

# Raising Awareness and Communicating the Urgency to Act

Introduction

Background, Objectives  
and Structure of the  
Conference

**1st International Conference of the Global  
Water Operators' Partnerships Alliance**  
Raising Awareness and Communicating the Urgency to Act  
Zaragoza, Spain. 3-4 December 2009



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FOR A BETTER URBAN FUTURE  
Global Water Operators' Partnerships Alliance

# Millennium Development Goals

## MDG 7 Target 10

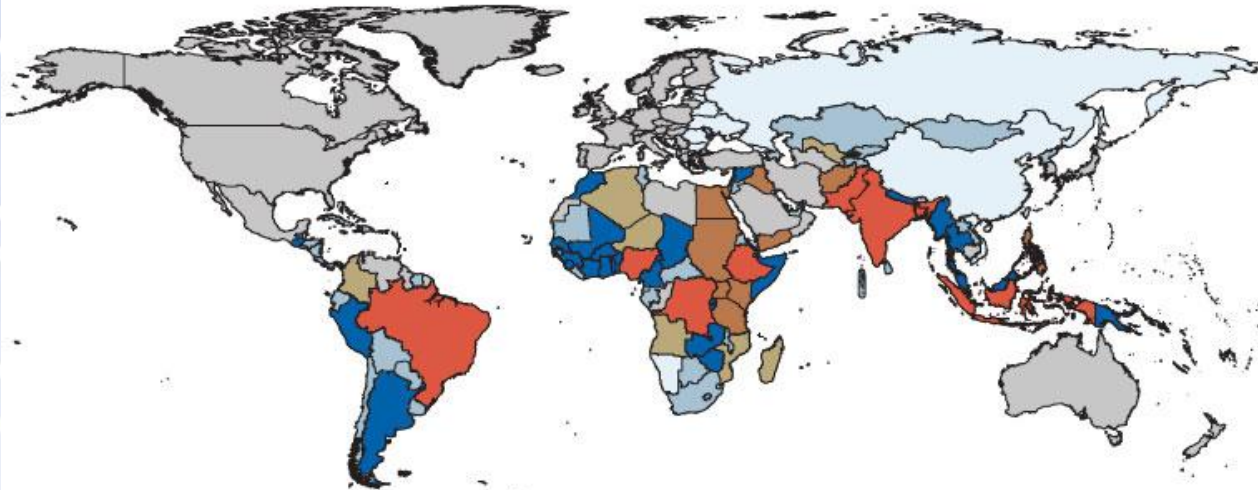
“Halve, by 2015, the proportion of the population without sustainable access to safe drinking water and basic sanitation”

# And..

- To develop integrated water resource management and water efficiency plans by 2005 (**Johannesburg Plan of Implementation**).
- To stop the unsustainable exploitation of water resources.

# Access to an improved drinking water source

Population that require access to an improved drinking water source to meet the MDG target, 2006-2015 (Number of people per year)



In 2009, **884 million people** worldwide still rely on unimproved water sources for their drinking, cooking, bathing and other domestic activities

**Significant disparities between urban and rural: 84 per cent (746 million people) live in rural areas.**

*Source: The MDG Report 2009. United Nations*

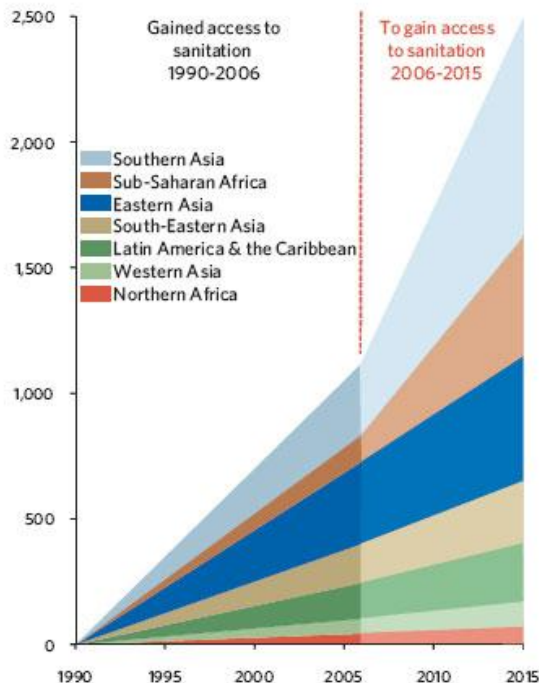
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# Access to an improved sanitation facility

Population that gained access to an improved sanitation facility 1990-2006 (Millions) and population that needs to gain access to an improved sanitation facility to meet the MDG target, 2006-2015 (Millions)



- From 1990 to 2006, 1.1 billion people in the developing world gained access to toilets, latrines and other forms of improved sanitation. An additional 1.4 billion people will require such facilities if the 2015 target is to be met.
- In 2006, **2.5 billion people** worldwide were still unserved.
- The greatest challenge is in Southern Asia, where 580 million people are without improved Sanitation

*Source: The MDG Report 2009. United Nations.*

**Sustainable, efficient and equitable management of water resources has never been as important as in today's world !**

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# The International Decade for Action 'Water for Life' 2005-2015

The UN General Assembly proclaims the period 2005-2015 **International Decade for Action 'Water for Life'** in its resolution 58/217 of 9 February 2004 to commence on World Water Day, 22 March 2005

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The United Nations Office to Support the International  
Decade for Action 'Water for Life' 2005-2015  
implements the  
UN-Water Decade Programme on Advocacy and  
Communication

Primary goal: **to promote** efforts by different  
stakeholders to fulfill by 2015 the  
international commitments made on water  
and water-related issues:



# The Global Water Operators' Partnerships Alliance

- The decision to establish it stems from concerns about the risk of missing the water and sanitation targets of the Millennium Development Goals.
- Upon request by the Secretary General of the UN, UN-HABITAT has led the development of GWOPA as a global network of partners with a common commitment to helping water utilities help one another.

# Water Operators

- Are central to achieving global goals of environmental protection and universal access to water and sanitation services.
- As providers of drinking water for the majority of the world's population, water operators:
  - have great power to communicate,
  - show by example
  - inspire their customers about the urgent need to act in solidarity towards common environmental and development goals.

# WOs are increasingly engaging in..

- Awareness campaigns
- Educational programs
- International development
- Corporate social responsibility efforts
- Sharing their skills

# Objectives of the Conference

In the Conference we:

- **SUPPORT PARTNERSHIPS** Identify and explore modalities of different mechanisms to support south-south and north-south Water Operators' Partnerships, and to enhance access to them.
- **LEARN ABOUT COMMUNICATION PRACTICES:** Provide an opportunity for exchange of experience and ideas on existing information and communication practices of Water Operators.
- **ESTABLISH OPPORTUNITIES FOR COLLABORATION:** Identify and establish specific opportunities for collaboration between Water Operators on good practices of information and communication.
- **LAUNCH A COMMUNICATION CAMPAIGN:** To introduce and launch a communication campaign for Water Operators on the Urgency to Act and especially for the World Water Day 2010.

# Organizing Partners

- The event is co-organized by :
  - the United Nations Office to Support the International Decade for Action 'Water for Life' 2005-2015, hosted by UN DESA.
  - the Global Water Operators' Partnerships Alliance, hosted by UN-Habitat,
    - with the regional platforms of Water Operators Partnerships and the water operators from:
      - Latin America
      - The Caribbean
      - Africa
      - Asia
      - Arab Countries
      - Pacific

# With the support of...



*With thanks also to the Government of Aragon for yesterday's event*

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# Participants

The conference brings together more than 70 participants:

- **Water operators: 27**
  - Latin America and The Caribbean (5): Brazil, Uruguay, Guyana, St Lucia, Trinidad.
  - Africa (4): Senegal, Kenya, Ivory Coast, South Africa,
  - Arab Countries (3): Morocco, Jordan and Egypt.
  - Asia (3): Camboia, Malaysia, India
  - Pacific (2): Samoa, Papua New Guinea
  - Europe (10): Spain, Netherlands, etc.

# And

- Associations of Operators: 10
- NGOs: 9
- Support mechanisms, regional development banks and other donor organizations: 7
- Aragon and Zaragoza Local Water Managers: 10



# And ...

- Members of the Global WOPs Alliance and its Steering Committee (Argentina, Uganda, Brazil, Paskistan Belgium), UNDESA and UN Habitat: 16
- Members of the Regional WOPs platforms: 17
- Representative of UNSGAB: Mr Kenzo Hiroki (Japan).

# Structure of the conference

- One opening and one closing session.
- 3 Plenary sessions with open debate.
- 2 working Groups sessions to continue debate in small groups.
- One networking session to facilitate bilateral contacts

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# The Plenary Sessions

- INTRODUCTORY SESSION WITH THE PRESENTATION OF THE WATER SMART CAMPAIGN.
- SESSION 1 ON THE WATER OPERATORS PARTENRSHIP AS MEANS TO PROMOTE SOCIAL CORPORATE RESPONSIBILITY GOOD PRACTICES
- SESSION 2 TO DISCUSS EXISTING PUBLIC COMMUNICATION, INFORMATION AND CONSULTATION PRACTICES.
- SESSION 3 DEDICATED TO ANALYSE AND DISCUSS EXISTING SUPPORT MECHANISM AND HOW THEY CAN BE USED TO PROMOTE PARTNERSHIPS.
- A CLOSING SESSION TO PRESENT IMPROVED PARTNERSHIP PROPOSALS AND CONCLUSIONS

# The Working Groups Sessions

- Working Group Session 1 on communication and information practices- Afternoon 1st day
- Working Group Session 2: on how best to support partnership agreements. Afternoon 2nd Day.
- Organisation:
  - Three groups in rooms A,B,and C
  - 25 Max. Per group.
  - Allow presentation and facilitated discussion of experiences.
  - Spokesperson nominated

# Key questions to be addressed in WGs1

- What are the communication and information practices of water operators?.
- Strengths and weaknesses in relation to effects on improved water use; hygiene and sanitation practices; resilience from droughts and floods.

# Key Questions to be addressed in WGs 2

- What participants expect GWOPA to do to facilitate their WOPs activities?
- What kinds of mechanisms are available or could be used for facilitating your WOPs activities?.

# The networking session (tomorrow afternoon)

- time for bilateral meetings between operators of the South and North.
- And for informing operators and interested parties about the WATER SMART campaign.
- **Please inform Secretariat of who would you be interested/have arranged to meet**

# The Side Event and Technical Visit

At 17:30 Today

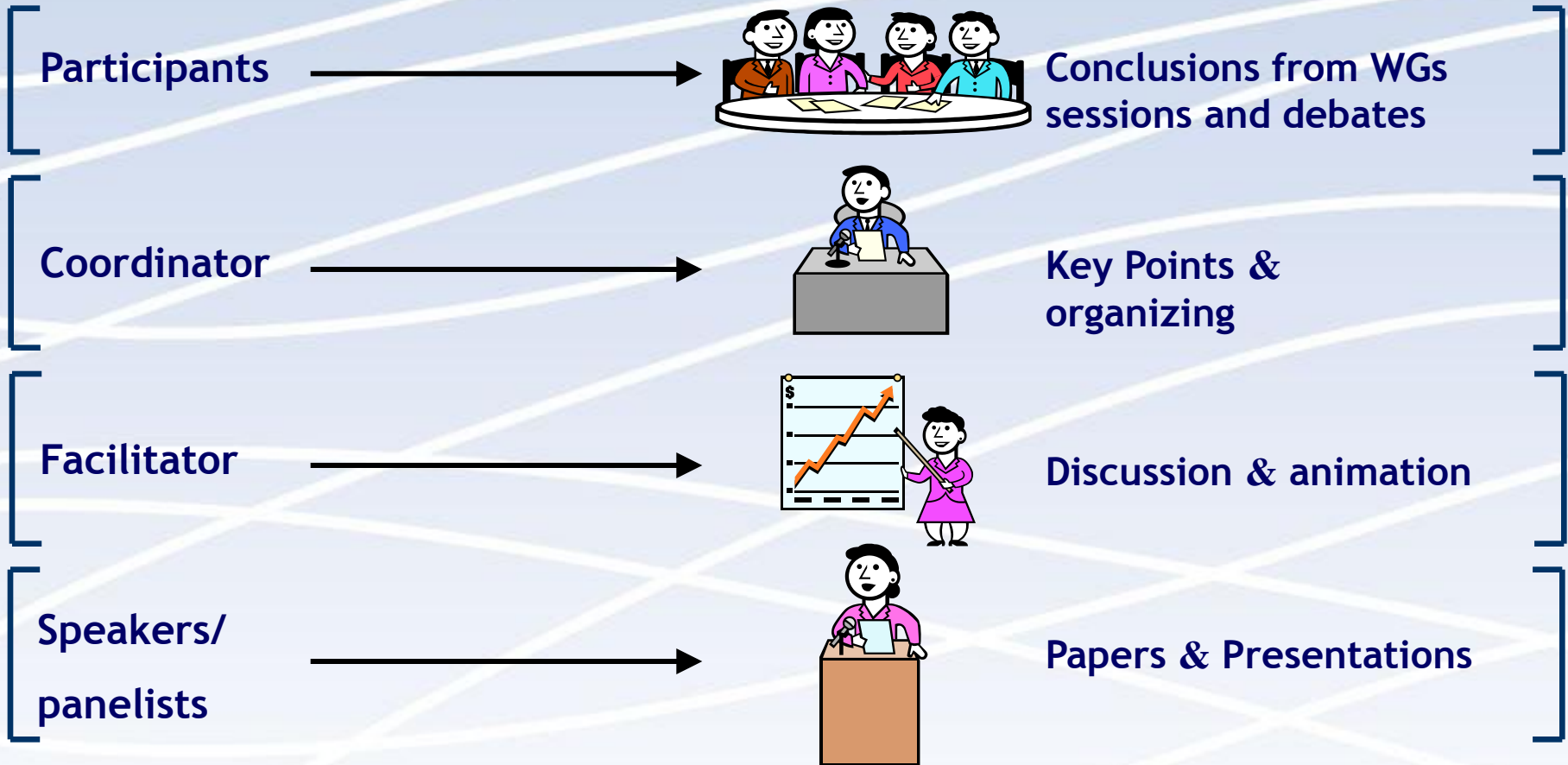
- The communication campaign of the WasteWater Treatment Plan of Aragon.

At 18:00 Today

- Visit the Zaragoza Purification Plant: The Educational program of the Zaragoza Municipality



# The roles. How to get there..



# Expected Outcomes of the Conference

## Improved Partnerships to achieve the MDGs

- A more comprehensive compendium of available financial and legal support mechanism(s) for WOPs and an understanding of how the GWOPA can help connect them to where they are needed
- A developing compendium of practice on using WOPs as a corporate social responsibility tool and good communication and information practices.
- Launching WATER SMART, a communication campaign for Water Operators

The conference invites participants  
.... to learn how they can fulfill their  
role as communications agents and  
actors in achieving global  
development goals on water and  
sanitation.

***"Every journey is a drop in the bucket, yes. But I see it as the first wave in a tide of change comprised of myriad small steps".***

**Ban Ki-moon**

We hope to make a difference..  
have a good conference..

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<http://www.un.org/waterforlifedecade/>