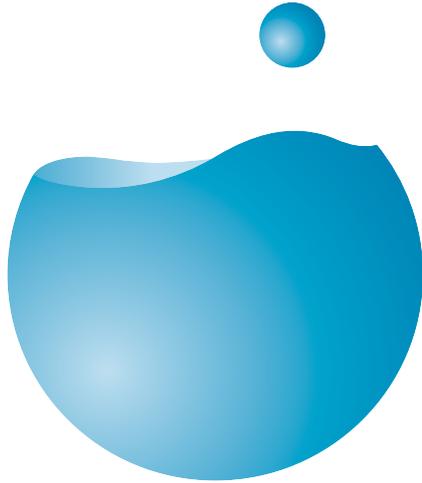


A PACT FOR WATER SECURITY

WORLD WATER COUNCIL 2013-2015 STRATEGY



WWC STRATEGY



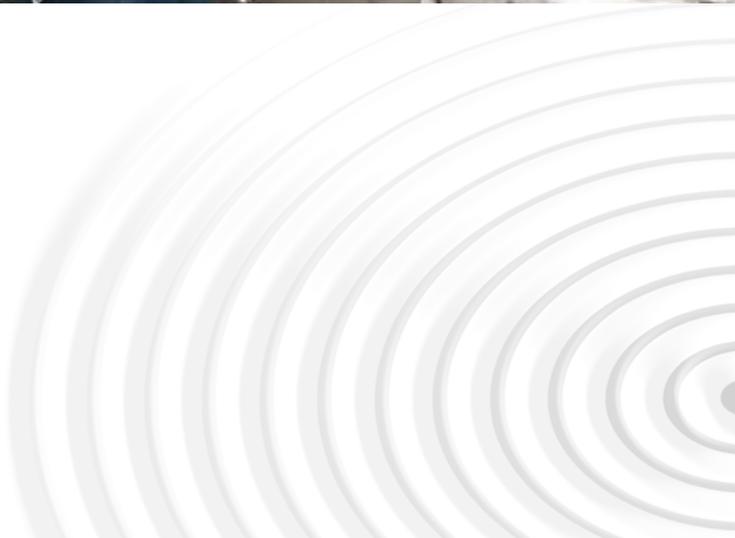
WORLD
WATER
COUNCIL

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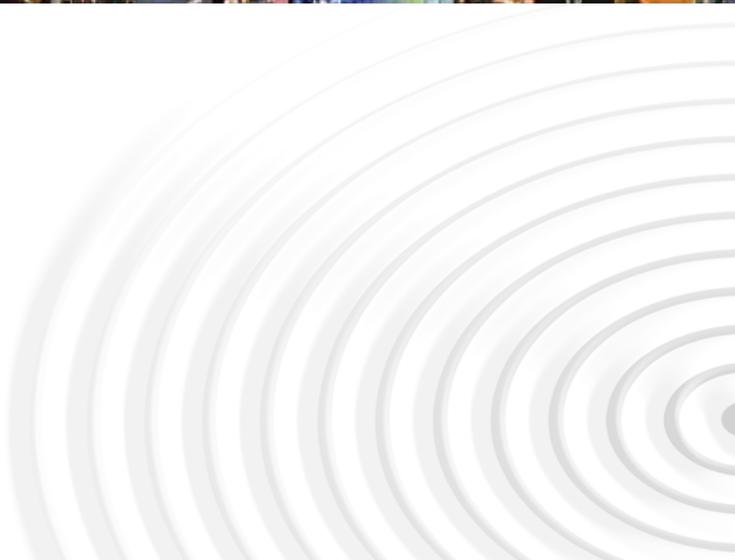


INTRODUCTION

When talking about the future, we must talk about securing water. Our ability to build this future together will be defined by our ability to organize our socio-economic and political systems in such a way that challenges are turned into opportunities. This requires, above all, the political will and courage to address the issues and recognize the importance of healthy systems as the backbone of our societies. Investing in them will be vital to gaining the strength and resilience to overcome the challenges ahead.

Having focused during the past three years on increasing awareness, fostering dialogue and encouraging the emergence of solutions, the Council is now moving forward in three strategic directions: water security for human essential needs, water security for economic development and water security for environmental sustainability.

At the World Water Council's General Assembly in 2012, a strategic vision for a water secure world was presented. It served as a stepping stone to the present document. Done for the members by the members with the aim to reinvigorate the Council capacity to produce new water policies worldwide, the WWC 2013-2015 Strategy aims to continue to make real progress on securing water for the betterment of humankind.



GUIDING PRINCIPLES

GIVING AN AUDIBLE VOICE TO WATER

The World Water Council is a worldwide network of wide-ranging competencies and interests that facilitates important water policy dialogs and motivates actions. WWC is a network that seeks to improve the political – technical dialog over water resources policies at local, national and international levels. It creates new synergies among stakeholders that lead to innovative solutions. The everyday action of the Council and its members revolves around three requirements: bringing people together, exploring and discussing.

I.1 BRINGING PEOPLE TOGETHER THROUGH ACTIVE HYDRO-POLITICS

Solutions to be implemented to facilitate access to water and sanitation are often of a technical order but decisions aimed at making the cause of water a global priority are primarily political. Today, based on a platform of seventy States and close to three hundred and fifty organizations, the World Water Council benefits from a recognized legitimacy and broad audience.

The Council is called upon to participate in all major discussions during the rendezvous of the political agenda. During 2012, former President Loïc Fauchon, the members of the Bureau and Governors have met with hundreds of political leaders, heads of state, ministers, parliamentarians and mayors. A close collaboration was established with the UN System through direct contact with the UN Secretary General, UN Water and a large number of heads of agencies.

The Council's voice was heard in all the key meetings of 2012 such as the 6th Forum or in Singapore, Rio, China, Africa, New York, Doha, Korea and in many other places and events.

Little by little, the «diplomacy of water» is becoming a reality to make the voice of water audible and turn water into a priority thus moving from words to political decisions.

President Braga participated in the UN Climate Conference COP-18 in Doha in December 2012. During the high-level side event - Sustainable Solutions for Climate Action Food Security in Dry Lands under a Changing Climate, he gave a speech to a distinguished audience including the Secretary-General of the United Nations, Mr. Ban-Ki moon, the President of COP-18, Mr. Abdullah Bin Hamad Al-Attiyah, the Chairman of the Qatar National Food Security Program, Mr. Fahad Bin Mohammed Al-Attiya, and the Executive Secretary of UNFCCC, Ms. Christiana Figueres.

Bringing people together around the requirements of hydro-diplomacy remains one of the key objectives for the years to come.



1.2 EXPLORING NEW IDEAS AND CONCEPTS

Water resources decisions are at the center of many social policy goals; for both rich and poor countries. The debates over the best ways to use water and to manage it wisely are fuelled by multiple thematic issues. The topics that give substance to water resources policies keep changing over time and vary according to the continents and regions and the different values and goals they hold. Yet the Voice of Water often is not heard. Whether they concern the development of hydraulic infrastructure and protection of the resource, its interaction with energy and food production or the place water has in an economy in harmony with nature, the topics keep evolving simply because the issues continue to evolve.

To be able to listen and understand the future major changes involves our capacity to study, explore and understand so as to have, as early as possible, a better idea of the solutions to promote and commitments to propose. Working to the farthest possible with its membership in different areas, the World Water Council should catalyze change through the production of thematic reports and special editions of its journal *Water Policy*. Networking is essential to that effect and our Council must improve its expertise and that of its members and partners to strengthen its think tank capacity. It will continue to be a catalyst of the reflections on water, a watchtower over emerging thematic.

1.3 DISCUSSING WHILE ENCOURAGING EXCHANGES AND NETWORKING

Water resources demands and needs cross all societal sectors. Deciding how much water to use for what purpose is often where the trade-offs among sectors such as drinking water, agriculture and energy become clear.

Every three years, the World Water Forum marks the water agenda. It imposes itself as the key meeting place for the Water Family. 2012 marked an important evolution in the event since the Forum of Marseille endeavored to promote solutions conducive to specific and sustainable commitments. It is the most important world venue for stakeholders, technical experts and political leaders to meet in a safe environment to discuss trade-offs forces by competing water uses and needs.

A lot remains to be done if we want to weigh more efficiently on the political reality of water: improve the long preparation phase of the Forum and better involve the different actors present in the field, ensure that, progressively, commitments translate into financial, legislative, educational and institutional actions. The next Forum in Korea in 2015 should set new objectives and achievements guidelines.

The ease and speed at which ideas circulate open new perspectives to reach our basic objective: access to water. Yet, a Forum every three years is not enough. The Council must contribute to the permanent dialogue by participating in other events and taking initiatives to open and foster discussions, exchanges and a dialogue between ever increasing numbers of stakeholders.



Explore, discuss, bring together,
this is the mission of the World Water Council since its
creation and also its ambition for the years to come.
Its program will reflect compliance with these three
principles both in continuity and innovation.



ACTION PLAN

CONCRETE AND SUSTAINABLE ADVANCES

2.1 WATER AND POLITICS

The decision process moved from the technical to the political arena. Today, the positioning of the Council is very clear and established. It is the accepted and sought link between professionals and economic and political decision makers.

The future actions of the Council could be imagined at four complementary levels:

1. Strengthen its relation and influence with the United Nations system whether in terms of organizations and agencies or through UN processes and mechanisms. Special consideration must be given to participation in setting the new post 2015 sustainable development goals (in line with the implementation of the Pact for Water Security),

2. Continue to establish relationships and partnerships with national governments to consolidate the work done within the scope of the UN and take stock of the realities and specificities of the States and transboundary situations. Great hydrographic, economic and political nations will receive special attention to broaden the outreach of the Council.



3. The role of Parliaments in the future of water must be emphasized and consolidated. A specific study should help understand the specific needs of Parliamentarians with a view to the effective set up of a Parliamentary Water Helpdesk. Assistance in the development of water legislations and cooperation for budget planning are amongst the priorities which have already been identified.

4. Today, more than a thousand cities are signatory to the Istanbul Water Consensus which must evolve and take advantage of recent urban specificities to better respond to the expectations of the signatory municipalities. The Council must set up a commitment monitoring unit and seek new signatories.

2.2 A PACT FOR WATER SECURITY

Securing water, its availability, use and conservation is paramount to put a stop to “water suffering” that afflicts so many people but also our flora and fauna. This water security now forms an integral part of the strategic obligations for the future of our planet just like nuclear, maritime, food and health security.

Water security first consists in covering the essential needs of everyday life, food and health: water to produce foodstuff and improve agricultural yields; safe clean water to help curb waterborne diseases which remain one of the leading causes of death.

Water security then consists in guaranteeing economic and social security to produce the goods and services needed for development and for the rising of living standards.

Water security also covers ecological security to return to nature the water essential to the preservation of biodiversity and the maintenance of ecosystems.

Around the concept of this Pact, the Council will continue to work on different topics such as:

1. The Right to Water

It is today recognized as a human right and an essential element for the dignity of people. Our Council has just launched a campaign to enshrine the right to water and sanitation in the appropriate legislation of each country. It would be useful to involve Parliamentarians who vote the laws and Local Authorities who are normally in charge of the effective access to water and sanitation. An Observatory of the implementation of the Right to Water could be established by the Council with a certain number of partners.

2. Water, Food and Energy

By the year 2050 food production should be increased approximately 60 %. Energy demands likewise will increase. Two partnerships were launched with the French utility Electricité de France and the World Energy Council. Providing them with content is essential to be able to work on the new and multiple links between water and energy. Understanding the interactions between water, food and energy is an important element to develop other forms of food, health and ecological security. This partnership will be extended to other utilities around the world to show our commitment to this issue.



3. Water for Health and Nature

After water, food is the essential element for human survival. To have water and energy to feed mankind is essential; but what would be the purpose of feeding people if afterwards we let them die because of excessive pollution or waterborne diseases? Guaranteeing water for health contributes to sending a strong message in terms of access to the sanitation several billions of people expect. The Council will work with its members and partners in food producing countries to incentivize efficient water use.

4. Climate and Water-related Disasters

How can we not put water at the heart of climate negotiations? How can we drastically reduce the number of dead and injured, as well as the material and economic damage caused by water-related disasters? The Council has already worked intensely on these themes thanks to the expertise of several of its members. Initiatives are to be taken and notably with a view to promote the idea of integrating in the global debate the fact that lack of water and extreme drought be considered as disasters as much as the consequences of the presence of excess water. Initiatives will also be taken to show the importance of adaptation to climate change and the need for more resilient systems to cope with longer droughts and more intense floods.

5. Water, Demography and Urban Development

How can we take into account the arrival of one additional billion inhabitants on our planet every twelve years? The urban and coastal area populations are growing and this generates new needs in water resources giving rise to potential tensions and conflicts. But does it have to be that way? How can we imagine bringing future populations closer to great catchment areas? The consequences are important for the future of Mankind, and our Council cannot ignore this just as it needs to work with its members and partners on the implications of the concepts of water footprint and virtual water. The Council will also work to promote the concept of integrated urban water management towards livable cities of the future.

6. Water and Green Growth

In 2010, the World Water Council entered into a multi-year agreement with the Government of Korea to study how water can contribute to and act as a motor for green growth. As one of the beacon issues discussed during the 6th World Water Forum, the program presented an initial framework for decision-makers on water and green growth, and a High-Level Panel was convened. Phase I of the program has now been completed, and the World Water Council will continue to pursue Phase 2 and 3, whereby it will call upon the expertise of the High Level Panel and other international partners to render the framework more stringent and impactful, leading to more rigorous recommendations, in particular as applicable to the development of the future Sustainable Development Goals.





7. Integrated Water Resources Management IWRM

The implementation of the water security pact will require an adequate governance structure for water management systems. The concept of IWRM provides a framework that can help moving towards an improved water governance as by definition IWRM is “A process which promotes the co-ordinated development and management of water, land and related resources in order to maximise the resultant economic and social welfare in an equitable manner without compromising the sustainability of vital ecosystems”. The implementation of this concept will require from the Council a coordinated effort to incorporate this integrated view in the above topics such as water and green growth, water, food and energy nexus and water, demography and urban development.

This is obviously a non-exhaustive thematic list and it must be completed step by step, year after year, taking into account the priorities set in the agenda and the means made available to the World Water Council to that effect.

2.3 ENHANCING THE VALUE OF THE ORGANIZATION OF THE FORUM AND CATALYZING FOLLOW-UP ACTIONS

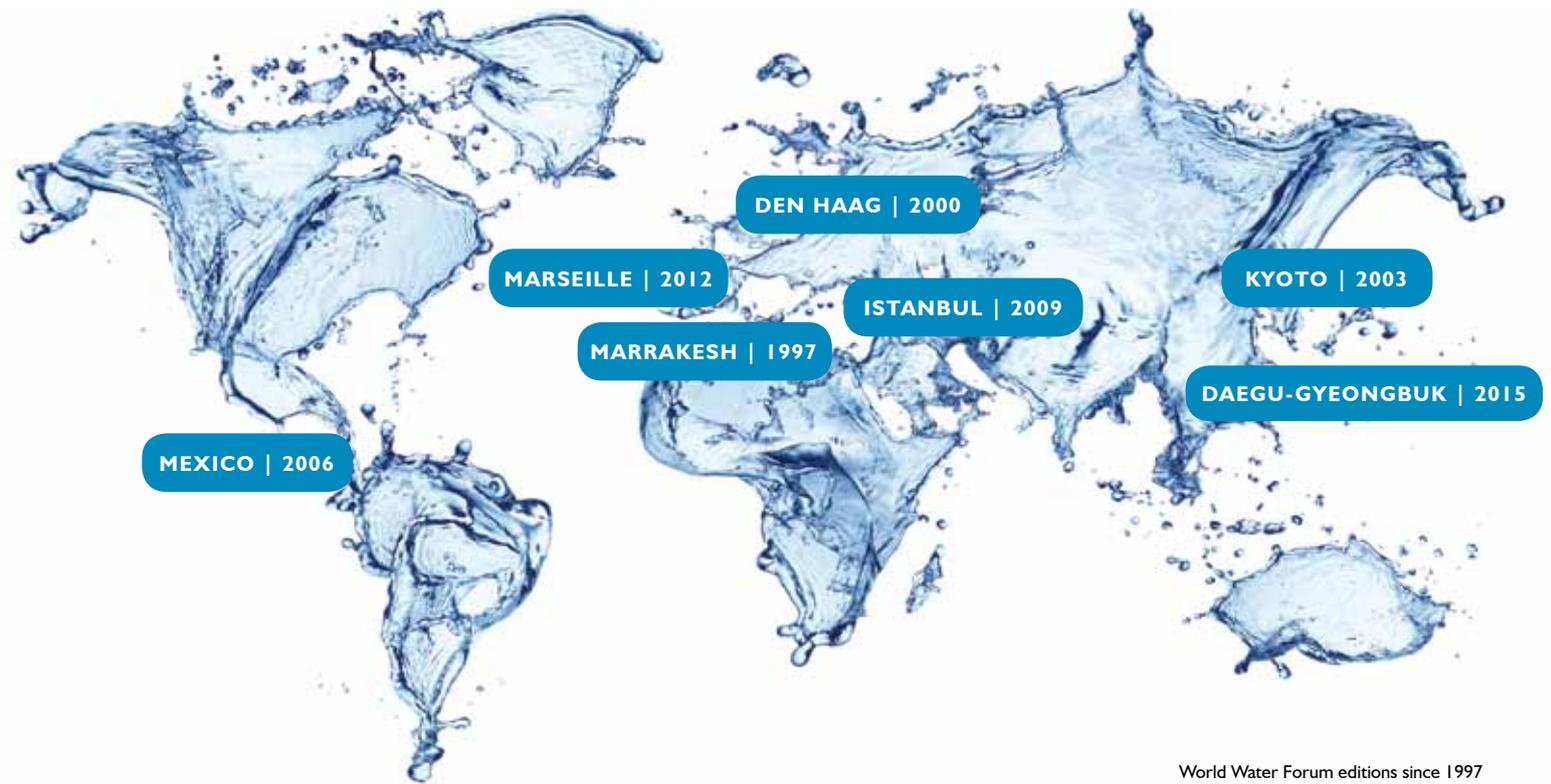
1. Implement the solutions and commitments of the 6th Forum

The 6th Forum was a source of multiple advances. It is now up to our Council to ensure the materialization, implementation and follow up of the outcomes of this event. The Council must set the priorities and specific objectives for this issue and assess its work capacity. Most of the commitments taken revolve around enhancing the value of the solutions platform and of course around more recurrent topics already stated such as the right to water, parliamentary actions and local competencies. The enthusiastic and fruitful participation of more competent NGOs, of women in large numbers and of an ever younger youth raises a great deal of hope with the Council as depositary. To that effect, it must assert its will to move on and allocate the necessary human, technical and financial means.



2. Set sails for Korea

A new co-organization is emerging with our Korean friends. The steering committee has just been set up. This next Forum, beyond usual political and thematic processes, will have to develop its own specificity. The place of technology at the service of water will be enhanced along with an increased commitment and presence for Asian countries. At the same time, the water community shall be involved in the definition of the new Sustainable Development Goals.



World Water Forum editions since 1997

3. Select the host country and city of the 8th Forum

The selection process for the 2018 Forum is now launched and should be activated towards the end of 2014. As of now, the Council must reflect on the stakes of this period and on the actions to take during the 2014-2018 preparation period. The place of climate, the use of renewable energies for water and addressing and preventing disaster situations in less developed countries should be among the key issues to be discussed in this major event.



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ORGANIZATION

ADEQUATE AND PROFESSIONAL MEANS

Membership

The Council's first asset lies in its members, their credibility, experience and commitment. It must continue to seek their effective support and involvement, increase their number, ensure their proper integration, specify their role, listen and bring them together. But a lot remains to be done to reduce the distance between the Board's activities and the members' expectations.

Communication

First, we should address communication with our members to keep them updated with the activities of the headquarters, of the Bureau and Board. Beyond newsletters and the revamping of the Website, proposals are welcomed to enhance the triptych: hydro politics, thematic and forums. We should also act externally with the same concern to disseminate rich and diversified information. Our relationship with the media needs to be analyzed more methodically because our Council must be more proactive to reach two audiences: decision makers and the general public.

Governance

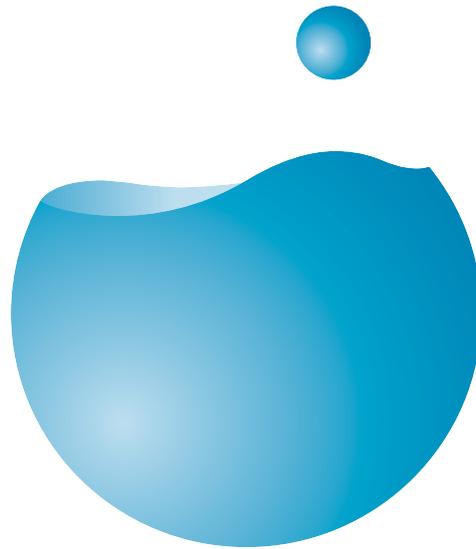
Each General Assembly is an opportunity to think about the respective role of each of our governance levels. Today, the executive role of the President and Bureau is in conformity with the provisions of the Constitution and By-Laws. Better involving the Board and especially the members on an individual basis would be more efficient while respecting the rather uneven availability of each organization and individual. Changes should thus obviously be made to open the Council to new member countries and towards new topics and new representations of Civil Society.

Headquarters

The City of Marseille will continue to bring important human and financial support, besides offering office space which will enable the permanent staff to work in good conditions during the next mandate. A new Executive Director is currently being recruited. The current planned budget of around 3 to 4 million Euros enables the maintenance of a team of 12 to 15 people whose objectives will be defined by the new Board, the Bureau and President. The present team should be commended for the discreet yet remarkable job it has done over the past three years.

Finances

Regardless of the good financial situation of the Council today, a particular effort should be made on the issue of fundraising. The Council and Forums' excellent image allows for the launching of an innovative partnership policy which could progressively lead to quite a higher guaranteed revenue level.



WORLD WATER COUNCIL

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