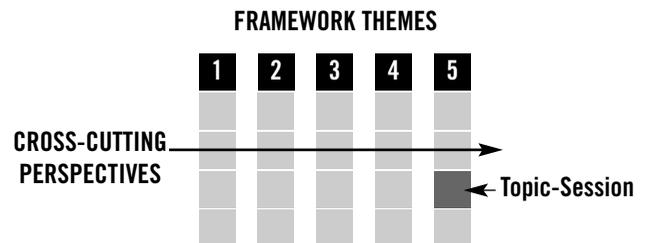
The Topic Sessions are expected to be multi-stakeholder and should involve many different type of activities aimed at producing concrete outputs. Potential activities could be:

- Expert panels
- Presentation of local projects by representative stakeholders
- Short film presentations
- Virtual dialogues
- Use of a resource center and computer facilities
- Organized visits to the Water Expo and Water Fair to share information on relevant technologies, professional services and cultural manifestations



## THEMATIC CONTENT (See overleaf for a detailed description)

The thematic content reveals five **Framework Themes** which attempt to represent the most important global water challenges. Thematic Guidelines for each Framework Theme will be produced to establish a baseline for discussion. The **Cross-cutting Perspectives** reveal five major processes which have been seen to exert important influence over local processes. In order to focus the debate, sessions should address issues concerning the Cross-cutting Perspectives. It will be expected for participants to locate their interests within the Thematic Content and propose Topic Sessions. **Framework Theme Coordinators** will be appointed for each Framework Theme. Their role will be to coordinate and support that development of the Thematic Content of the Forum.



## WATER EXPO

The Water Expo will also take place at the main venue. It will be a flexible and inclusive space for the participation of different organizations and business related firms related to the water field that wish to present their services, products and work. This component seeks to allow the expression of water entrepreneurship.

## WATER FAIR

The Water Fair will involve organizing different types of cultural, social and educational activities on water related themes. The activities for the Fair will seek to recreate a festive yet reflective atmosphere at the Forum's main venue. Examples of these activities are: a short film festival, educational water games, water related performances, photographic exhibition, ritual and ethnic manifestations on water themes, and so forth.

**OUTPUT: CULTURAL AND TECHNOLOGICAL DIFFUSION**

## THEMATIC CONTENT: FRAMEWORK THEMES

The thematic content of the Forum will encompass five different framework themes that refer to major global water challenges.

### 1 Water for Development

#### THEME FOCUS

Water is vital as a basic human need; a necessity for survival and central to enhancing the health, productivity and quality of life in both rural and urban areas. It is a fundamental part of all ecosystems, and a requirement for the integrity and sustainability of the environment and biodiversity. Water is also an essential factor in all sectors of economic and social development, as it is a necessary input for all types of economic activity and livelihood practices. Adequate, reliable water availability is a prerequisite for investment, growth and poverty alleviation. The allocation of water across different uses, and the policies and practices that are used to manage, deliver and finance water, create incentives and disincentives for specific economic activities in particular geographical areas. These incentives influence the structure of the economy, reinforce and induce specific spatial patterns of growth which, in turn, have an overall impact on national development paths, local economic growth, distributive equity and environmental transformation. These broad ranging impacts of water management, and the value of the contribution of water to all aspects of development, should be recognized not only by Water Ministers, but demonstrated especially to Ministers of Finance, and indeed the whole of government.

#### PRIMARY DISCUSSION ASPECTS

Inputs sought for local actions –already underway or planned– comprising the following aspects:

- the understanding of the contribution of water related services (i.e. domestic and industrial water supply, energy generation, irrigation and drainage, flood protection, navigation, recreation energy, etc.) to national, regional and local economic and social development;
- the minimum levels of investment in water infrastructure needed to trigger and sustain social and economic development;

examples of investment initiatives orientated to have an effect on poverty alleviation;

- the introduction of environmental concerns (*ex-ante*) in decision making for water related projects;
- analysis and examples of local initiatives aimed at the efficient allocation of investments in water versus other policy sectors;
- actions aimed at convincing politicians, parliamentarians and local authorities of the need to give priority to investments in water related services;
- local initiatives aimed at the efficient, sustainable exploitation of groundwater;
- narratives –from the end users’ perspective– on the impact of international cooperation in water related local development.

### 2 Implementing Integrated Water Resources Management (IWRM)

#### THEME FOCUS

It is well understood and accepted that water is a finite resource, essential for all of humanity’s endeavors –and indeed its survival– and vital for sustaining life on Earth. This situation frequently implies constant trade-offs and conflicts among users, uses, development and environmental goals. This has driven the quest for solutions such as integrated, comprehensive and sustainable management of water resources. IWRM is a conceptual framework that involves an implementation process, which seeks to enable the coordinated and cost-effective management of water and other related natural resources with the overall objective of pursuing sustainable development. Governments present at the World Summit on Sustainable Development (WSSD-2002) adopted a target to develop IWRM plans and strategies by the year 2005. An assessment of this process should start by reflecting on how countries perceive they should approach the implementation of IWRM to fit their own needs. At this point, it seems important to examine the conditions (when, where and how) under which IWRM brings benefits to local, regional and national sustainable development; to consider what actions are needed to

measure progress towards its implementation and to define what steps –at a national and local level– can be taken to facilitate reaching this WSSD target.

#### PRIMARY DISCUSSION ASPECTS

Inputs sought for local actions –already underway or planned– comprising the following aspects:

- the assessment of situations where fragmented, disjointed water policy-making is no longer adequate for water management;
- the identification and understanding of the conditions (political, social, economic, financial, cultural and technological) where IWRM is relevant to addressing water management challenges through local transitions;
- the identification and facilitation of cross-cutting issues and synergies between water issues and other policy sectors, including the integration of macro-economic concerns in water policy making;
- the advancement of local mechanisms for effective, efficient water allocation among competing water uses.
- approaches for coordinated actions and water policy development, including institutions and processes for inter-policy coordination and multi-stakeholder input;
- examining the success and failure in the application of instruments and mechanisms for conflict resolution, avoiding opportunistic behavior, transboundary water management, joint surface and groundwater management, fresh and coastal waters management, basin-wide water quality management, etc.;
- participation of women, ethnic groups and other underrepresented stakeholders in decision-making.

### 3 Water Supply and Sanitation for All

#### THEME FOCUS

Regardless of the efforts made, there are still many places where water is only available at remote locations or intermittently at standpipes, borewells and public fountains. Frequently, this water is of poor quality. Insufficient safe water and sanitation

expose people –especially children– to water-related diseases. It is widely recognized that deficiencies in water supply and sanitation hinder people’s well-being in a multifold manner. The constraints on expanding and improving water supply and sanitation for urban and rural environments need to be overcome. It is imperative to understand and face the political, financial, regulatory, organizational, cultural and technological challenges hindering the provision of water supply and sanitation.

#### PRIMARY DISCUSSION ASPECTS

Inputs sought for local actions –already underway or planned– comprising the following aspects:

- measuring the impact of the provision of water and sanitation on local, regional and national development and poverty alleviation strategies and goals;
- voicing the end users’ perspective regarding the underlying causes of deficiencies and inefficiencies in water supply and sanitation provision in urban and rural areas;
- improving water quality and expanding access to safe water supply and sanitation for the urban and rural poor, and the strategies and mechanisms central and local governments adopt to enable this;
- establishing the complementarities in supply and demand-side management strategies (tariff setting, cross and direct subsidies, awareness campaigns and education, etc.);
- the evolving role of national and local government, the lending community, the private sector and other stakeholders in the governance of water supply and sanitation provision;
- financing and governance instruments for meeting the MDGs in the provision of water supply and sanitation (i.e. innovative financing, decentralization, private sector participation in water and sanitation utilities, public-private partnerships, small-scale providers and civil society organizations, regulation, benchmarking, monitoring and information schemes);
- initiatives to confront the challenges for water supply and sanitation in megalopolis and the peri-urban interface;
- protecting groundwater –as a source of drinking water– from over-exploitation and pollution.

## 4 Water Management for Food and the Environment

### THEME FOCUS

Irrigated agriculture is the largest consumer of water in the world with close to 70% of fresh water withdrawals. Water for food for a growing population is becoming an important challenge due to increasing competition and conflict experienced between different uses and the environment. It is necessary to achieve greater irrigation efficiency and water productivity in agriculture with due consideration for safeguarding the environment. Synergies between water and agricultural policies need to be reinforced in order to enhance sector benefits and support rural livelihoods. Securing water quantity and quality for livestock, fisheries and aquaculture, while maintaining ecosystem functions, is also very important for poverty alleviation and environmental protection strategies.

### PRIMARY DISCUSSION ASPECTS

Inputs sought for local actions –already underway or planned– comprising the following aspects:

- innovative financing to support more efficient irrigation schemes, including small scale farming and marginal groups, and community-based actions;
- initiatives facing the challenges and opportunities in transferring responsibility for operating and maintaining irrigation systems for farmer and water user associations;
- synergies and contradictions between agricultural and environmental practices and policies;
- understanding the complementarities in supply and demand-side management strategies (cost recovery, cross and direct subsidies, awareness campaigns and education, etc.);
- initiatives addressing the challenges and opportunities for reliable water supply for food production in semi-arid and arid regions (e.g. rainfed agriculture, virtual water, hydroponics, wetland management, water saving technology, agricultural reconversion, transgenic technologies, etc.);
- adequate, effective policies for sustainable groundwater management for food production.

## 5 Water Security

### THEME FOCUS

Water security is a concept that has at least three different, yet interrelated, notions all driven by a vision to protect and care for humanity. First, climate change and climate variability are influencing the incidence of extreme natural events (e.g. droughts, floods, tornadoes, hurricanes, etc). The poor are the hardest hit by these occurrences. Finding ways to cope with uncertainty and risk by developing early warning systems, rapid response action plans and adaptation strategies is of vital importance, especially for vulnerable communities in both the developing and industrialized countries. Second, there is an increasing concern to address the effects of social conflict and warfare on the integrity of water resources and related infrastructure. Finally, the concept of hydro-solidarity refers to a broader vision, which seeks a higher ethical involvement of citizens in their interaction with water for the sake of peace and coexistence.

### PRIMARY DISCUSSION ASPECTS

Inputs sought for local actions –already underway or planned– comprising the following aspects:

- capacity-building and financial support schemes for participative forecasting technologies and predictive capacities, risk assessment, risk mitigation, risk sharing strategies and adaptation strategies;
- strategies for local adaptation to climate change and variability, as well as other extreme natural phenomena;
- strategies to deal with social conflict and warfare threats (e.g. protection and security schemes for water supply and wastewater facilities, rapid response strategies to toxins and bio-hazards; surveillance techniques and institutional development of water security responsibilities; water security implementation plans and inter-agency coordination in the event of complex emergencies, etc);
- crafting local water ethics and hydro-solidarity.

# CROSS-CUTTING PERSPECTIVES

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It is expected that the Framework Themes of the Forum will be analyzed from the following five Cross-cutting Perspectives, which reflect different local processes that directly influence the feasibility of local actions.

## **1 New Models for Financing Local Water Initiatives**

Creating opportunities for successful local processes and enhancing the capacities of different types of local stakeholders (e.g. local governments, user associations, community based organizations, etc.) requires not only channeling more financial resources to them, it also requires creative thinking regarding the necessary regulatory frameworks and alternative decentralized financial mechanisms to secure funds (i.e. local capital markets, financial risk mitigation facilities, micro finance facilities, pay back guarantees, etc.). These have to be in place in order to build trust between local actors and donors, financial agents, development banks and private capital.

## **2 Institutional Development and Political Processes**

Many believe that furthering decentralization processes, enabling authentic water user participation and empowering local actors can lead to more effective ways of meeting needs. The success and sustainability of political processes such as decentralization, empowerment, democratization, public participation, etc. rest on resilient, robust local institutions (i.e. trans-boundary entities, river basin organizations, multi-stakeholder partnerships, etc.). Exploring the challenges and opportunities involved in the implementation of these processes should be given high priority.

## **3 Capacity-building and Social Learning**

If responsibilities for water management are to be further shifted toward local actors, there is a need to develop their capacities accordingly. Decentralization, public participation and empowerment should be accompanied by significant capacity-building efforts for crafting robust institutions tailored to specific conditions and responsibilities. When knowledge and opportunities to influence decision-making are vested among stakeholders, a virtuous cycle of social learning can be triggered. Finding mechanisms to implement level-field communication and constant interaction among stakeholders is important to increase society's capacity to engage in successful local actions.

## **4 Application of Science, Technology and Knowledge**

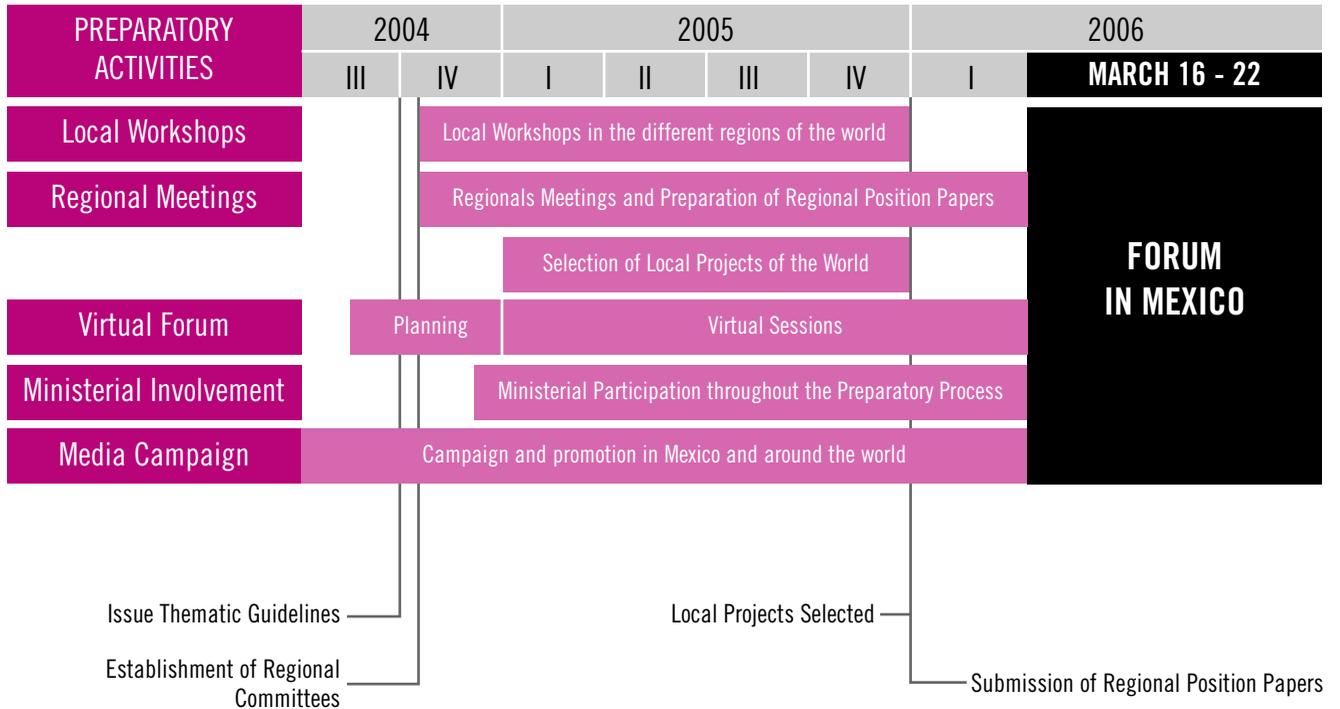
Science and technological innovation play a crucial role in facing water challenges. Widespread access to relevant, timely information is basic for an active multi-stakeholder participation in policy processes. It therefore seems important to support initiatives for developing and sharing information, as well as initiatives that can bring appropriate, affordable technology to where it is needed by all stakeholders.

## **5 Targeting, Monitoring and Implementation Assessment**

Targets for meeting the Millenium Development Goals (MDGs) should be established by governments nationally and locally. Establishing and revising targets (e.g. MDGs, IWRM plan making, etc.) in order to make them coherent with the challenges faced should be part of a constant, directed effort. Monitoring and assessment of progress towards meeting these targets should be carried out with the aid of robust *ad hoc* frameworks.

# SCHEDULE

## ACTIVITIES LEADING TO THE 4<sup>TH</sup> WORLD WATER FORUM



## 4<sup>TH</sup> WORLD WATER FORUM IN MEXICO, MARCH 2006

Thursday 16	Friday 17	Saturday 18	Sunday 19	Monday 20	Tuesday 21	World Water Day Wednesday 22
Opening Ceremony	Topic Sessions and Regional Days*					Ministerial Conference
	Senior Officials Meetings					
Water Fair and Water Expo						Closing Ceremony

\* The Regional Days element of the Forum is intended to give prominence to the presentation of the most important regional water challenges –on a daily basis–, as well as to emphasize the presence of each region at the Forum by allowing for different cultural and artistic manifestations within the Water Fair.

# MEXICO



Mexico, a living example of an extraordinary history going back to a Prehispanic past, a vast colonial legacy, and astounding cultural heritage, has elements of both tradition and modernity that have turned it into the ninth largest economy in the world, and the second in Latin America.

The different regions of Mexico enjoy a diversity of climates, and of flora and fauna, that have endowed the country with numerous, varied natural resources, and beautiful, unique scenery.

Mexico is full of life and heterogeneity. Its cities, historical

monuments, buildings and streets are an example of our cultural inheritance that can be appreciated through the length and breadth of the country.

In touring the countryside, becoming acquainted with its history, contemplating its exotic places, admiring its archaeology, visiting its beaches, listening to its music, enjoying its traditions and folklore, tasting its different dishes and above all being welcomed by its friendly people, visitors find Mexico an irresistible place to visit. We hope to see you!



## MEXICO CITY

Mexico City, located in the center of the ancient Aztec empire, is one of the most wide-stretching, highly populated and complex megalopolis in the world. It is the main economic, political, and cultural centre of the country.

This city is the oldest in the Western hemisphere and it offers an extraordinary opportunity for visitors who are searching for knowledge, recreation and entertainment. Its millenary traditions, its

heterogeneous past and, above all, its cultural diversity can be seen in its architecture, archaeology, art, music, and gastronomy.

With its privileged geographical location, accessibility, hotel infrastructure, tourist attractions and a variety of other amenities, Mexico City, the heart of the country, is a destination that has become recognized for satisfying the tastes and interests of any visitor.



## FORUM VENUE

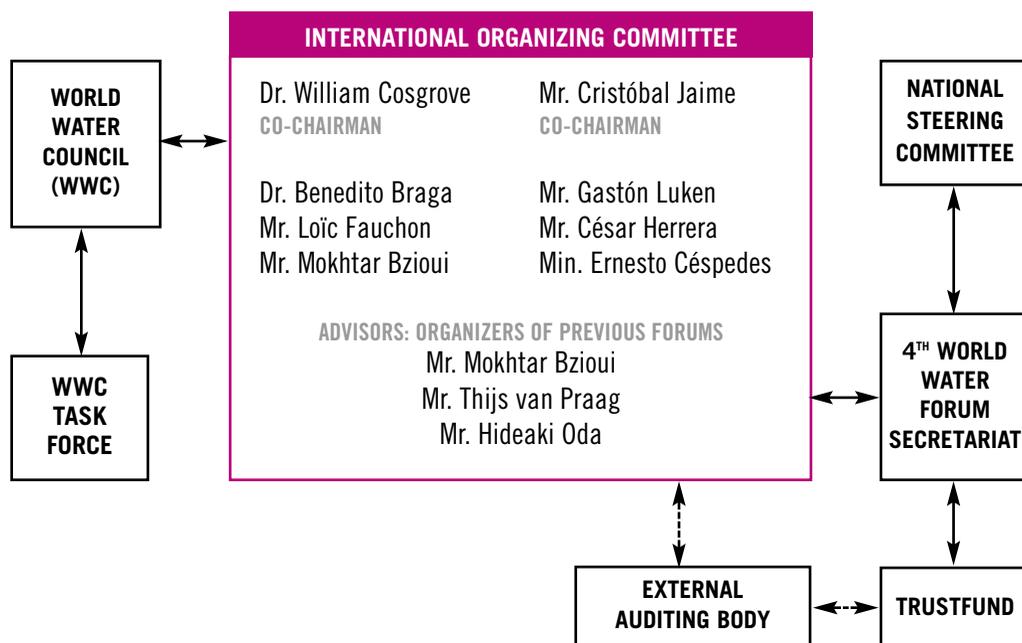
The Banamex Center is considered to be a leading international convention complex in Mexico and Latin America. It is the ideal place for the 4th World Water Forum due to its avant-garde infrastructure and technology, support services, and a privileged location close to the largest hotel corridor in Latin America, and near the business, financial, cultural and entertainment centers of Mexico City.

With a constructed area of 185,000 m<sup>2</sup>, the Banamex Center can cover the needs for attention of more than 50,000 persons a day, and satisfies the demands of all types of public. This center is equipped with many services, such as: satellite and digital links, videoconferencing, closed-circuit televisions, independent electricity systems, multimedia, voice and data transmission, fiber optics, and broad band internet. It also has advanced security systems with video surveillance and ideal spaces for holding events of a diplomatic, artistic and cultural nature.

This premier facility, chosen by the organizers of the 4th World Water Forum, provides a beautiful setting in which to welcome participants, guests and attendants, who will be greeted with all the traditional hospitality and warmth for which Mexico is famous all over the world.



# ORGANIZATIONAL STRUCTURE



## NATIONAL STEERING COMMITTEE (as of August 2, 2004)

Ministry of Foreign Affairs  
 Ministry of Environment and Natural Resources  
 Ministry of Health  
 Ministry of Education  
 Ministry of Tourism  
 Ministry of Agriculture, Livestock, Rural Development and Fisheries  
 Ministry of Social Development

National Water Commission  
 Mexican Institute of Water Technology

Water Advisory Council  
 National Association of Water Utilities

National Autonomous University of Mexico

Gonzalo Rio Arronte Foundation

For any queries and information please refer to:  
[www.worldwaterforum4.org.mx](http://www.worldwaterforum4.org.mx)

Or contact:  
 4th World Water Forum Secretariat  
 Av. Insurgentes Sur No. 2140  
 2nd floor, Mexico City, 01070  
 Tels: +52 (55) 56.61.83.15  
       +52 (55) 56.61.56.77  
 Fax: +52 (55) 54.81.42.33  
[feedback@worldwaterforum4.org.mx](mailto:feedback@worldwaterforum4.org.mx)

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E-mail: [feedback@worldwaterforum4.org.mx](mailto:feedback@worldwaterforum4.org.mx)

