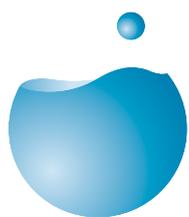


ELEVATING WATER POLITICS

ANNUAL REPORT 2019





WORLD
WATER
COUNCIL

The World Water Council is an international multi-stakeholder platform organization, the founder and co-organizer of the World Water Forum. The Council's mission is to mobilize action on critical water issues at all levels, including the highest decision-making level, by engaging people in debate and challenging conventional thinking. The World Water Council, headquartered in Marseille, France, was created in 1996. It brings together 400 member organizations from more than 50 different countries.

www.worldwatercouncil.org

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This report has been printed on paper from sustainable forests.

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FOREWORD



For the first year of my mandate, I have made the call to make water a political priority.

Based on the priorities of our members, our strategy translates these global concerns on the future of water and our need to gather stakeholders from all sectors and countries in making water the driving force of the international agenda.

In a world not only facing climate or energy transitions, but also a social one, our mission requires securing water resources beyond our daily needs.

Our coming water challenges will not only be a matter of excess or scarcity but also a matter of robust institutions, appropriate legal and regulatory frameworks, policy instruments, effective enforcement and financial resources.

For these reasons, the World Water Council will keep calling political leaders to be bold and create the enabling environments that encourage investment in water and seek for cross-cutting responses. Water must shift from a risk to an opportunity approach and demonstrate how water strategies are key to addressing global changes.

These transitions we are facing require anticipating increased demands and sharing water equally between humankind and the environment. By the establishment

of collective responsibility, we will be able to lead the solutions for water to their implementation.

This shared commitment has been most evident this year through the efforts made for the preparation of the 9th World Water Forum. The involvement of our members at every stage was a clear testimony of the spirit of the Council in building a common language on water challenges with decision-makers.

The successes accomplished by the World Water Forum have been tremendous in the past, and the achievements are still important, but our commitments remain bigger.

A handwritten signature in black ink that reads "Loïc Fauchon". The signature is written in a cursive, slightly slanted style.

Loïc Fauchon
President, World Water Council

WORLD WATER COUNCIL

WHO WE ARE

The World Water Council has been a respected voice for water for 25 years. As an international multi-stakeholder platform organization, the Council has united expertise from diverse sectors, regions, disciplines and professional fields to mobilize action on critical water issues at all levels, including the highest decision-making level. That mobilization has grown year after year, positioning water at the pinnacle of the global agenda.

Established as an international not-for-profit organization with its headquarters in Marseille, France, the Council is independent, impartial and not bound to any special interests. It represents more than 350 member organizations in more than 50 countries, who help shape its strategy and programs and take an active part in its various working bodies.

Through collaborative efforts, these members commit to advancing the water agenda while applying their skills, experience and time to help solve complex water challenges all over the world. This is all guided by a singular strategic vision, realized through four levels of governance:

The **General Assembly**, consisting of all Council members, endorses the annual financial accounts and authorizes the budget. Every three years, the General Assembly



approves the Council's strategy and work program. Each active member organization holds one vote to elect the Board of Governors.

The **Board of Governors**, representing a balanced set of stakeholders from every sphere, oversees the Council's mission and values, and guides its activities. Governors ensure proper use of budgets and appropriate implementation of programs. Thirty-six Governors are proportionally distributed according to the number of active members in each of the Council's five colleges.

The **Bureau**, consisting of the President and five other Board members, is responsible for preparing and executing the decisions of the Board of Governors and the General Assembly. The members of the Bureau assist the Board in realizing the Council's strategy.

The **Task Forces** advance work in specific areas over finite timeframes. The activities of Task Forces are generally led by Governors and engage the wider membership.

GENERAL ASSEMBLY | 378 Member Organizations*

BOARD OF GOVERNORS | 36 Organizations

COLLEGE 1 Inter-governmental organizations (4 Governors)	COLLEGE 2 Government and government promoted organizations (8 Governors)	COLLEGE 3 Commercial organizations (7 Governors)	COLLEGE 4 Civil society organizations (7 Governors)	COLLEGE 5 Professional and academic organizations (10 Governors)
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BUREAU				TASK FORCE
PRESIDENT Loïc Fauchon, Société des eaux de Marseille, France				
VICE-PRESIDENT Lalla Asma El Kasmi, Office National de l'Electricité et de l'Eau Potable, Morocco				
TREASURER Rui Godinho, Portuguese Association of Water and Wastewater Services	Qiuchi Shi, International Economic & Technical Cooperation and Exchange Center, China	Paolo Salles, Regulatory Agency for Water, Energy and Basic Sanitation of the Federal District, Brazil	Ahmet Mete Saatçi, Turkish Water Institute	
Water Security Global Changes Financing Water IWRM and Transversality				

*Membership is determined as of 31 December 2019

WHAT WE DO

Mobilize political action

The Council engages proactively in hydro-diplomacy to generate political influence and the political action that results. Raising the awareness of high-level decision makers on water issues has broadened the recognition of water's rightful place at the top of the political agenda. In promoting policies that help authorities develop and manage water resources and encourage efficient water use, the Council reaches out across the entire spectrum of national governments, parliamentarians, local authorities and United Nations bodies.

Confront critical issues

Seeking to challenge accepted wisdom and to stimulate new thinking as a force for change, the Council takes the initiative on emerging issues likely to affect water security. The Council deepens, synthesizes and shares knowledge around such critical themes, while carefully considering all of the social, environmental and economic dimensions of water sustainability. Together with members and other stakeholders, the Council strives to make a distinctive contribution by creating alternative approaches to global water challenges.

Build platforms for exchange

The Council establishes platforms to catalyze ongoing collective action for water – most prominently the World Water Forum, the largest global gathering on water. Co-organized with a new host country every three years, each Forum is a pivotal opportunity for the water community and key decision makers to come together and confront the largest global needs. The Forum brings together participants at all levels and from all spheres, embracing politics, multilateral institutions, academia, civil society and the private sector.

MEMBERSHIP

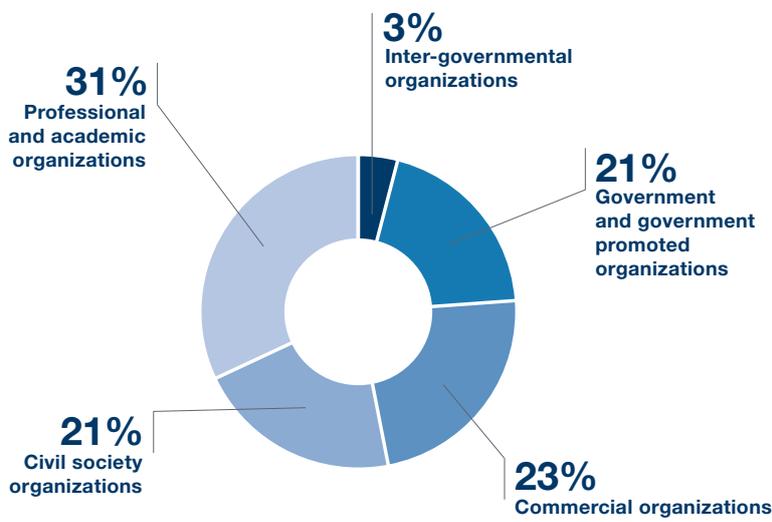


Members of the World Water Council at the 8th General Assembly, 30 November 2018

As of 31 December 2019, the World Water Council had 378 member organizations from more than 50 countries around the world. Every single one of these members brings to the Council its unique experience and strong commitment. Together, they represent the Council's greatest asset.

The Council's membership is a remarkable network that links different sectors, regions, disciplines and professional fields with wide-ranging expertise and interests. This diversity makes the Council what it is, playing an essential role both in its governance and its endeavors. All members enjoy the same rights, benefits and equal vote in strategic decisions.

College Distribution

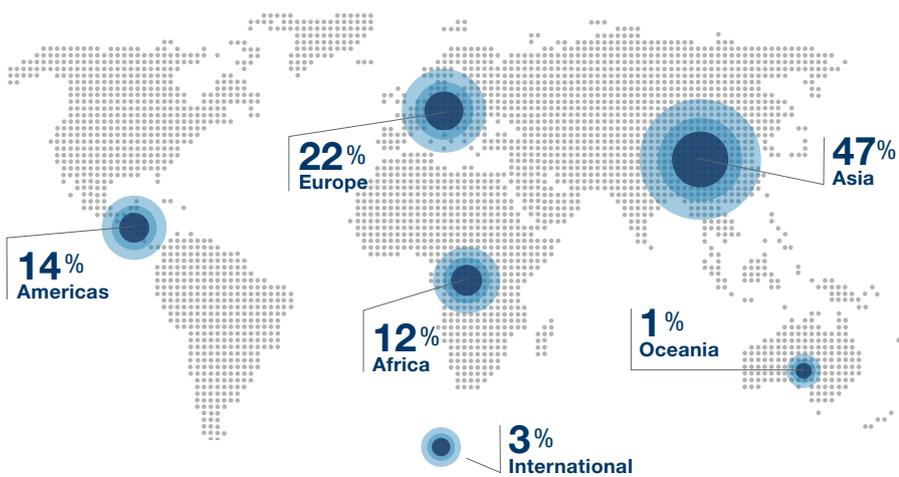


Member Organizations

378

in 54 countries

Geographic Distribution



Membership is determined as of 31 December 2019

2019 HIGHLIGHTS

Talking financing with Christine Lagarde

While in Washington, D.C. to participate in the World Bank's Water Week, President Fauchon and Honorary President Benedito Braga visited the International Monetary Fund for an exchange with Managing Director and Chair Christine Lagarde. The trio discussed the needs for intersectoral approaches to water financing, good governance, and pricing reform in the water sector.



4 APRIL

8 APRIL

Bureau meeting with Prime Minister Hariri

The members of the Council Bureau met the Prime Minister of Lebanon, Saad Hariri, at Government Headquarters during the Council's 68th Board of Governors meeting, which coincided with Beirut Water Week. The Bureau returned his hospitality with an invitation to the Lebanese Government to participate in Council activities and the upcoming 9th World Water Forum.



Climate strategy at a high level in Bonn



A High-Level Strategic Workshop on Water and Climate, 'Raising Ambitions on the Road to CoP25', brought political, governmental, institutional, technical, scientific and civil society stakeholders to Bonn, Germany. The outcome of their collaboration helped link the ambitions of the previous climate change Conference of Parties (CoP) in 2018 with the next summit, CoP25 in Madrid.

13 JUNE

20-21 JUNE

9th Forum process kicks off



The process leading to the 9th World Water Forum in 2021 kicked off in style when some 600 organizations and experts came to Diambiadio, Senegal, for two days of planning. Together, they designed a program around the framework of priorities that will shape the first Forum in sub-Saharan Africa – and make Senegal the Capital of Water.

Mobilizing the UN with Amina J. Mohammed

The Deputy Secretary-General of the United Nations, Amina J. Mohammed, received President Fauchon in New York City for an emotional meeting. They came together with the aim of mobilizing UN agencies to step up to water challenges. Their call was further amplified at a General Assembly Special Session on Water-related disasters.



24 JUNE

25-30 AUGUST

4-7 SEPTEMBER

A busy Stockholm World Water Week

In Stockholm this year, the Council co-organized a full-day seminar on financing, as well as a separate special event delving into the success factors of blended finance. Meanwhile, young participants led an event calling on their fellow Water Week attendees to 'Join the Youth for the World Water Forum Dakar 2021'.



Return to Daegu



In the same venue where the historic 7th World Water Forum took place in 2015, the Council was active at this year's Korea International Water Week. The event, with its strong political presence and a gathering of the Water Leaders Roundtable, was an opportunity to evaluate four years of progress on the international water agenda.

24 SEPTEMBER

Board in Cairo, with a welcome from President Sisi

On the occasion of the 2nd Cairo Water Week, the Board of Governors held its 70th meeting in Egypt. The Council participated at a high level throughout the week, including in a reception for visiting dignitaries at the President's Palace, with a warm welcome from President Abdel Fattah el-Sisi.



21 OCTOBER

President Macky Sall prepares Senegal to be the Capital of Water



On the sidelines of the UN General Assembly in New York, President of Senegal Macky Sall received Council President Fauchon to coordinate preparations for the 9th World Water Forum. Senegal is taking early steps to ensure success when it becomes the first sub-Saharan African country to host the Forum in March 2021.





DELIVERING ON OUR PROGRAMS

This year marked the start of a new triennial strategy and a streamlined new set of programs. The World Water Council's four Task Forces, and its wider membership, have gone into action under the wide-ranging programs of Water Security, Water Financing, Global Changes, and IWRM and Transversality.

In May 2019, President Fauchon brought further strategic vision to the programs when he announced four overarching priorities in a speech to UNESCO's International Water Conference. These priorities are:

- **Water is politics**, a maxim guiding the Council's engagement in active hydro-diplomacy through the prisms of knowledge, finance and governance.
- **The five-finger alliance**, uniting action on water, energy, food, health and education.
- **Storing water today for future needs**, enabling water security through storage space, desalination, water reuse and digital innovation.
- **Senegal, Africa, Capital of Water**, placing focus on the host country of the 9th World Water Forum in 2021.

These priorities, complementary to the triennial strategy, have steered program activities in 2019 and beyond.

WATER SECURITY

The concept of water security captures something big: the availability of an adequate quantity and quality of water to sustain socioeconomic development, livelihoods, health and ecosystems, everywhere. In other words, water security is a basic condition for development. Given this central importance, it is also the central priority for the Council's current strategy, and an essential program.

Water for Africa: a new partnership with the OECD

In 2018, the 6th King Hassan II Great World Water Prize went to the Organisation for Economic Co-operation and Development (OECD), recognizing it for “working towards greater solidarity and inclusion in order to ensure water security and climate justice”. This prize led directly to a whole new partnership between the OECD and the World Water Council, in cooperation with Morocco and Senegal: advising local and national governments on how to design and implement improved policies to help drive water security in Africa. The two-year program launched on 22 March 2019 – World Water Day –

and will produce new data, analysis and policy recommendations on water governance, financing and irrigation for African decision makers.

Speaking to the five-finger alliance at UNESCO

It was at UNESCO's International Water Conference, ‘Leveraging Intersectorality for Sustainable Water Security and Peace’, that President Fauchon revealed the Council's four overarching priorities for the coming years. True to its title, the May conference brought together international stakeholders, decision makers and political representatives – as well as the World Water Council – to provide economic, social and environmental solutions towards

water for all by 2030. During the opening high-level panel, President Fauchon spoke to the five-finger alliance that would make the goal a reality. “Technical solutions exist. We must now convince national governments, parliamentarians and local authorities to adopt an intersectoral and horizontal approach in managing this precious resource.”

Opening the Marrakesh Summit on Water Security

On 1 October 2019, President Fauchon opened the International Summit on Water Security organized by the Ministry of Equipment, Transport, Logistics and Water of the Kingdom of Morocco, the International Network of Basin Organizations and the Global Institute for Water, Environment and Health. “The right to water is the cornerstone for securing access to water for all and provides the strongest connection to global water security,” Fauchon said, welcoming some 300 participants from 65 countries while framing the many discussions to come in a message of rights, dignity and trust.



Loïc Fauchon, President of the World Water Council, and Angel Gurría, Secretary-General of the OECD, announce the new collaboration together with OECD partners, OECD Headquarters, Paris, 22 March 2019

WATER FINANCING

The financing world is no longer lacking in innovation for the water sector. In recent years, the challenge of financing water infrastructure has been met with new thinking around blended finance and hybridity.

Roundtable regional meeting for the Americas

The Council brought its dedication to financing solutions to the Roundtable on Financing Water when the group met for the fourth time in June 2019. The Roundtable is a public-private platform created by the Council, The Netherlands, the OECD and the World Bank. This regional meeting took place at the Washington, D.C. headquarters of the Inter-American Development Bank, and brought more than 100 participants from across the hemisphere.

A full day for financing at Stockholm World Water Week

At Stockholm World Water Week in August 2019, the Council collaborated with CAF, Germany (GIZ/BMZ), SIWI and the Stockholm Sustainable Finance Centre to co-organize a full-day seminar devoted to the latest thought on financing. The Council came with a proposal for 10 practical responses to improve financing for water. Not stopping there, the Council co-organized another lively event on blended finance, 'The Right Blend: Tailoring Finance Vehicles for Context-specific Success', with The Netherlands, the OECD, Sida and Water.org. President Fauchon's words at the seminar set the stage for political leaders to step up:

"A strong signal of commitment needs to come from all levels of political governance to create the right environment that will reassure investors and attract capital."

The Roundtable in Asia

The Roundtable on Financing Water also held its fifth meeting in 2019, convening in November in the Philippines. Hosted by the Asian Development Bank, this time the focus was on Asia. Among the more than 100 participants was Council Bureau member Qiuchi Shi, from the Ministry of Water Resources of China. "Now more

than ever, it is important to further promote concrete and operational recommendations at all levels, to mobilize more capital towards investment in sustainable water infrastructure, but also to better manage the funds that are available," she said in her opening statement.

Exchanges at the World Bank's Water Week

The World Bank hosted a Water Week of its own in Washington, D.C. in April, with all eyes on the challenge of advancing the water SDGs – and the question of financing that advance. The Council was there, exchanging financing ideas with over 500 water sector leaders and practitioners from around the world. This was also a golden opportunity for Council members in the United States, who sat together for a special breakfast meeting, in between sharing the week with other influential organizations and voices.



Qiuchi Shi, from the Ministry of Water Resources of China and WWC Bureau Member, speaks during the 'Roundtable on Financing Water' at ADB Headquarters, Manila, Philippines, 26 November 2019

GLOBAL CHANGES

The Global Changes program is a response to the large-scale forces that are reshaping the world of water – including changes in the climate, which are affecting water resources globally.

Confronting water scarcity

The island country of Cabo Verde welcomed 200 experts to Praia for the 1st WASAG International Forum on Water Scarcity in Agriculture, coinciding with World Water Day in March 2019. Supported by the Council alongside FAO, IFAD, Italy and Switzerland, the Forum invited concrete solutions to accelerating water scarcity in agriculture. The fruitful exchange gave rise to the Praia Commitment, which stresses the need to share learning and work together across silos to achieve global food and water security.

Bridging CoPs in Bonn

To carry the energy of CoP24 in 2018 onwards to CoP25 in 2019, the Council had to keep ambitions high. The bridge was a High-Level Strategic Workshop on Water and Climate, ‘Raising Ambitions on the Road to CoP25’, held on 13 June in Bonn, Germany. Political, governmental, institutional, technical and scientific stakeholders worked together with non-governmental and civil society organizations to produce a detailed Outcomes Document for the CoP process. The following week in Bonn, the Council and the Global Water Partnership co-convened a side event at the UN Intersessional Climate Change Conference. The subject was ‘Scaling Up Access to Climate Finance for Water

Investments’, with examples from the Green Climate Fund and other innovative models.

HELP on water and disasters

The High-level Experts and Leaders Panel on Water and Disasters (HELP) met for the 14th time in November 2019, in the conference room of the Republic of Korea’s Delegation to the OECD. The meeting was attended by about 30 Panel members: experts and leaders from governments, international organizations, academia, civil society and the private sector. The Council has been taking part in workshops to develop

the HELP Principles on Investment and Financing, which were presented at the 4th UN General Assembly Special Thematic Session on Water and Disasters in June 2019.

CoP25 agrees: #ClimatelsWater

CoP25 was the culmination of a year of determined climate action, and the Council was in Madrid highlighting water’s crucial role in all the goals of the Paris Agreement. The Council co-organized and supported popular arrangements like the Water Action Event ‘Just Add Water: Solutions for the 2020 NDCs and Beyond’, co-convened under the Marrakech Partnership for Global Climate Action. Together with members of the #ClimatelsWater initiative, the Council brought water to Madrid as a game-changer in climate negotiations.



The Prime Minister of Cabo Verde, Ulisses Correia e Silva, at the WASAG Forum, Praia, Cabo Verde, 20 March 2019

IWRM AND TRANSVERSALITY

Governance is perhaps the most important factor for a world seeking to overcome a host of interconnected water threats and changes. In recognition of this, the fourth of the Council's programs for the period 2019–2021 is devoted to refining integrated water resource management (IWRM) and the governance of water as a resource that traverses every domain of sustainable development.

A challenge accepted

The Council's previous Task Force on IWRM, which operated from 2016 to 2018, laid out the substantial work to be done in the challenge paper "Revitalizing IWRM for the 2030 Agenda". This paper, further discussed in a High-Level Panel on IWRM during the 8th World Water Forum, laid out an ambitious path for a new program. The challenge paper recognized IWRM

as an overarching, demand-driven, adaptive strategy for change that nevertheless needs to be ready to apply to specific, local contexts if it is to have practical value.

The new school of IWRM

Increasingly, IWRM is focusing attention on the natural environment, demand management, stakeholder participation, and the need to manage water resources as an

integral part of development. It is shifting the emphasis from singular blueprints for integrated infrastructure towards water governance and environmental protection. This side of IWRM will be necessary to address water quality problems and adapt to the impacts of climate change. With water scarcity and pollution increasing, finding ways to address conflicts and trade-offs is critical to allocate and use water in an efficient, sustainable and equitable manner.

Gearing up

The Task Force is preparing to address a long list of issues including water allocation among sectors; water pollution and quality; water availability and alternative sources; water-use efficiency; water governance; and transboundary water.





Handover ceremony at the end of the 8th World Water Forum, Brasilia, Brazil, 23 March 2018

WORLD WATER FORUM



Every three years a different country hosts the world's largest event on water: the World Water Forum. It is a single platform where the water community and its many decision makers can collaborate for long-term progress, seeking water security and adaptability on a global scale.

The World Water Council has organized all eight past Forums in cooperation with their host countries. The events have grown ever larger, from a few hundred attendees gathering in 1997 to more than 100,000 at the 8th Forum in 2018. Participants flock from all levels of government, from multilateral institutions, from academia, from civil society and from the private sector.

The Forum is a true flagship event for the water world – and the spirit of collective action does not fade in the intervening years. The Council ensures that the Forum legacy traces an unbroken path, catalyzing a multitude of activities and shaping the years-long process of organizing the next Forum in 2021.

PATH TO THE 9TH WORLD WATER FORUM

Dakar, Senegal, will break ground with the first Forum in sub-Saharan Africa. Senegal and the Council are organizing a contextualized, global and local Forum for 2021, anchored in the water challenges of Africa and the world. The Forum is taking shape around four priorities: Water Security and Sanitation; Cooperation; Water for Rural Development; and Means and Tools.

Kicking off with enthusiasm

The 9th Forum Kick-off Meeting in June 2019 was a major gathering in its own right: it brought 600 experts from around the world to Diamniadio, Senegal, for two days of collaboration. They lent their ideas to the early, crucial task of constructing the Forum program. President Fauchon summed up the mood during the opening ceremony: “For two years, Africa, Senegal and Dakar will be the Capital of Water. Let’s use this opportunity for African voices to be heard.”

An intergenerational message in Stockholm

Amid the buzz of Stockholm World Water Week, the voices of youth were clearly heard at the event ‘Join the Youth for the World Water Forum Dakar 2021’. This presented the innovative framework of the 9th Forum, with its preparatory process open to youth and all other stakeholders. The event’s intergenerational dialogue about the Forum priorities resulted in shared recommendations.



Breakout session at the 9th World Water Forum Kick-off Meeting, Dakar, Senegal, 20 June 2019

First announcement and call for participation

December saw two key steps in the Forum organization, starting with the First Announcement. This was followed by a call for participation in Action Groups and Consultative Groups, which was shared broadly. Action Groups will be established at the objective level under the four Forum priorities, and will solicit participation from the broader Consultative Groups.

Audiences and agreements

Forum representatives took to many international stages in 2019. The Steering Committee Co-Chairs presented the Forum to UNESCO's International Water Conference in May, which was also the occasion for a partnership agreement to reconfirm the long-standing cooperation between UNESCO and the Council, and for both to sign a letter of intent with the 9th Forum Secretariat on the preparation of the Forum. At the Forum Kick-off, the Council, the Secretariat and the International Water Resources Association signed a memorandum of understanding to further collaborate on international activities. More sessions brought Forum updates to Cairo Water Week in October; the International Symposium on the Use of Nonconventional Waters for Achieving Food Security, in Madrid, in November; and CoP25, also in Madrid, in December.

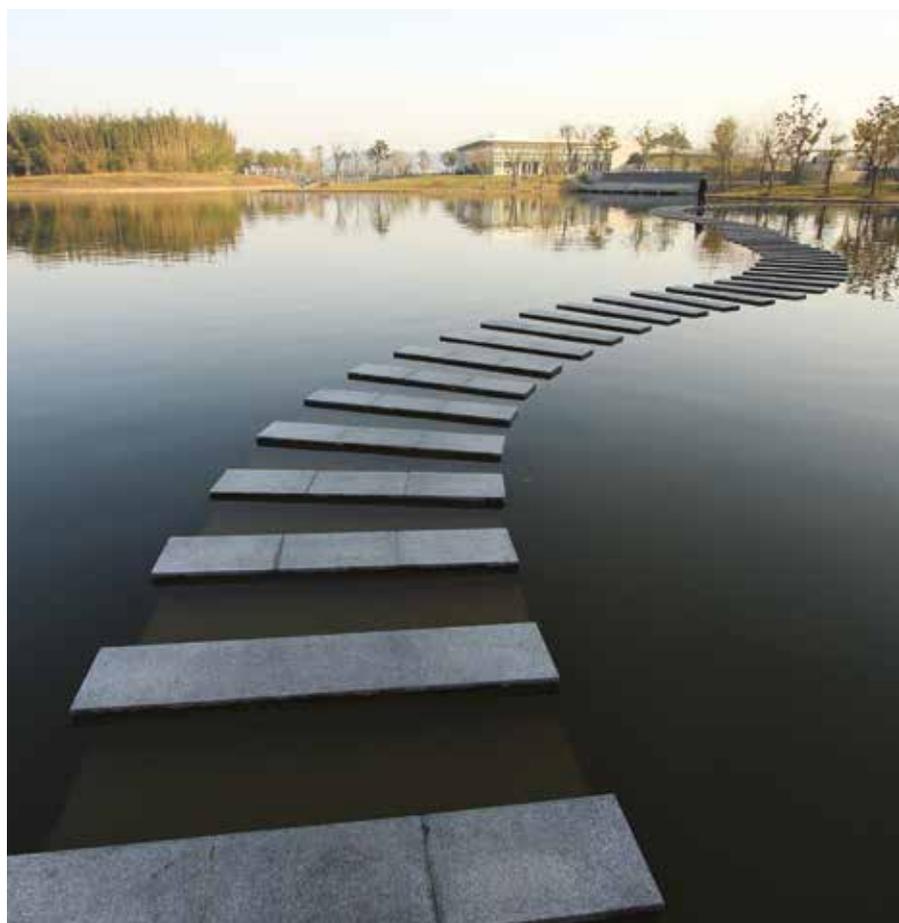
FIRST STEP TOWARD THE 10TH WORLD WATER FORUM

The 10th World Water Forum is still far away in March 2024, but preparing for such a large event requires long-term planning. This year, the Council moved towards answering the first big question: who will host the Forum?

The Council sought expressions of interest from all nations, and to facilitate the best possible field of contenders, the initial deadline in November 2018 was extended to 1 June 2019. The expressions came in official letters to the Council

Secretariat in Marseille, presented or endorsed by government representatives at the highest level. The prospective host countries and cities that were shortlisted had until 2 December 2019 to prepare their final bid documents.

The Council's Board of Governors has determined that the bidding process for the World Water Forum is open to the government of any country that, together with the host city, can demonstrate its capacity to organize such an important event.



ORGANIZATION

The World Water Council's Board of Governors met three times in 2019 – in Lebanon, Senegal and Egypt – to provide guidance on Council activities.

68th meeting in conjunction with Beirut Water Week

The 68th meeting of the Board of Governors took place in Lebanon, where it was held in conjunction with the 7th Beirut Water Week in April 2019. The meeting brought close contact with the host country when the Council's Bureau members accepted an invitation to meet with Prime Minister Saad Hariri at

Government Headquarters. This was an opportunity to invite the Lebanese Government to participate in the World Water Council's activities and the upcoming 9th World Water Forum.

69th meeting on the eve of the 9th World Water Forum Kick-off

The 69th Board of Governors meeting fell on the eve of the 9th Forum Kick-off Meeting in Diamniadio, Senegal in June 2019. The organization of the Forum was, of course, a major topic of discussion, along with the new triennial strategic plan and the organization of its Task Forces.

70th meeting during Cairo Water Week

Finally, in October 2019, the 70th Board of Governors meeting coincided with the 2nd Cairo Water Week in Egypt. Here, Council President Fauchon met with President of Egypt Abdel Fattah el-Sisi, and spoke at the week's opening ceremony with Prime Minister Mostafa Madbouly and the Minister of Water Resources and Irrigation. Another meeting during the week brought together more than 30 Egyptian members of the Council for a fruitful discussion.



68th Board of Governors meeting, Beirut, Lebanon, 9 April 2019



69th Board of Governors meeting, Dakar, Senegal, 18 June 2019



Simon Chelugui, Minister of Water & Sanitation and Irrigation of Kenya, and Mohamed Abdel Aty, Minister of Water Resources and Irrigation of Egypt, at the 70th Board of Governors meeting, Cairo, Egypt, 22 October 2019

BOARD MANDATE 2019–2021

College 1: Inter-governmental organizations

- CAF – Development Bank of Latin America
- Food and Agriculture Organization of the United Nations
- World Bank
- United Nations Educational, Scientific and Cultural Organization

College 2: Government and government promoted organizations

- Azersu Open Joint Stock Company, Azerbaijan
- City of Marseille, France
- International Economic & Technical Cooperation and Exchange Center, China
- Loire-Bretagne Water Agency, France
- Ministry of Environment, Republic of Korea
- Ministry of Equipment, Transport, Logistics and Water, Morocco
- National Water Research Center, Egypt
- Regulatory Agency for Water, Energy and Basic Sanitation of the Federal District, Brazil

College 3: Commercial organizations

- Basic Sanitation Company of the State of São Paulo, Brazil
- Beijing Hanjian Heshan Pipeline Co. Ltd., China
- Dolsar Engineering Inc. Co., Turkey
- Nairobi City Water & Sewerage Co. Ltd., Kenya
- National Office for Electricity and Potable Water, Morocco
- Water Supply Company of Marseille, France
- AquaFed – The International Federation of Private Water Operators, Belgium

College 4: Civil society organizations

- Brazilian Association of Regulatory Agencies, Brazil
- French Water Partnership, France
- India Water Foundation, India
- Korea Water Forum, Republic of Korea
- Moroccan Coalition for Water, Morocco
- The Nature Conservancy, USA
- Turkish Water Institute, Turkey

College 5: Professional and academic organizations

- American University of Beirut, Lebanon
- Asia Water Council, Republic of Korea
- Chinese Hydraulic Engineering Society, China
- Daugherty Water for Food Global Institute at the University of Nebraska, USA
- International Institute for Applied Systems Analysis, Austria
- International Office for Water, France
- International Water Resources Association, International
- Japan Institute of Country-ology and Engineering, Japan
- Portuguese Association of Water and Wastewater Services, Portugal
- Turkish Society for Infrastructure and Trenchless Technology, Turkey

COMMUNICATIONS AND REPORTING TO MEMBERS

In 2019, the World Water Council drew global attention by campaigning proactively and engaging with major events. To follow a strategic approach and make the best use of its powerful digital tools, the communications department developed a fresh strategy focusing on membership development.

Campaigning for smarter financing during the World Economic Forum

The World Economic Forum’s annual Risks Report for 2019 revealed a global failure to adapt to climate change, tracing an infrastructure gap of USD 18 trillion that runs through both emerging and advanced countries. The Council responded with a campaign through its digital channels, offering its recent work on financing as a convincing answer to the Risk Report’s findings.

High visibility in France on World Water Day

The Council typically achieves a high profile every 22 March on World Water Day. In 2019, interest in the Council’s mission was especially evident in France. Council op-eds ran in four French newspapers, and President Fauchon was interviewed by national radio channels in the country. In the Council’s home city of Marseille, France, a newspaper

advertisement brought attention to this year’s World Water Day theme, ‘Leaving No One Behind’.

“What are you doing for water?”

On 13 May 2019, the Council launched a new video on its digital platforms presenting its priorities for the coming years. In the video, titled “What are you doing for water?” or, in its French version, “Que faites-vous pour l’eau?”, President Fauchon makes a personal call for decision makers to get involved in the Council’s cause.

Enhancing the tools and benefits of membership

Following the new strategy’s emphasis on membership, the communications department produced a series of digital assets that equip Governors and existing members to reach out to potential members. These tools include the new video, a detailed PowerPoint presentation, and the 2019 Membership Directory – which provides new members with a world of networking opportunities.



By contributing regularly to media outlets the Council helps increase water’s visibility in the international agenda

World Water Council communications: Key figures

360,389
website visits



13,278

 Facebook and
 Twitter followers

Total number of
Twitter impressions

340,000

 Number of Facebook followers

13.6%
INCREASE

JAN 2019: **4,627** / DEC 2019: **5,357**

 Number of Twitter followers

27.6%
INCREASE

JAN 2019: **6,207** / DEC 2019: **7,921**

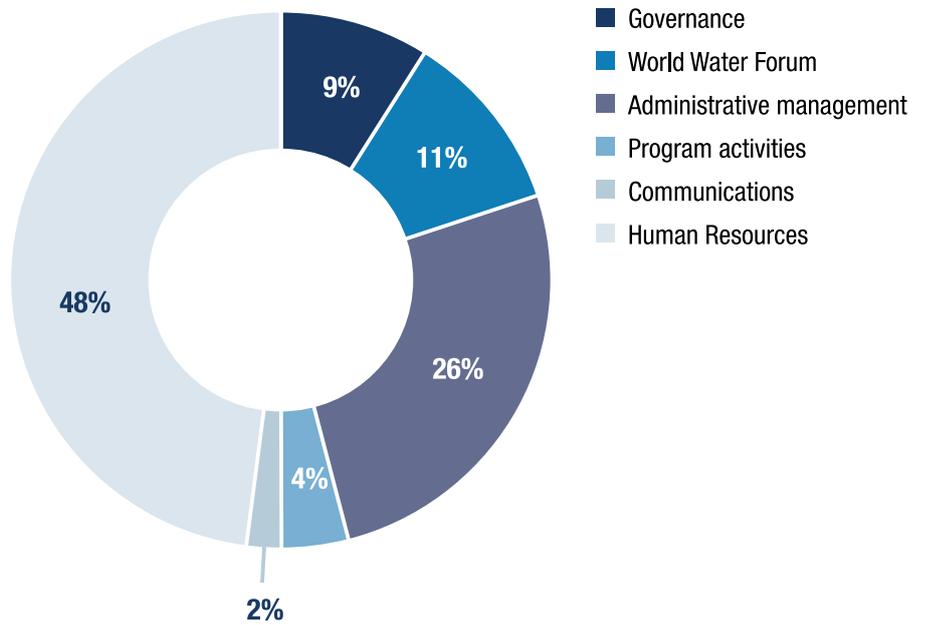
FINANCES

The World Water Council finished 2019 in a healthy financial position: its annual income was EUR 1.98 million. This represents a decrease of EUR 1.3 million from its 2018 net revenues, which is usual in the year following a World Water Forum and a General Assembly.

As a result of the belated establishment of the 2019–2021 Strategy, operations encountered a slight decrease with annual expenditures of EUR 1.98 million.

A graphical breakdown of expenditure and revenue per category is displayed here.

Expenditure 2019



Revenue 2019

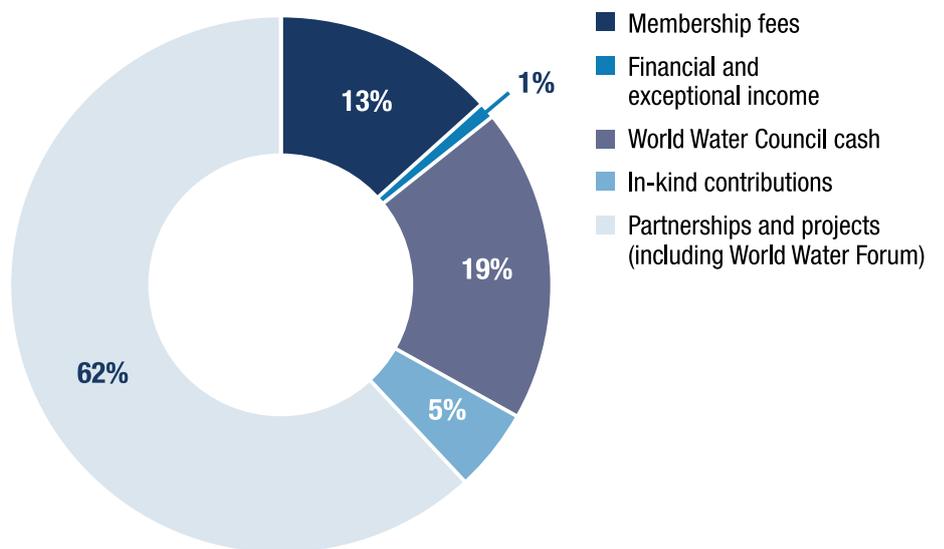
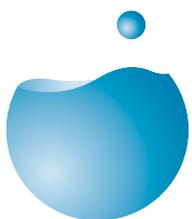
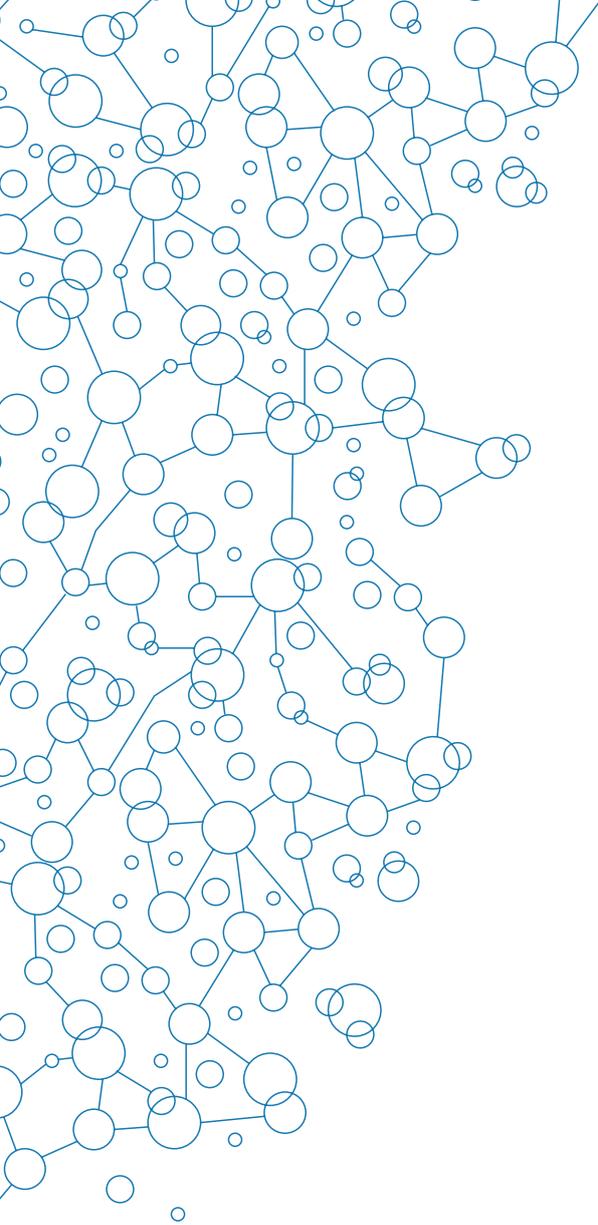


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