



World Water Day Press Release

World Water Council Conference: "Water Security: A Pathway To Sustainable Development"

---

## **2015 marks turning point for water security**

### ***World Water Council hosts water policy and stakeholder event in Washington D.C. Calls for collective action***

**Washington D.C., United States of America, 20 March 2015** – Today, the World Water Council, co-organizer of the World Water Forum, is bringing together nearly 150 prominent policy makers and stakeholders from across the nation to address critical water security issues in the context of adapting to climate change.

A decade ago, water merited little attention and support from global decision-makers, business and opinion leaders. Today, the script is very different. The impacts of water on populations and societies worldwide demonstrate that water security is increasingly important as a pathway to sustainable development.

*"A huge challenge lies ahead of us: we must invent our water future together. To succeed, we need the political decision-makers and the international community to come together to implement changes",* said Benedito Braga, President of the World Water Council. *"Through investment in water security, we will guarantee security in most other domains, including energy, environment, food, and health."*

*"As the SDG dialogue and negotiations enter the last mile, we must concentrate and mobilize all our efforts to make sure water is appreciated, not only as an end in itself, but as a means for sustainable development as a whole",* said Benedito Braga. *"The year 2015 is not an opportunity the world can afford to miss. There is no time to waste."*

**Press Contacts:** To receive the list of participants, photos, more information or to ask for an interview

Grayling Agency

US - Jessica Cassady: +1 610 247 0898 - Kevin Swanson: +1 202 863 4220

UK - Jessica Phillimore: +44 (0)2079 321 869

France - Daniel Da Costa: +33 (0)155 30 70 90

[worldwatercouncil@grayling.com](mailto:worldwatercouncil@grayling.com)

## Notes to Editors

**Water Security for a secure world** - Water can be used, treated and reused. Properly managed and governed, the world has enough water not only for now but also for decades to come, when the global population is estimated to be over 9 billion. Then why are we so concerned?

Water is essential to all human activities, not only for drinking and cleaning, but also for food and for energy production, health, economic growth and environmental prosperity. Increased water scarcity, due to climate variability or population growth for example, puts at risk all of these other domains as well. Water security is a lens through which we must plan growth to eradicate poverty, build climate resilience and prepare for long-term sustainability. Water security relies on sound water infrastructure development but also on effective water governance. Building a secure water future will require political will and investments for water in all domains.

**A dedicated SDG for Water to achieve Water Security** - The World Water Council has been actively involved in securing a place for water within the post-2015 development agenda. Investing in water now will lead to averted exponential costs to society and produce great benefits in increased productivity in the future. In 2015, the international community has a once-in-a-generation opportunity to secure water for our future.

The World Water Council considers the formulation of the Sustainable Development Goals (SDGs) to be an endeavor of the highest importance to ensure a prosperous and equitable future for humankind. No development can occur without the necessary water security to nurture sustainable development. And, water is the common thread connecting all of the SDGs. A dedicated water goal is an absolute necessity and critical as part of the Post-2015 development agenda with measurable targets and indicators in support of life, well-being, economic and social development and the environment.

For the program of the High Level Panel Discussion on Water in the Post-2015 Development Agenda that the World Water Council is co-organizing during the 7<sup>th</sup> World Water Forum on 14 April 2015, please follow the link: [http://eng.worldwaterforum7.org/program/program.asp?program\\_seq=412](http://eng.worldwaterforum7.org/program/program.asp?program_seq=412)

## About...

**The World Water Council (WWC)** is an international multi-stakeholder platform organization, founder and co-organizer of the World Water Forum. The World Water Council's mission is to promote awareness, build political commitment and trigger action on critical water issues at all levels, including the highest decision-making level, to facilitate the efficient conservation, protection, development, planning, management and use of water in all its dimensions on an environmentally sustainable basis for the benefit of all life on earth. The World Water Council, headquartered in Marseille, France, was created in 1996. It brings together over 300 member organizations from more than 50 different countries. More: [www.worldwatercouncil.org](http://www.worldwatercouncil.org)

**The 7<sup>th</sup> World Water Forum, Daegu-Gyeongbuk, Republic of Korea, 12-17 April 2015**, is the world's largest international event devoted to water issues. The 7<sup>th</sup> World Water Forum will give participants a platform to exchange positions, share their ideas and expertise, improve water security globally by influencing the global agenda, and mostly become actors for positive change in their communities.

Necessitating over two years of collaborative preparation with stakeholders from around the world, the 7<sup>th</sup> World Water Forum consists of 4 preparatory processes: Political, Regional, Thematic and Science and Technology, within a common framework, so as to catalyze collective action and positive change. It will also be composed of cultural events, prize ceremonies, side events, a water exhibition, and a Citizen's Forum, including a Youth and Children's Forum, to raise awareness around water issues. The 7<sup>th</sup> World Water Forum is jointly organized by the World Water Council and the Republic of Korea together with the city of Daegu and the Province of Gyeongbuk.

For more information, please go to: <http://eng.worldwaterforum7.org/main/>