

World Water Day 2011

Approach, Themes and Main Messages

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The World Water Day 2011

- **Theme:** Water and Urbanization
- **Slogan:** "Water for cities: responding to the urban water challenge"
- **Host:** The Government of the Republic of South Africa
- **Venue:** Cape Town International Convention Centre
- **Convener:** UN-Water
- **Coordinating Agency:** UN-HABITAT
- **Partner Organizations:** AMCOW, UNSGAB, UNEP, African Development Bank, World Bank, ICLEI, Global Water Partnership



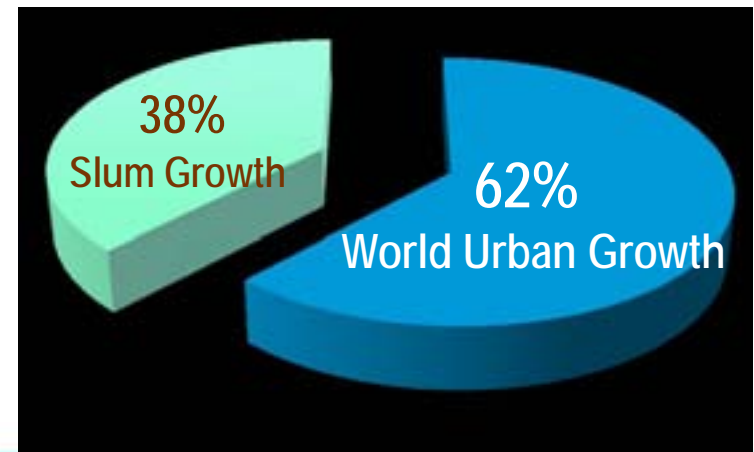
Approach to WWD 2011

- **Engaging leadership:** Key messages on importance of urban water and waste management to world leaders to inspire positive action.
- **From a day to a year:** WWD 2011 is not just a day! Conceived to launch consciousness and activities that seek to reach out for the year ahead and beyond.
- **High media exposure:** Engage the media to give high exposure to WWD 2011 and capture the imagination.
- **Connecting people:** Connect many events across the world, video-conferences, live broadcasts, social networking media. Create a urban water community & enable mass participation in global celebrations. Combine political, technical and cultural dimensions.
- **Learning exchanges:** Encourage learning and information exchanges between urban and water communities, different constituencies, countries
- **Reach out beyond water:** to business, health, education, energy and environment sectors to mobilize engagement in the urban challenge.

Themes and Main Messages

Theme 1: Urbanization

- **Theme:** the impact of rapid urban population growth and the growth in slums
- **Challenge Message:** Tackle the unprecedented growth of **slums** in developing countries: the most pressing and urgent challenge in the water sector.
- **Positive/Action Messages:**
 - Urban water and sanitation gives best economy of scale and the best chance for achieving the MDGs.
 - Serving the poor in slums needs to be fully integrated into utility management.



Theme 2: Sanitation and Pollution

- **Theme:** the impact of industrialization, water pollution, lack of sanitation and environmental degradation (on land, in fresh water and marine environments) on urban environments
- **Challenge Message:** **Urban waste has value** in terms of energy, agriculture and industry. Its collection and reuse can have economic benefit, protect the environment and improve health.
- **Positive/Action Messages:**
 - Utilities must take on sanitation and waste management as a core business.
 - Join the 5-year drive to meet the sanitation MDGs by 2015.



Theme 3: Governance and Management

- **Theme:** improve governance and deepening the reform of city and utility management.
- **Challenge Message: Utility reform is critical to improve service performance.** Key reforms are: strengthening government-owned leadership and oversight, transparent regulation, ring-fenced finance, professionalization or corporatization, private-sector partnerships, accountability to consumers.
- **Positive/Action Messages:**
 - Reduce unaccounted for water to improve efficiency, increase water availability and strengthen revenue.
 - Tackle corruption in urban water management.

Theme 4: Investment and Financing

- **Theme:** increase investment and sustainable financial management of urban water supply, sanitation/ sewerage, wastewater treatment and storm water infrastructure.
- **Challenge Message:** Finance-strapped governments cannot meet all the financial requirements for urban services: national investment strategies should improve effective use, better target existing financing and **mobilize additional financing** from different sources.
- **Positive/Action Messages:**
 - Leverage revenue, private and non- traditional finance sources: critical to service expansion and sustainability.
 - Restructure water tariffs for sustainable urban water provision: revenue should aim to meet the full costs of O&M, retain the value of water assets and give targeted subsidies to the poor



Theme 5: Climate Change

- **Theme:** the impact of climate change, conflicts and natural disasters pose huge challenges for urban water and waste management.
- **Challenge Message:** **Cities will bear the impact** of extreme climatic events.
- **Positive/Action Messages:**
 - Adaptation to climate change requires water utilities to take greater account of the interdependent nature of water resources and urban delivery systems.
 - Close the loop in urban water and waste water management by incorporating ecosystems.



Closing Requests

- Participant comments, input, improvements on themes and draft messages
- Get engaged with WWD 2011!



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FOR A BETTER URBAN FUTURE

THANK YOU FOR YOUR
ATTENTION