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

Welcome and Overview

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The Urban Challenge

- Today, one in two people on the planet is an urban dweller and the world's cities are growing at an unprecedented rate.

- Half of humanity now lives in cities, and within two decades this will be nearly 60 per cent.

- Cities are growing because of natural increase in urban population (50%), rural to urban migration (25%) and the incorporation of formerly rural areas to urban areas (25%) as the urban landscape grows across the world.

- Urbanization is not only centered in the rising megacities in the South (50 megacities projected by 2050), but also in the inexorable growth in secondary cities and towns.

- In Latin America the majority of the population lives in smaller urban centers.

- Africa and Asia have the highest rates of urbanization, further boosted by conflicts and disasters. In Africa and Asia, the urban population will double between 2000 and 2030.

The challenge for the poor

Most urbanization (93%) is occurring in poor or developing countries.

Nearly 40% of the world's urban growth is the growth of slums. 828 million people live in slums.

Slums are growing at an unparallel rate. Between 1990-2001 the world's slums increased at a rate of 18 million people a year, projected to increase to 27 million new slum dwellers per year between 2005-2020.

The sanitation and water challenge

27% of the urban dwellers in the developing world does not have access to piped water at home

One of four city residents worldwide *(794 million)*, lives without access to improved sanitation facilities.

Pollution

Floods

Degradation of water sources/ biodiversity

Urban governance is critical to sustainable urban water management

Few urban authorities in developing countries have implemented sustainable solutions to urban sanitation.

Many cities and towns cannot afford to extend sewers to the slums; nor have they acceptable on-site solutions to the urban poor.

The poor in cities receive the worst city services, if they receive them at all

pay the highest water prices, often for poor quality water from alternative sources or the resale of city water.

Urban Governance is critical because

- **Cities are Complex**

- **The urban water supply and sanitation sector "is not an island"**

- **Links between Water and Land and biodiversity**

- There are **many groups and organizations** with responsibilities, making it difficult for a single organization to be effective on its own.

- **Problems of service** coverage, quality, pollution and degradation **do not originate solely in the sector's institutions** (policies, laws, traditions, organization) and nor can they be solved by water institutions alone.

- **Water management is always tied to land** management and influenced by urban planning. **Biodiversity underpins water security in cities.**

Lessons from effective change and action in water management

- **The most effective reforms have been gradual changes**

- **built on realistic and pragmatic judgments** within the scope of cities actual institutions and capacities,

- rather than sweeping, "big bang" changes.

- **Decentralized approaches have worked**. This includes **careful, stepwise engagement of different actors**.

Why are we all here?

- **Delivering on sustainable development requires that we have to learn to do a lot better, and to learn a lot faster than we have in the past.**

- **Across the world, our cities can share with each other a number of common approaches that can help.**

We are aiming to..

- **Identify the best approaches to promote effective stakeholder engagement and appropriate change at different scales.**

- **Identify how can we do 'better' i**n urban water management through **sharing lessons from recent city experiences,**

- Identify how cities, local authorities and other key stakeholders have **effectively addressed issues of social inclusion** in urban water management;

- and **inspiring participants to do 'better'** highlighting some of the crucial ingredients for success.

- **Identify the general and locally specific difficulties, challenges, barriers** and failures that we cannot ignore and can learn from.

A cooperative effort

- **Hosted by**
  - **Zaragoza City Council**
- **Organised by**
  - **UN-Water Decade Programme on Advocacy and Communication.**
  - **SWITCH consortium (specially IRC and UNESCO-IHE)**
  - **United Nations Human Settlements Programme (UN-HABITAT)**
  - **Zaragoza City Council**

  (and key partners and demo cities)
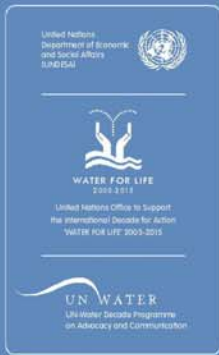
Overview: 5 day Conference

- **Day 0 Water Tour of a city** that engages stakeholders.

- **Day1 Stakeholder experiences** that show the value of integrated approaches in cities

- **Day 2 Stakeholder tools and approaches** that help us understand "the" how to do it.

- **Day 3 Political Engagement** as fundamental in the process of change towards SWM.

- **Day 4 Media Engagement** to show the value of communicating well.

Day 1 Tuesday 14TH : Experiences

Opening and key note

1.- Presentation and Group discussion of **successful integrated city experiences**: Belo Horizonte, Lodz, Zaragoza and others.

2.- Presentation and Group discussion of **lessons learnt**.

- Questions
  - What makes integrated multi-stakeholder processes effective?
  - What are the challenges, benefits and opportunities of working with a multi-stakeholder approach?
  - How to engage the wide variety of stakeholders involved in urban water management?
  - How do the challenges differ between cities and how can we learn from each other?

CITY EXPERIENCES

Latin America: Apopa (El Salvador), Belo Horizonte (Brazil), Cali, Bogotá (Colombia), Granada (Nicaragua), Quito (Ecuador), Leon (Nicaragua), Lima (Peru), Santa Tecla (El Salvador), Porto Alegre (Brazil),

Europe: Lodz (Poland), Birminham, Hambourg, Spain: Barcelona, Gran Canaria, Reus, Coca (Segovia), Vitoria, Zaragoza

Asia: Aqaba (Jordan), Baguio (Philippines), Chittagong (Bangladesh), Dushanbe (Tajikistan), Jakarta (Indonesia), Islamabad (Pakistan), Lahore (Pakistan), Phnom Penh (Cambodia), Rawalpindi (Pakistan)

Africa: Accra (Ghana), Alexandria (Egypt), Entebbe (Uganda), Johannesburg (South Africa), Kaolack (Senegal), Lusaka (Zambia), Rabat (Morocco).

Participants - People

The conference design

- **An open event** (to the city, through the open session series, and to others who could not be with us, through Facebook and Twitter);

- **An interactive event** (though the design of talk shows and interview styles plenary and facilitated working group sessions);

- **An all inclusive event** (so that all of us will be given the opportunity to have their say in plenary and in small and very small groups);

- **Inspiring** (through the keynote speakers and the examples provided by the demo cities)

- **And specially as a learning space about how to make change happen** (by being given an opportunity of reflecting on our own experience and enough time for enquiring on the how to improve stakeholder engagement and on the experience of others,

- **A practical event** with a focus on "take home" lessons on what would work for us.

Engaging all in the conference

ALL in Small (and very small) Group work and Round Tables → Sharing and reflecting on what helped in successful experiences

Facilitators/Chairs/ Interviewers → To help Focus on results, Key Points & Animation

Presenters and panelists/ Interviewees → Providing insights and examples for all to discuss and reflect on

EARLY MORNINGS

Key note → Inspiring presentations on key topics (nature in cities, governance and the city of the future)
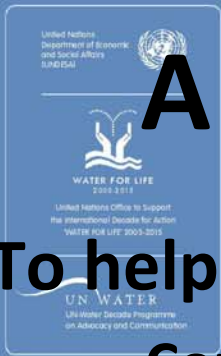
IN THE CITY

Side events (16) → To provide a platform to share other experiences in greater depth

Open sessions 14,15,16) →

La Oficina de Naciones Unidas de apoyo al Decenio Internacional para la Acción «El agua, fuente de vida» 2005-2015 le invita al

CICLO DE DEBATES CIUDADANOS

LA CARRERA HACIA LA META DEL 2015: EL COMPROMISO CON EL AGUA

To provide an interface between the conference and the city and its citizens

A Communicating conference…..

To help us keep track of our progress:

– **Conference Daily,** please contribute with your impressions, opinions and articles, (brussee@irc.nl).

– **Electronic video-newsletter.** Please contribute through interviews by the team.

Also reaching out beyond conference participants:

- **Twitter: SUWMZaragoza**.

- **Facebook: "Conference: Sustainable Water Management in Cities".**

- **Blog: http://sustainableurbanwatermanagement.wordpress.com/**.

- **List servers and international media agencies**.

- **Articles and news in the participating cities newspapers and other media.**

Outcomes

- **Documented, and shared, lessons on how to put sustainable urban water management into practice:**

  - **what works** in stakeholder engagement in sustainable water management in successful cities and

  - **what tools and approaches can h**elp.

- **Recommendations** from political representatives and stakeholders, **for improving political and media engagement in the process of change.**

Keeping trace of our shared progress

- **Conference Proceedings** (including conclusions and debates- review of conference messages) and **policy brief** (UNW-DPAC/IRC) and conference impact (with your help).

- **Conference video** (with the support of the University San Jorge of Zaragoza)

- **Conference newsletter and video newsletter** (IRC, UN-Habitat, WB and UNW-DPAC)

- **Report on Contributions through social media** (UNESCO IHE).

- **Report on the review of the messages for the world water day** (UN-HABITAT)

It provides a link with policy and with wider global processes

- it is a stepping stone in view of the celebration of next **World Water Day** by UN-Water around the theme of water and urbanisation.

- It is a contribution in the roadmap towards **Rio+20**

Most important: we hope this conference will have an IMPACT for your work and city too, with "take home" practical ways of improving stakeholder engagement and promoting change
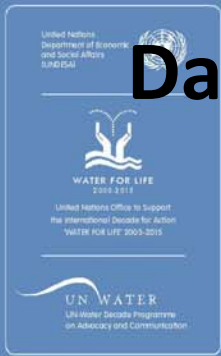
Other days

Day 2: Wednesday 15th Tools and approaches

- Key note, followed by Recap

- 1.- Highlights and in depth presentation and discussion of **8 instruments** for engaging stakeholders.

- **2.- Pro-poor practices in water management**: key concerns, discussion and panel debate.

- Questions addressed:

  - What have we learnt about specific tools and approaches?

  - What are the positive and negative lessons?

  - How do we specifically engage the marginalized groups to constructive effect?

Day 3: Thursday 16th political engagement

- Key note and recap with WWDAY messages

- 1.- Presentation and discussion of strong and successful political engagement in the process of change in water policies: Entebbe, Zaragoza, Bogotá, Alexandria

- 2.- Dialogue between political representatives (29) and other stakeholders.

- Questions
  - The practical politics of changes towards sustainable urban water management?;
  - How does it happen?
  - How can it be promoted?

- 3.- Side events (Water and Development in Asia, recuperating nature in cities and water)

Day 4: media engagement

- 1.- Presentation and discussion of strong and successful media engagement in the process of change in water policies: Ghana, Lodz

- 2.- Dialogue between media and communication representatives and other stakeholders.

- Key issues:
  - What has been and is the role of the media in water policy changes in cities and what can we learn from the media?
  - Are the media of help for the city experts in implementing reforms or do they serve polemics?
  - How can the media become partners for the city experts in times of reforms and changes?

- 3.- Feedback and reflections to the Conference of UN-Water members and partners

World Water Day 2011

- The objective of WWD 2011 is to focus international attention on the challenges and opportunities of urban water and sanitation management.

- Through showcasing success, it seeks to encourage decision-makers to initiate and sustain reforms and forward-looking approaches.

- **Themes**: **Water and Urbanization: Turning Adversity into Opportunity**.

  - **Urbanization:** the impact of rapid urban population growth and the growth in slums

  - **Pollution and poor sanitation:** the impact of industrialization, water pollution, lack of sanitation and environmental degradation (on land, in fresh water and marine environments)

  - **Governance and Management**: implementing and sustaining urban policies which reform city and utility management, and improve governance

  - **Investment:** increased investment in urban drinking water supply and sanitation, sewerage, wastewater treatment and storm water infrastructure

  - **Climate Change**: the impact of climate change, conflicts and natural disaster on urban water and waste management.

Key considerations in delivering sustainable development

Affordability and Equity

Decision-making   How can we best resolve the conflicts which make choices necessary?

Co-operation: Co-operation between different actors and agencies

Behavioural change: Change involves changing behaviour.