



**Conference Sustainable Water
Management in Cities:
Engaging stakeholders for effective
change and action
Zaragoza, Spain**

Recap and Overview of the day

**Josefina Maestu
Coordinator
UN-Water Programme on Advocacy
and Communication**

Opening



- Urbanisation and sustainable cities will be a **key part of the development agenda for the next decade**. Cities are the nexus of so much of the development dialogue and part of **Rio+20 discussions**. Theme of the World Water Day (and year) 2011.
- **The vision of political leaders in Zaragoza and Aragon** for changes in water management and stakeholder engagement.
- **The challenges of urbanization and for the poor.**

The highlights: the specific examples of what works

- **Zaragoza:** investment of 82 million euros and a very successful awareness-raising plan (4 million), participatory stakeholder approach led to **decrease in consumption from 106Hm³ to 60Hm³. A new tariff** policy to ensure equitable and fair prices: a tariff which incentivises water saving behaviour and penalises wastage.
- **Bogota:** achieved a **90% reduction in pollution** by introducing **cleaner production processes, as result of stakeholder engagement**



- **Lima:** adopted reuse of wastewater for greening productive areas; brought together NGOs, local government and national government to test **technologies** and approaches and to create new national policy guidelines; a demonstration project at local and national levels





WATER FOR LIFE
2003-2015

United Nations Office to Support
the International Decade for Action
"WATER FOR LIFE" 2003-2015

UN WATER
Life Water Decade Programme
on Advocacy and Communication

What works: specific examples

- **Belo Horizonte: Environmental sanitation plan and fund were very important in facilitating the participatory process. Important not to just focus on river restoration but on the entire catchment management. An important tool: indicators.** Lessons learned from Learning Alliances: they are **more complex at city level and easier at local level as conflicts arise more often at city level**; scaling up from municipal to metropolitan level depends on the project; teamwork requires a full-time and trained staff.
- **Lodz: Success of the learning alliance: elaboration of a strategic document that will be used by the city authorities. One of the main achievements: creation of a safe place to discuss issues that were never addressed.**

Selected messages from cases and debates

- **Inclusive approaches** to stakeholder involvement are key. **We need to move beyond top-down management processes run exclusively by professionals.** Civil society engagement increases the effectiveness of policies, particularly for the poor.
- It is very important that **local authorities are heard by national governments** when defining priorities for action.
- Invest in **training** so poor people can participate and negotiate better in water management
- **Crisis are opportunities for stakeholder engagement.**

Benefits, Challenges and opportunities of stakeholder engagement

- To make case for stakeholder engagement we have to **show outcomes** (reduced pollution, new policies, increased ownership and commitment, reduce conflicts.....), **SHOW THAT With stakeholder engagement sustainability is more likely**
- Contexts are very different. **Stakeholder engagement is more alien and difficult in some places than others. Lead organizations may be different**



- **Stakeholder engagement processes always have objectives (are done for a reason), AND the character depends on objectives.**

Dos and Dont's



- **Intensive facilitation.**

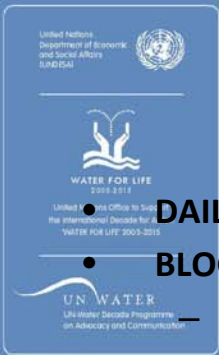
Facilitation role including learning and documentation, maintaining relationships and language/culture translation

- **Create a common baseline of information**, ways of collecting information/,
- **Create the right incentives** (show benefits of process), and show short term benefits along the process to keep actors engaged,
- **Insure good feedback** (return to people),
- **Be clear who to include** and don't try to include everyone,
- Include people that help **link platforms**,
- **The lead organization** need to have legitimacy, credibility and skills,
- **Linking formal (impact) and informal (innovation) interactions**,
- **Be clear on the intent. Do not bring other agendas.**

Open sessions in the city – water alliance

- Water Alliance with more than 330 associated organization in LA with on-line advice to experts , Mayor or Leon in Nicaragua explained the need for water meters, Vitoria and Zaragoza explained their experience including involving water operators.
- Discussion showed that international cooperation of local authorities works, but..
 - may be too dispersed,
 - need to be better associated to real needs, including small projects but
 - without forgetting their integration with other projects in the city and in the basin.

Communication efforts



DAILY: ISSUE 2

BLOG:

14 Dec- 64 views on the blog (at 9.46 pm), target is at least 500 visitors by COB Thursday.

- Includes interviews, presentations, links to photos on Facebook albums, and newsletter

FACEBOOK:

- Photos have been posted online,

TWITTER:

- Conversations - slowly taking place, a few are RTing but still slowly, comments are being posted on Facebook in response to the various communication posted through twitter

LISTSERVS:

- Press releases sent to the Water Issues Announcement list -

PLEASE YOUR INPUTS

- **Participants and specially media to contribute more to the blog (so far two articles from two participants)**

LinkedIn groups

- Dutch Water Professionals (218 members)
- Society of Professional Journalists (4,357 members)
- Stichting Duurzaam Hoger Onderwijs
- South Asian Journalists Association (569 members)
- Linked Journalists (3206 members)
- Journalists in Transition (453 members)
- Water Technologies (8936 members)
- Water Professionals (6830 members)
- Sustainability Professionals (22,008 members)
- Non Profit Network - MojaLink (25,187 members)
- Coastal Adaptation - planning to adapt to coastal climate change (12 members)

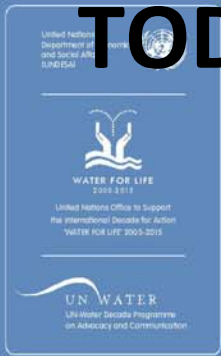
Yahoo groups

- Waterforumcomms
- Rainwaterharvesting
- World Irrigation Experts
- Youth Action for Change
- The Development Cafe
- BKK Development Network

- Network of African Youths for Development

- Announce blog on more platforms, communities (such as UNESCO-IHP mailing list, UNESCO-IHE homepage and social media channels, and include in other listservs)

THANKS FOR THE ARTICLE ON THE ZARAGOZA VOLUNTEERS



TODAY Wednesday 15th Focus on the How Tools and approaches

- Key note, followed by Recap
- 1.- Highlights and in depth presentation and discussion of **8 instruments** for engaging stakeholders.
- *(WATER photo show (Africa and LA) at 2:30 at plenary)*
- **2.- Pro-poor practices in water management:** key concerns, discussion and panel debate.

Questions for Today

- What tools and approaches in stakeholder engagement?
- What are the positive and negative lessons?
- How do we specifically engage the marginalized groups and promote pro-poor policies?

United Nations
Department of Economic
and Social Affairs
SUSTAIN



WATER FOR LIFE
2003-2015

United Nations Office to Support
the International Decade for Action
"WATER FOR LIFE" 2003-2015

UN WATER

UN Water Decade Programme
on Advocacy and Communication