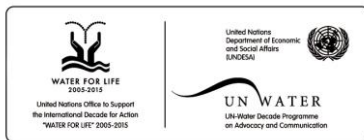


“Water in a changing world of growth opportunities”

Date: 18 June 2013



The 2013 Global Deutsche Welle Media Forum took place from the 17th to the 19th of June 2013 on the theme of “**The Future of Growth: Economic Values and the Media**”. The session of the Forum on “**Water in a Changing World of Growth Opportunities**” was organised by the United Nations Office to support the International Decade for Action: Water for Life 2005-2015/UN-Water Decade Programme on Advocacy and Communications, in collaboration with the World Bank, the Women for Water Partnership and the United Nations Convention to combat Desertification. It counted with the support of UNW-DPC.

The Deutsche Welle Global Media Forum 2013

The Deutsche Welle Global Media Forum 2013 brought together under the overarching theme “**The Future of Growth - New Economies and the Media**” media users and producers, scientists, representatives from organizations working in cultural, political, business, development and science sector, as well as economics experts, policy makers and representatives from international, grassroots and non-governmental organizations to discuss how to harmonize individual and collective action in order to steer the world away from a foreboding future and instead toward genuine sustainability. The role that media play in this process has been consistently in focus during the three-day conference. The event has incorporated podium discussions, workshops, interactive presentations, and exhibitions.

According to organizers this edition had impressive numbers, 2,530 people from 125 countries attended the conference. Some 570 journalists - 400 from 90 countries outside Germany - traveled to Bonn to take part and report on the 50 workshops and events that took place over three days.

Some key interventions included linguist and philosopher Avram Noam Chomsky, German foreign minister Guido Westerwelle and Indian human rights activist. Vandana Shiva who took a stand to comment on current world events and highlight the crucial role citizens play in times of crisis.

The UN session on “Water in a Changing World of Growth Opportunities

The Session aimed at demonstrating that innovative policy, technology and business solutions exist. Key note panelist **Jaehyang So**, Manager of the Water and Sanitation Program (WSP), World Bank addressed key questions in relation to: How aware we are about challenges and opportunities in water management? Are we aware of the economic opportunities in relation to water? Other presentations and debates during the session centered on the following:



- New approaches to deal with water challenges? What examples to prove we are moving beyond words?
- What specific challenges and approaches in water stressed regions and the role of technologies? Are these enough?
- Role for different actors: Civil society, Media, UN system.

1. - How aware we are about challenges and opportunities in water management? Are we aware of the economic opportunities in relation to water?

Water matters

Water matters in a world of growth opportunities. Water is the common denominator across all aspects of inclusive green growth, such as poverty reduction, equity, food and energy security, industrial growth, and protection of ecosystems.

Not having enough water is a serious problem. Climate volatility in the world will continue to increase. Between 1980 and 2011, water related disasters accounted for almost \$80 billion in damages to countries and their population.

Everyone talks about the enormous energy needs to meet the world's growth. In fact, water and energy are intimately related. Water needs energy. I am sure you are all aware of the massive amount of energy (5-10% of the total in advanced countries) it takes to get the water we need, for pumping and operating water plants and related infrastructure. However, do you also know that energy needs water? Cooling water is becoming a major constraint to energy sustainability. Power stations across the world – China, France, US are being closed or being refused permits because of lack of water for cooling. And when we speak about sustainable energy, hydropower remains the only renewable energy currently deployed at scale. Africa exploits only 7% of its potential compared with 25% in South Asia.



The G8 2013 meeting in London had foremost on the agenda the enormous need to feed our people. The majority of the world's water, over 70%, is used for agriculture. Agriculture is a key sector where future productivity gains will be reached through changes in water use. About 50% of the world's food is irrigated and about half of that grown from groundwater. How we manage water resources will determine productivity gains in agriculture, and how we manage agricultural water will affect the quality and quantity of freshwater available for other uses.

The world has changed and water security remains elusive

The world has changed in relation to water (and keeps changing). The business community is now realizing that there are different liabilities and there are different risks perceptions in relation to water. Although global perceptions and still relative in developing countries and develop countries. Even when we are well aware of the economic impacts and importance of droughts and floods, are we similarly aware of the urgency to be prepared?

Today, there are more people in the world living in urban areas than in rural areas. Urban growth will continue, because everyone knows that there are more opportunities in urban areas. By 2025, two thirds of the world will live in cities and urban settlements. The challenges of water management in urban areas are complex. It is not only that fast growing cities demand more water; we also need to provide for the needs of small towns and secondary cities. In fact, according to the UN, 75% of all urban growth is expected to happen in small towns in Asia and Africa. We need to come up with new, innovative ways to manage the changing urban landscape.

But water security remains elusive in many countries. At the local level, recent changes in demography and landscape - from urbanization to climate change - have increased the demand for water and have degraded water supplies. At the global level, ongoing financial, food, and energy crises have amplified water challenges. Losses from water-related disasters are reversing the patterns of growth and development achieved over the past decades. Are we wasting our economic assets?

And most surprisingly, in fact, while the majority of the world worries about the water challenges of the future, in fact, there are serious issues that affect huge numbers of the world's population today: There are still 768 million people without access to safe water and more than 1 billion (1.2bn) people who live in water scarce areas. Worldwide, 2.5 billion still do not have access to sanitation; this is 36% of the world population. And around 1 billion practice open defecation. The world is far from achieving the sanitation MDG target – to halve by 2015, the proportion of people without access to basic sanitation – and this continues to cause thousands of deaths each day.

There are sizable opportunities for water investments

In this rapidly changing world, there are sizable opportunities for water investments that can generate massive benefits for populations and countries. Governments and businesses are realizing that smart investments in water resources and water services can drive growth while reducing poverty, increasing equity and reducing adverse economic impacts.

Over the last 20 years, much has been achieved – more than 660 million people were lifted out of poverty, and significant strides have been made towards reaching the Millennium Development Goals. In fact, between 1990 and 2010, over two billion people gained access to safe drinking water, enabling us to meet the MDG safe water target ahead of 2015. Despite these gains, however, huge challenges remain for the world to meet challenges where water is integrally involved. We are just not moving fast enough.

2. - New approaches to deal with water challenges? What examples to prove we are moving beyond words?

The World Bank new approach

The World Bank explained that they have recognized that we need to do things differently and this is reflected in a **renewed Water Vision for the coming decade**. The four components of this are:

- First: Acknowledge the enormous impact of investments. However, we want to assure that all investments into the water sector, not just our own, but all collective investments in the sector, take into account core cross-cutting issues that involve people. While we need to continue to feed the world's population, lack of sanitation is also corrected to malnutrition from persistent bacteriological inflammation of children's intestines. One of the resulting impacts is that of stunting, which not only affects the brain growth for those children, but for their children, and their children. It is a phenomenon that unfortunately lasts forever, if we are not able to stop it within the first two years of a child's life.
- Second: Inform those who make decisions that affect water, who may not be aware. For example, enough power plant permits have been rejected around the world for lack of cooling water. We will strive to

ensure that decision-makers have the necessary information to make appropriate choices in energy, agriculture, and urban development.

- Third: in some countries in the world, water IS the dominant factor for both growth and poverty alleviation. For these areas, the World Bank will mount a special effort to integrate and provide comprehensive and strategic advice in these key geographic areas.
- Finally, there are a few key areas where we will not become the dominant investor. For example, currently the world's largest investor in hydropower is China. However, while the investment value of the World Bank in hydropower may be small, we will continue to ensure that the best practices and appropriate knowledge on sustainability are shared with everyone who works on these key issues. That is, we commit to sharing our best knowledge resources with everyone in the sector.

The World Bank explained that they are also focusing on developing solutions differently. The approach for this include three aspects: a) gain political attention at the highest levels; b) Think differently about the private sector; and c) Pursue innovation aggressively

Gain Political Attention and Support: Water issues must receive the highest political attention. And when they do, people will respond. For example in South Korea during the 1960s, as the country was emerging from conflict, they did not recognize the value of our natural resources. The Han River, which flowed through the center of the capital city, Seoul, was essentially used as a garbage dump. Like in many developing countries, the river soon became a sewer, which could not continue to flow, for fear of health and environmental contamination. Therefore, during the 1970s, the Government poured concrete over the river, in effect closing it off. Thirty years later, as Korea reached the types of global growth levels, as the 14th largest economy in the world, the Mayor of Seoul tried to give the city's population the type of surroundings that the city's population deserved. He embarked on a massive reconstruction effort which dug up the concrete, cleaned the river, and made it flow through the city again. Not only was it a massive financial investment, the government conducted more than 2000 civil consultations to resettle the thriving market which had formed on top of the concrete base in the middle of the city. When the highly controversial project was completed, the impact on the city was astounding. And the Mayor of Seoul was elected the former President of Korea, Myung Bak Lee.

In order to raise the political profile of water we need to speak the language that policy makers understand. For example, inadequate sanitation was long thought of as problems for poor people. However, the WSP Economics of Sanitation Series estimates that there are indeed high costs to the entire economy of not have sanitation. In five countries in Asia, this is equivalent to USD \$9 billion in 2005 (Cambodia, Indonesia, Lao PDR, the Philippines and Vietnam). The cost of inadequate sanitation of India is \$53.8 billion. According to the UN, meeting the sanitation MDG target would add 3.2 billion annual working days worldwide and universal coverage would quadruple that.

Work with the private sector differently. For too long in this sector, we thought about privatization as a problem. In fact, the private sector is an essential partner with us on ensuring a safe and sustainable water resource. Water is an essential input to much of industry, beverage companies, to be sure, but also many other industries that use water for purification and in their manufacturing technologies and processes. These industries create jobs. But many are having to re-think their location decisions for their factories, because of the lack of adequate water. Just as we partnered with them on addressing some of the world's most immediate health crises needs (like AIDS), we need to partner with them more creatively and help develop joint solutions.

Promote Openness and Innovation: Today, we are at the cusp of a communications technology revolution so dramatic that we still don't know the full impacts. Social media has opened societies dramatically, knowledge to billions of people, and fundamentally changed the way we think about the world. We think the water sector has got to partner with the technology sector to help countries leapfrog to the best technologies possible. Using mobile phones, we have already seen dramatic changes in cost and speed of establishing an

appropriate investment plan in fragile countries without the capacity to train hundreds of surveyors. We have also seen that people using cell phones are empowered to make their voices heard in a way which governments cannot ignore. In other words, technology is the ultimate governance instrument.

The importance of moving from women as targets to women empowerment as actors to insure effectiveness and sustainability

Ms Alice Bouman-Dentener from Women for Water Partnership explained that with both the MDGs and the Water for Life Decade coming to a close in 2015, we stand on the brink of a new era: the post-2015 sustainable development agenda. Water and Women are key in this debate. The social equity component has long been neglected.



Women in rural areas of the developing world who to date still form the majority of the extremely poor but at the same time have huge proven development potential. Women all over the world use their intrinsic ability for social bonding to form networks to address common challenges. They work low cost and low profile but with a high return on investment. Involving women in water & sanitation provision and IWRM empowers them and takes them out of their marginalised position; It also ensures that projects and programmes are demand driven and address the integral community needs; meaningful involvement of women makes projects more sustainable, cost effective and prevents corruption and mismanagement of funds; once they have water, women engage in community development and economic activities. There are powerful examples of this (see table below).

WOFAN-Nigeria Addressing food security challenges in rural Nigeria	Exploring drought resilient crops; sensitising local women and developing their capacity; empowering local women’s groups to become centres for action and up-scaling successful pilots- NetWwater –
Women Water Professional of Sri Lanka addressing water scarcity and protection of the water shed in Central Province	Practising rainwater harvesting; partnering with rural hospitals to install RWH and making the hospitals water safe; sensitising communities and public institutions to prevent pollution.
National Women’s Movement of Surinam Protecting the water source in the Inner Lan	Building awareness and sustainable sanitation in communities along the river; Combining water & sanitation projects with income generation for women; Create cooperation among upstream-downstream communities
Mama86 – Ukraine promoting decentralised water & sanitation systems	Addressing wash in schools; sensitising communities on water, sanitation & hygiene; building capacity for local (decentralised) and affordable solutions; lobby & advocacy to build sustainable water governance with active stakeholder participation
Soroptimists International of Kenya empowering women to address water and sanitation challenges in their communities	Using the SIK network to reach out to rural women assessing their local needs and preferred (appropriate) solutions; building projects on these women’s cases deliver projects; create a basis for up-scaling of these successful pilots

The World Bank concurred that study after study shows that when women are involved in decision-making on water supply and sanitation, that the projects last longer. The key issue is how can we best incorporate gender dimensions?



During the debates some issues were raised as to whether we were talking about sustainable growth o f just growth. It was argued that it was difficult to disagree with the approaches presented by the panelists but what is important is if we are really moving

beyond words into changed practices. It is important that this is reflected in changes in relation to promotion of privatization of services or water pricing that considers the need for affordable water services for the poor and the human right to water.

3. - How water is a challenge in water –stresses regions? Are technological solutions there? Is this enough? What technology can do and cannot do in water stressed regions?

Jaehyang So from the World Bank explained that not having enough water is a serious problem. As a result of the drought in the Horn of Africa in 2011, 13.3 million people in Somalia, Ethiopia, Kenya, and Djibouti are in urgent need of humanitarian aid. 40% of Somalia's population is affected and living as internally displaced people or at refugee camps. However, there are also problems with too much water. The floods in Pakistan in 2010 caused more than 20 million people to become homeless. The Government of Pakistan has estimated \$1.7 billion to be needed for reconstruction, and funds had to be diverted from badly needed development problems. Climate volatility in the world will continue to increase. Between 1980 and 2011, water related disasters accounted for almost \$80 billion in damages to countries and their population.

For the majority of the developed world, we have been able to meet the growth and human needs of our populations. But water stress is affecting all of us at a much faster rate than we can cope. If girls have to spend most of their day fetching water, they will not be able to go to school and they will not be able to join the society as productive citizens. Cities located in poor water resource areas will die. In short, the world will not be able to grow, and people will not be able to emerge from poverty. By 2025, 1.8 billion people will be living in countries or regions with absolute water scarcity, and two-thirds of the world's population could be living under water stressed conditions. She explained that the World Bank Group has committed to our Board of Governors the following two global targets: Reduction in the level of absolute poverty from 22% today to 3% by 2025; Improve the livelihood for the bottom 40% of population. It is this goal of shared prosperity and poverty reduction that all of us in the World Bank strive for a water-rich world. Let's work together for this goal.

Victor Castillo from UNCCD explained the problems in dry regions. In the last 3 years, seven out of the 10 worst drought disasters in the world have been taken in sub-Saharan Africa. There is a significant rising trend in the annual frequency of large-scale disaster events associated with meteorological and hydrological hazard reported in Africa since 1985. In Africa, one third of all people already live in drought-prone areas. Africa is the continent where more droughts have been registered. Almost half of the total number in the world has taken place there. Droughts are a natural part of climate that occurs in virtually all climatic zones. Evidence indicates that the world is becoming drier. Since 1950, the global percentage of dry areas has increased by about 1.74% of global land area per decade. Recent studies have projected "extremes drought" conditions by mid-century over some of the most populated areas on earth-including amongst other the US Southwest. The Sahel is especially vulnerable because of their reliance on rain-feed agriculture - Land degradation reduces their capacity to produce crops, increases vulnerability. Conflicts and governance problems exacerbate the issue.



UNCCD has been calling for mitigating the effects of droughts through activities related to prediction and reduction of vulnerability. Drought risk management is an opportunities to reduce liabilities and for economic growth. However only one country has set up national drought management policies so as to move from crisis management to risk-based policies . There are opportunities to support proactive actions through Capacity Development to enable countries set up their own policies, and define their gaps and needs. There are good examples such as the greening fire regeneration in Niger that is more resilient to droughts, the use of small-scale reservoirs in the Maghreb area that have lead to 12-15% farmers Income increase. UNCCD is trying to secure land management as an SDG.

During the debates some issues were raised in relation to the potential for organic agriculture and dry crops versus irrigated agriculture for food production in countries prone to droughts and water scarcity conditions. It was discussed that there are costs and benefits to any options and trade-offs that need to be confronted. Some participants argue that there may be too much talk at top and that Technology may not be the solution to water problems under drought. It would be important to consider that it may be a social issue of how responsibilities are defined and how strategies are defined in the countries to be prepared to deal with extreme conditions.

4. - What role for different actors: Civil society, Media and UN system?

Panelists and participants raised some issues on the extent of the influence of citizens and civil society and NGOs. It was argued that today with Communication technology citizens can now have cell phones and social media. These are powerful tools that can help provide feedback and improve accountability, restoring the balance of power with other actors and promoting innovation. The World Bank, for example has been partnering with technology, by promoting the first ever Water Hackathon in 2011 and Sanitation Hackathon in 2012.

In relation to the role of media it was discussed that media needs to question some of the approaches and practices of organizations. Particularly in conflictive cases such as construction of dams which happen in Ghana and forced resettlement. However, there are some issues that media does not report on and we would need to ask why. This may be the case of water pollution/drinking water quality in Iraq or in the case of transboundary rivers (Nile) for example. The panelists argued that it be may be easier for foreign reporters to report on some of this. For local reporters is maybe too dangerous, and too public. Even if media tries to be objective, and use professional standards they need to be (financially) independent to live up to these standards

An important issue is that water is not high enough on political agenda. Media's role can be to help governments to be more responsive to water problems and the needs of citizens and to scale up good practices. Media can promote greater visibility of water in the political agenda with 5 approaches: 1) take a human angle approach – translate data so people can understand 2) give prominence to water issues – so that they move to the front page 3) repetition – that helps stay on the topic 4) follow up on the stories to help stay on them 5) SCR for media is about what can journalists do together to help citizens and communities.



Finally issues were raised about the role of the UN system and if the UN is responsive enough to the needs of citizens. Some participants argued that the UN may not be effective and that is too expensive or even that responds to lobbying from some countries. Other participants and panelists argued that the UN is under a process of reform to respond to some of this. It is also important to understand the character of organizations, such as the World Bank, that according to its mandate has to respond to requests from governments. However, in the case of water, the role of the organizations of the UN system and of the International Water Conventions is of paramount importance to deal with potential upstream and downstream conflicts in transboundary basins. For the organizations in the UN system to perform well their role of advice and of mediators it is important that they build trust. For this we need to understand that the situation among countries, as we see it today, is the result of different historical water use rights/ agreements and that today some treaties and negotiations would be done differently.

Participants in the UN-Water session

Josefina Maestu, Coordinator, UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC), Director, United Nations Office to Support the International Decade for Action 'Water for Life' 2005-2015



Josefina Maestu was appointed as Director of the programme in September 2009. Prior to her appointment, Ms. Maestu served as senior advisor to the Minister of Environment of Spain and she represented Spain in the Environmental Committee of the UN Economic Commission for Europe (UNECE), the Mediterranean Commission on Sustainable Development, and backstopped the Spanish EU Presidency. For 5 years she was a Director of a UK based economics and environment research consultancy. With an academic background in economics and planning, she has an extended professional career in the field of water while working in international relations, national civil servant positions and international advisor consultancies. She has coordinated the preparation of the economic

analysis of River Basin Management Plans for implementation of the Water Framework Directive in Spain and has formed part of the EU coordination groups on water economics. Prior to this, she was Secretary-General of the Mediterranean Water Network for several years, and has been technical adviser to the European Commission and UN system organizations, including the World Bank.

Jaehyang So, Manager of the Water and Sanitation Program (WSP), World Bank



Ms. Jaehyang So is Manager of the Water and Sanitation Program (WSP), a multi-donor partnership administered by the World Bank to support poor people in obtaining affordable, safe, and sustainable access to water and sanitation services. Under Ms. So's leadership, WSP designed and is implementing a results based program in its 24 focus countries and globally. Ms. So has a background in urban service delivery, utilities and corporate restructuring, and public-private partnerships. Ms. So has focused on improving the performance of service providers, utilities, and local governments in the World Bank's programs in Eastern and Central Europe, East Asia, and South Asia. Ms. So has also worked on the World Bank's corporate strategy and corporate risk management development. Ms. So led the team

preparing the World Bank Group's Sustainable Infrastructure Action Plan and contributed to INFRA, the World Bank Group's response to the global economic crisis. Prior to joining the Bank, Ms. So was with Monitor Company in Cambridge, Massachusetts, where she advised Fortune 100 level companies on corporate strategy issues in the United States, Canada, Europe, and Japan. She is a Korean national, and holds an MBA and a BA in Economics from Stanford University.

Alice Bouman-Dentener, President, Women for Water Partnership



Alice Bouman-Dentener holds a degree in Natural Science from Utrecht University, the Netherlands. After starting her career as researcher and lecturer on ethology and socio-ecology in Peru she has worked on sustainable development issues from 1986 onwards. The link to women came about in 1998 when she was elected women's representative in the Netherlands UNGA Delegation and addressed the United Nations General Assembly on women's role in Integrated Water Resources Management and sustainable development. Her involvement with water and gender dates back to World Water Forum 2 in 2000 in The Hague, where she was responsible for organizing the Major Group Women's input. In 2002, as Women's

Representative in the Netherlands' Delegation to the World Summit for Sustainable Development in Johannesburg, she laid the foundation for the Women for Water Partnership. Currently, WfWP is the leading global women's network on water & sanitation with subsidiaries in close to 100 countries of the world. Alice Bouman-Dentener is the former Secretary General of the Netherlands Council of Women; she is a Steering Committee Member of the Global Water Partnership and the European Water Stewardship programme and she serves on the Advisory Board member of the European Water Partnership and of Gender Concerns International.

Mr. Victor M. Castillo, Scientific Affairs Officer, United Nations Convention to Combat Desertification Secretariat



Victor M. Castillo is Scientific Affairs Officer at the Knowledge Management, Science and Technology (KMST) of the UNCCD secretariat. He holds a PhD degree in Forest Engineering by the Polytechnic University of Madrid (Spain). Before joining the UNCCD secretariat, he had been working as Professor in the Spanish Agency for Scientific Research on land degradation and rehabilitation in semiarid environments, drylands hydrology and watershed management. He has led several research projects within the EU framework program, and conducted training activities on environmental monitoring and assessment in Latin-American in collaboration with the

Spanish Agency for Development.

Toyosi Ogunseye, Editor, The Sunday Punch, Ogun State, Nigeria



Toyosi Ogunseye is the editor of The Sunday Punch in Nigeria. She started her journalism career in 2004 at the Sun Newspaper and moved to News Star Newspaper in 2007 as a senior correspondent. She joined The Punch Newspaper in 2009 and was the sub-assistant editor for news and politics till 2012. In 2012 Ogunseye received a Role Model Award from the department of biochemistry at the University of Lagos and a Distinguished Role Model Award from the university's department of mathematics. She was also awarded Punch Staff of the Year and was named Child-Friendly Reporter of the Year by the Diamond Awards for Media Excellence (DAME). In 2011 Ogunseye also won the CNN/Multichoice African Journalist Awards (MSD/Health category), an Excellence

Award from the Pan-African University, the Nigeria Media Merit Awards' Environment Journalist of the Year and a Role Model Award from the Rise Youth Network. In 2010 she was named Judiciary Reporter of the Year by the Diamond Awards for Media Excellence; MDG Journalist of the Year and won the Business and Social Responsibility of the Year category at the Peak Media Awards. Ogunseye holds a Bachelor's degree in biochemistry, a post-graduate diploma in print journalism and a Master's degree in media and communication.

Monika Hoegen, Journalist, Brussels, Belgium and Cologne, Germany



Born 1963 in Cologne, Germany, Monika Hoegen studied Political Science, German Literature and History and started to work as a journalist with the Cologne-based newspaper „Kölner Stadt-Anzeiger“ in 1986. She later worked for this newspaper as editor and deputy chief editor until 1995. For more than six years, Monika Hoegen also works as moderator, PR-consultant and Media and Communication Trainer, also focusing on development and development cooperation. She conducts these projects and trainings for many national and international organisations, such as Deutsche

Welle Akademie/German Radio Academy, German Technical Cooperation (GTZ), German Development Service (ded) and InWEnt gGmbH (Capacity Building International Germany). Monika Hoegen works in German, English, Spanish and French.