

DELIVERING A PACT FOR WATER SECURITY

WWC TRIENNIAL REPORT 2013-2015



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PREFACE

WATER AT THE HEART OF GLOBAL DEVELOPMENT



Over the course of this mandate, the need for water security in the context of a rapidly developing planet is more visible than at any time for a generation. I must report to you that the World Water Council has played a very important role in making this happen.

This raised profile for water security has been particularly important, as the last three years have been a pivotal period for international development. In September, an ambitious post-2015 sustainable development agenda was adopted, and in December we anticipate that, for the first time, water is going to be part of the discussions in Paris during COP21.

In these global debates, the World Water Council has been highly visible, building on our achievements and opening new paths of collaboration – we have been central to putting water at the heart of global development.

Over the last three years with the work of an active Board of Governors prioritizing a number of key issues we have generated greater political attention. We have counted with the unconditional support of the majority of our members to achieve our goals. We have raised the profile of water security by challenging conventional thinking, engaging all stakeholders in debate, and working to mobilize action. In doing so we have actively sought to extend beyond the water community to engage other sectoral interests.

Our Council is now more visible on the international stage, and much of this success is due to the efforts of our members. The involvement of our members is particularly important in building the largest international event on water – the World Water Forum. The World Water Forum is now widely recognized as the largest and politically the most relevant event on water in the globe.

Against this background of success, I would like to thank the Board of Governors for their constant support and guidance, and our staff who support our members and work program to raise our common vision for water to greater heights. Everyone involved with the Council shows incredible commitment, some of which is brought to life in this triennial activity report. It demonstrates our collective action full of enthusiasm and determination, and highlights our role on the road to global water security.

A handwritten signature in black ink that reads "Benedito Braga". The signature is fluid and cursive, with a long horizontal stroke at the end.

Benedito Braga
President, World Water Council

300

Member organizations*

5

Colleges

36

Governors

6

Bureau members

A GLOBAL ORGANIZATION

Established in 1996 in Marseille, France, the World Water Council is an international multi-stakeholder platform organization. It draws from the expertise of a broad network of members and partners to promote awareness, build political commitment and trigger action on critical water issues at all levels. The actions of the World Water Council are based on an institutional framework that allows all stakeholders and all sectors to participate.

GOVERNANCE AND BOARD

Four levels of governing instances exist to ensure the strategic direction of the World Water Council's activities.

General Assembly

The General Assembly consists of all World Water Council members, which validates the accounts for each financial year and vote on the budget. Every three years, the General Assembly approves the strategy and the related work program. Each active member organization holds one vote and elects the members of the Board of Governors.

Board of Governors

The Governors define and propose the strategic orientations of the Council. They ensure proper application of budgets and implementation of programs.

The Governors are elected in proportion to the number of active members in each of the five colleges. The past mandate included:

- 4 from intergovernmental institutions
- 9 from governments and government authorities
- 9 from enterprises and facilities
- 6 from civil society organisations and water user associations
- 8 from professional associations and academic institutions

Bureau

The Bureau monitors the overall orientation of the Council with regard to the implementation of policies and decisions adopted by the Board of Governors and the General Assembly. The members of the Bureau assist the Board in the definition of the general strategy.

Task Forces

The Task Forces develop the work of the Board on specific areas over a given period of time. The activities are generally led by Governors with the participation of members at large.

The past mandate included 5 Task Forces on:

- Communications
- Integrated Water Resources Management
- Post-2015 Sustainable Development Goals
- Sanitation
- World Water Heritage Systems

* The membership is determined as at 24 September 2015 and includes active members who are up to date with their fees and those organizations who have been approved for membership in 2015



SCOPE OF ACTIVITIES

The Council strives to increase awareness among high-level decision makers on water issues and does so by reaching out to every political level from Heads of State and Ministers, to Parliamentarians, and Local and Regional Authorities.

The core work of the Council and its members rests upon three key elements to:

- bring key influencers and decision makers together to debate critical issues facing water
- seek to challenge conventional thinking through our public communications, events, and publications
- proactively shape agendas and help to mobilize political action

The Council gathers a wide range of representatives from civil society and water users associations, consumers, farmers, industry, entrepreneurs, government officials, scientists, as well as international organizations, universities, NGOs and the private sector.

OUR OBJECTIVES

1

Mobilize Action

2

Challenge Thinking

3

Engage in Debate

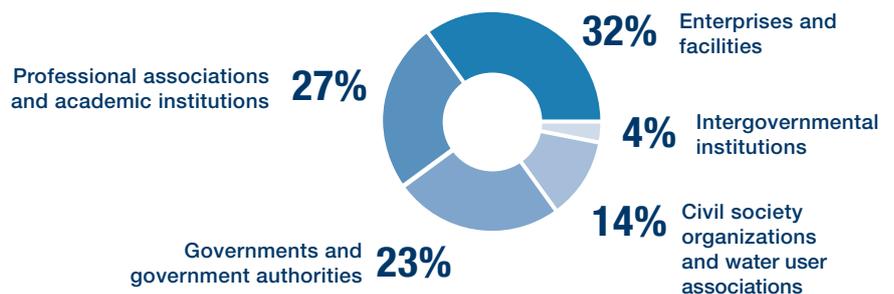


INTERNATIONAL MEMBERSHIP

The Council's greatest asset is its membership. The experience and commitment of its members has contributed to the strength of the World Water Council over time. By providing a platform that encourages debate and exchange, the World Water Council brings together a great diversity of stakeholders in the water community and beyond. The World Water Council has gained its credibility by connecting all key actors, ranging from the field to high-level decision-makers.

As of 24 September 2015, the World Water Council gathered 300 member organizations* from 52 countries within 5 colleges across all continents. Active members of the World Water Council are closely involved in all the Council's activities and enjoy the benefits of networking opportunities in many international events.

COLLEGE DISTRIBUTION

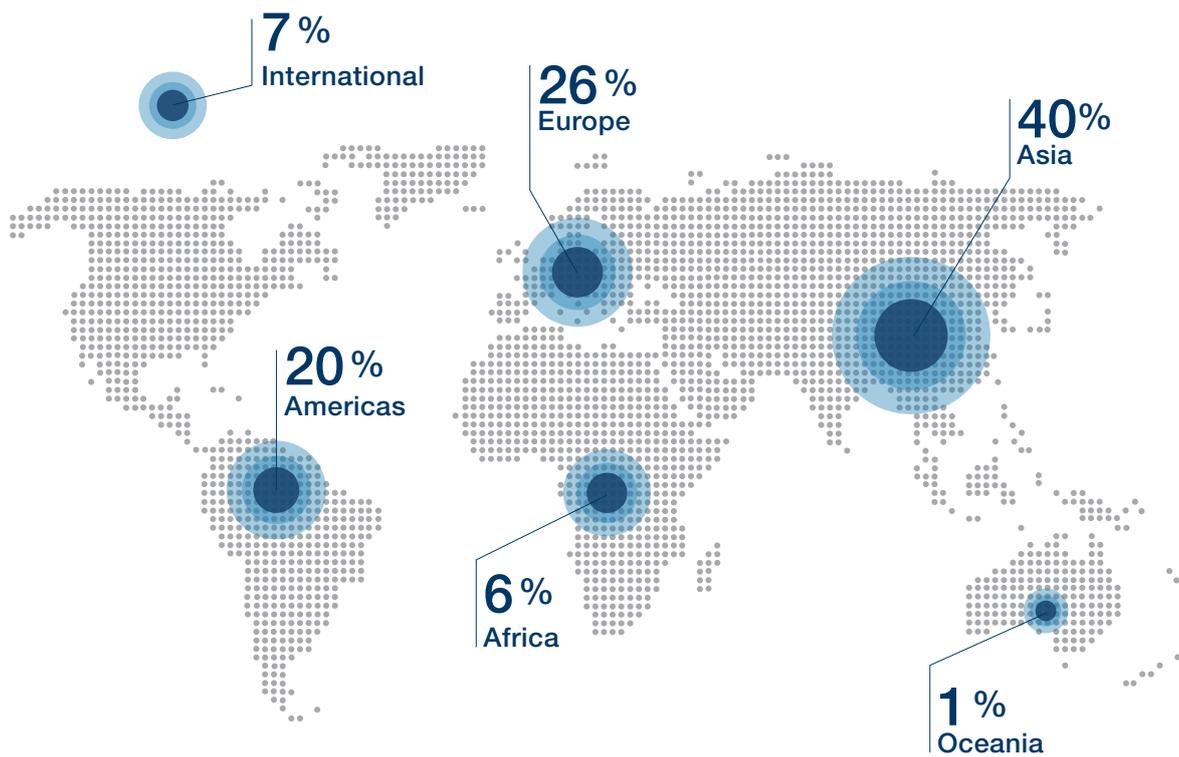


* The membership is determined as at 24 September 2015 and includes active members who are up to date with their fees and those organizations who have been approved for membership in 2015



World Water Council members at the 53rd Board of Governors meeting, 27-28 October 2014, Marseille, France.

GEOGRAPHIC DISTRIBUTION



MOBILIZE ACTION



World leaders line up at the Opening Ceremony of the 7th World Water Forum, 12 April 2015, Daegu-Gyeongbuk, Republic of Korea.
Photo: National Committee for the 7th World Water Forum.

ACHIEVING A SUSTAINABLE DEVELOPMENT WATER GOAL

Since the release by the World Water Council in November 2013 of a position paper¹ in favor of a dedicated Sustainable Development Goal (SDGs) on water within the post-2015 framework, major steps have been taken during the mandate to support its confirmation. By identifying water as a pre-requisite for all development and underlining water's cross-cutting role in supporting development to eradicate poverty, it highlighted the importance of sustaining the momentum generated by the Millennium Development Goals (MDGs), and the need for a high-level multi-stakeholder platform for the implementation of such a goal.

The World Water Council's Task Force on Water in the Post-2015 Sustainable Development Agenda has sought to reach out and influence UN member states favorably on the inclusion of a dedicated water goal. On the occasion of the World Water Day celebration on 22 March 2013, the UN General Assembly organized a high-level interactive dialogue on water cooperation. Council Governor and Bureau member Karin Krchnak represented the Council in that dialogue which addressed proposals, strategies and cooperative solutions for the post-2015 agenda.

The dialogue included Vuk Jeremić, President of the UN General Assembly, and other high level representatives such as UN Secretary General, Ban Ki-moon, the Prime Minister of Tajikistan, and the Ministers of Environment and Water of the United Arab Emirates, Bolivia and Spain. Further developments took place during a high-level panel discussion co-organized by the Governments of Colombia, the Netherlands and Switzerland together with UNSGAB and the World Water Council at the UN Headquarters in New York on 25 September 2013. The President of the World Water Council called to develop "no regret approaches" in the presence of the Deputy Secretary-General of the UN, Jan Eliasson.

In October 2013, more than 1,200 delegates participated in the Budapest Water Summit co-organized by the government of Hungary, UN-Water and the World Water Council. The event aimed to contribute to the design of Sustainable Development Goals, incorporating the fundamental role that water plays in securing food, reducing poverty, empowering girls and women and in improving the quality of life of humans in both the developing and developed world.



United Nations Secretary-General Ban Ki-moon opened the Budapest Water Summit, 8 October 2013, Budapest, Hungary.

“Guaranteeing a water secure world will require the full engagement of all actors, not least the world of business.”

Secretary-General Ban Ki-moon
Budapest Water Summit

1. www.worldwatercouncil.org/fileadmin/world_water_council/documents/programs_hydroplitics_sdgs/WWC_Position_Paper_on_water_and_SDGs_Final.pdf



7th World Water Forum High-Level Panel on Water in the Post-2015 Development Agenda, 14 April 2015, Gyeongbuk, Republic of Korea. From left: Facilitator John Sibi-Okumu; Kirsten Brosbøl, Minister for the Environment of Denmark; Gyewoon Choi, CEO, K-water.

During the opening plenary, the President of the World Water Council, Ben Braga asked the President of Hungary asked the President of Hungary, János Áder and the Secretary General of the United Nations, Ban Ki-moon, who were both in attendance, to define a common strategy to put water at the center of the sustainable development goals.

These efforts led by the Council's Task Force culminated during the 7th World Water Forum in April 2015 in a High-Level Panel entitled "Water is the key to Sustainable Development" with the participation of Melanie Schultz van Haegen, Minister of Infrastructure and the Environment of The Netherlands, Kirsten Brosbøl, Minister for the Environment of Denmark, and Nomvula Mokonyane, Minister of Water and Sanitation of South Africa.

Finally, on 27 September 2015, the President of the Council intervened in a high-level side event during the UN Sustainable Development Summit on the ways to catalyze implementation and achieve the water-related SDGs which involved Emomali Rahmon, President of the Republic of Tajikistan and Helen Clark, UNDP Administrator.

But the story does not end here. The World Water Council will continue to support the implementation of the water-related SDGs in the coming years, notably through the collective action the international water community is catalyzing through the Implementation Roadmaps.



Watch the High-Level Panel on Water in the Post-2015 Development Agenda online: eng.worldwaterforum7.org/news/on-air



Read the World Water Council Position Paper on Water and the Post-2015 Framework online at: www.worldwatercouncil.org/

STRENGTHENING NATIONAL COMMITMENTS

During the three past years, the Council has witnessed a significant increase in interest from national governments on water security issues. The attention given to the activities carried by the World Water Council enabled it to enlarge the circle of countries placing water at the heart of their development strategies.

In Asia, the Council has been particularly active in meeting high-level representatives around the themes of water security, multi-purpose infrastructure and environmental sustainability. In particular, several activities have been undertaken in China to strengthen ongoing cooperation as defined by a Memorandum of Understanding signed with the Ministry of Water Resources, which also hosted the Council's 55th Board of Governors in July 2015.

In May 2013, at the 2nd Asia Pacific Water Summit in Thailand, the Council addressed the need for global leadership for water security in the Asia-Pacific region and for an increased focus on water and disasters. Later in the year, to enlarge the scope given to water security, the Council participated in the High-Level International Conference on Water Cooperation in Dushanbe, Tajikistan in the context of the 2013 International Year of Water Cooperation and called to strengthen joint water management to guarantee social, economic, environmental and political security.

Early 2014, the World Water Council participated in the 2nd Mekong River Commission Summit held in Ho Chi Minh City, Vietnam. The event brought together Heads of government of the Mekong region and a range of experts to address long-term impacts of climate change and the role of river basin organizations in ensuring cooperation for water, energy and food security at the transboundary level.

In March 2013, the UN Special Thematic Session on Water and Disasters affirmed that “water and disasters” is one of the most important and pressing issues that the international community should address. In response, the High-level Experts and Leaders met in June 2013 in Tokyo to lay the foundations for their mission. On this occasion President Braga met with the Crown Prince of Japan, Prince Naruhito who complimented the Council on its work on water and disasters. The council participated in the course of the triennium to the following meetings held in Paris, Rotterdam and Washington DC to promote actions to provide safe water and sanitation in case of disaster strikes.



More information available at:
www.wateranddisaster.org



China's Ministry of Water Resources hosted the Council's 55th Board of Governors meeting, 16-17 July 2015.



President Peña Nieto of Mexico welcomes World Water Council Governors for their 52nd meeting, 27 June 2014, Presidential Residence of Los Pinos, Mexico City.

In June 2014, President Braga, along with Angel Gurria, Secretary General of OECD and Chen Lei, Minister of Water Resources of China, took part in the Water Leaders' Summit roundtable at the Singapore International Water Week to stress the importance of finding solutions for efficient water use and integrated water management.

In addition, targeted efforts to increase ties with South Asia were carried out in early 2015 through the 3rd India Water Week held in New Delhi and at the Confederation of Indian Industry Partnership Summit 2015, in Jaipur, Rajasthan. Through the participation of its Vice-president, Dogan Altinbilek, the World Water Council was given the opportunity to explain the Council's strategy to high-level government officials and water professionals and glean a better understanding of the issues that face the sub-continent.

The Council has had the opportunity to deepen its relations with Charafat Afailal, Minister Delegate for Water of Morocco, who was hosted by President Braga at the Council's headquarters in June 2014 to discuss the participation of the Kingdom of Morocco in the 7th World Water Forum and the King Hassan II Great World Water Prize.

Under the auspices of Honorary President Abu-Zeid, Chair of the Arab Water Council and host of the 3rd Arab Water Forum held in Cairo in December 2014, Council President Braga met with Hossam Moghazy, Minister of Water Resources and Irrigation of Egypt and Prince Khalid Bin Sultan, Chairman of the Prince Sultan Bin Abdulaziz International Water Prize. Among other subjects, they evoked their political engagement for the regional dialogue of the 7th World Water Forum.



Prime Minister of Morocco Abdel-Ilah Benkiran, speaks at the King Hassan II Prize Ceremony, Daegu, Republic of Korea, 12 April 2015.



Water Leaders' Summit Roundtable, Singapore International Water Week, 3 June 2014, Singapore.

On the occasion of the Latin America Water Week in June 2014, the Council held its Board of Governors meeting in Mexico City and had the honor of being hosted by the President of Mexico, Enrique Peña Nieto, in the Presidential residence of Los Pinos. President Peña Nieto presented the pillars of the Mexican National Water Policy and confirmed his determination in putting water at the heart of sustainable development.

More recently, the Council has been developing a closer working relationship with the African Ministers' Council on Water and its President, Amadou Mansour Faye, Minister for Hydraulic & Sanitation of Senegal. The President of AMCOW invited the Council to participate in the High Level Ministerial Panel during the 2015 World Water Week in Stockholm to assess progress on how to maintain momentum and keep the profile of water in the suitable development and poverty eradication agenda.

This triennium witnessed the creation of the OECD Water Governance Initiative - built upon the Good Governance Core Group of the 6th World Water Forum. It continually strengthened its activities and outreach and produced key principles using a multi-stakeholder approach, which were endorsed by a large number of public, private and non-profit organizations at the 7th World Water Forum in April 2015 in Korea through the Daegu Declaration. On 4 June 2015, Ministers from the 34 OECD member countries welcomed the principles setting standards for more effective, efficient and inclusive design and implementation of water policies. The World Water Council was a committed member of the initiative by supporting the elaboration process and participating in all preparation meetings gathering major stakeholder groups and organizations inside and outside the water community.



More information available at:
www.oecd.org/env/watergovernanceprogramme.htm

BUILDING A PARLIAMENTARIAN NETWORK

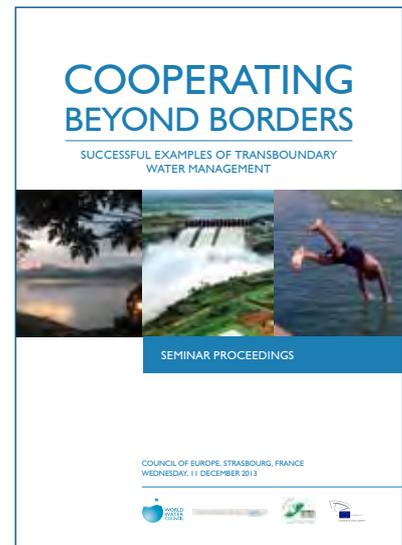
Building on the interest expressed by Parliamentarians during past World Water Forums, a specific political process has been designed over time to address their concerns and priorities in order to improve water legislation, policy and budgeting.

In December 2013, to grasp the needs of parliamentarians and address contemporary challenges on water cooperation, the World Water Council together with the Rhine Meuse Water Agency, the Cercle français de l'eau, and the European Parliament organized at the Council of Europe in Strasbourg, France, a seminar on transboundary water management. The objective of the seminar was to exchange experiences among various countries in implementing transboundary policies and programs by discussing how transnational trade-offs frame international agreements. More than 100 international and European high-level decision makers and parliamentarians gathered at the Council of Europe to share and learn from successful examples of transboundary water cooperation.

To strengthen the involvement of Parliamentarians on water legislation, Governor Auconie represented the World Water Council to promote the creation of an African parliamentarian network during the Africa Water Forum in June 2014, in Ouagadougou, Burkina Faso, and took the opportunity to present the parliamentarian process of the 7th World Water Forum.

In August 2014, the 1st Preparatory Meeting of the 7th World Water Forum Parliamentarian Process took place during the 17th General Assembly of the Asia-Pacific Parliamentarians Conference on Environment & Development in Tehran, Iran. Hosted by the Islamic Parliament of Iran, the conference was attended by 50 Parliamentarians from Bhutan, China, India, Indonesia, Irak, Iran, Malaysia, Nepal, Pakistan, Republic of Korea, Russia, Syria, Thailand, and Tonga. The members of the Assembly adopted the Tehran Declaration acknowledging the role of parliamentarians in designing environmental policies and inviting lawmakers to participate in the 7th World Water Forum. Shortly after this, in October 2014, the Parliamentarian Process was presented at the 131st Assembly of the Inter-Parliamentary Union in Geneva, Switzerland, by members of the Steering Committee of the 7th Forum.

As parliamentarians play an essential role in terms of legislation and water governance, the World Water Council recognizes the importance of supporting an international network of parliamentarian in order to facilitate ongoing exchanges and expertise amongst lawmakers on water issues. During the 7th World Water Forum, the Parliamentarian Process aimed to strengthen parliamentarians' legislatives capacities related to water issues and issued a joint statement in the perspective of the post-2015 development agenda and climate negotiations.



To learn more on successful examples of transboundary water cooperation, read the seminar proceedings available at: www.worldwatercouncil.org/library/thematic-publications



The parliamentarians 7th World Water Forum joint statement is available at: www.worldwatercouncil.org/library/forum-documents/

DEVELOPING A LOCAL AGENDA

On October 2014, the Council joined forces with other key players to tackle issues related to water security at a local level. Through the signature of a Partnership Agreement with UN-Habitat's Global Water Operators' Partnership Alliance, ICLEI - Local Governments for Sustainability, United Cities and Local Governments, the Daegu-Gyeongbuk Development Institute, and the National Committee for the 7th World Water Forum, the Council committed to work jointly to address the important role that local and regional authorities and operators play in managing and providing water and sanitation for their populations while safeguarding water resources, and to support cities in rising to this challenge. This partnership enabled greater mobilization of local and regional authorities and water operators to relay their messages toward the post-2015 development agenda.

This agreement followed earlier efforts in April 2014 around UN-Habitat's 7th World Urban Forum, held in Medellín, Colombia, where a dialogue for

“Water and Cities” was organized in order to address best practices and achievements of cities in enabling integrated water management. The dialogue continued at the 3rd Istanbul International Water Forum in May 2014, in a plenary session on the Istanbul Water Consensus to launch the dedicated online platform. The event recognized the need for concerted efforts in urban water management and encouraged its signatories to take stepwise action.

As a concrete example of this cooperative framework, the World Water Council for the 7th World Water Forum collaborated in the development of a strategy document for action in cities. Endorsed by 95 Local and Regional Authorities from 26 countries, the Daegu-Gyeongbuk Water Action for Sustainable Cities and Regions is a roadmap which provides concrete tools to guide local and regional authorities in the implementation of sustainable water management strategies at the local level. It paves the way for future collaboration around the “new urban agenda” on the way to the United Nations Conference on Housing and Sustainable Urban Development “Habitat III” in Quito, Ecuador in 2016.



Signature of the Partnership Agreement between World Water Council, UCLG, GWOPA/UN-Habitat, ICLEI, Daegu Gyeongbuk Development Institute and the 7th Forum National Committee, 28 October 2014, Marseille, France.

The Istanbul Water Consensus is a unique initiative that helps and challenges local decision makers to improve their water management strategies and services in the face of global changes. To date, more than 1100 signatories worldwide have adopted the Consensus. The IWC website showcases innovative and efficient solutions, actions and policies implemented worldwide by cities, such as Bordeaux (France), Brisbane (Australia), Buenos Aires (Argentina), Incheon (Republic of Korea), León (Mexico), Osaka (Japan).



To learn more on Local and Regional Authorities commitments for water, visit the dedicated website:
www.istanbulwaterconsensus.org



The Daegu-Gyeongbuk Water Action for Sustainable Cities and Regions statement is available at:
www.worldwatercouncil.org/library/forum-documents/

CHALLENGE THINKING



FINANCING WATER INFRASTRUCTURE

Through its long-running activities on financing for water, the World Water Council has identified the need for a nuanced set of financial approaches, products, services and functions that are required for improving water security. In the course of 2014, the World Water Council proposed to create a High-Level Panel on Infrastructure Financing for a Water-Secure World in cooperation with OECD. This Panel aimed to set out clear objectives and encourage dialogue on the role of infrastructure in ensuring water security. The Panel benefited from regional consultations held in the USA, Mexico, Brazil, the Ivory Coast and China to look into the necessary financial resources to ensure water security and the means to generate them.

The first meeting of the High Level Panel took place in November 2014 in Paris and was co-chaired by OECD Secretary General Angel Gurría and World Water Council President Benedito Braga. The Panel was composed of a number of high-level members from governments, international agencies, the private sector, the NGO community and academia,

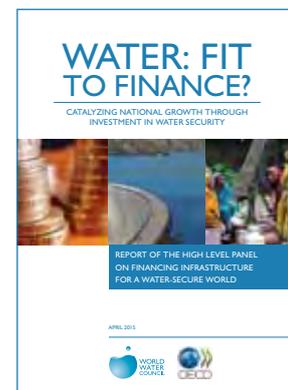
For the 7th World Water Forum, the High Level Panel launched the report “Water: Fit to Finance?” which sets out the increasing need for public and private partnerships to drive the construction of major water infrastructure schemes. The panel pointed towards a “risk and reward” rationality among financiers as a barrier, which has resulted in water infrastructure projects being marginalized compared to other branches of infrastructure investment.



High-Level Panel Infrastructure Financing for a Water-Secure World, Daegu, Republic of Korea, 13 April 2015. From left: Melanie Schultz van Haegen, Minister for Infrastructure and the Environment of Netherlands; Antoine Frerot, CEO, Veolia; Jaime Baptista, President, ERSAR.

Due to the increasing need for water for all kinds of activities – agriculture, industry, energy – the panel concluded that water infrastructure should be multi-purpose. The report sets out seven proposals for action all designed around achieving water security among governments and financial regulators, international financing institutions, banks, commercial financing and investment institutions, industry and individual water users.

To focus more attention on these issues the World Water Council joined the Financial Times as founding partner for the Financial Times Water Summit which took place in October 2015 in London, gathering over one hundred corporate representatives, financial actors, political leaders and the broader water community, to address the strategic importance of good water management for businesses.



To **learn** more about the key findings of the High-Level Panel on Infrastructure Financing for a Water-Secure World, read the report ‘Water: Fit to Finance?’ available on our website:

www.worldwatercouncil.org/library/thematic-publications



Watch the High-Level Panel Infrastructure Financing for a Water-Secure World online: eng.worldwaterforum7.org/news/on-air

WATER AND GREEN GROWTH

Since the signature in November 2010 of a Memorandum of Understanding with K-Water on “Water and Green Growth”, a joint program was conducted to study the role of water in achieving socially and environmentally sound economic growth. This effort was continually guided by stakeholder consultations with the international water community over the course of four years.

Divided into three phases, the program developed an analytical and policy framework through the quantitative and qualitative examination of in-depth case studies. The first phase of the program focused on a collection of 26 brief international case studies and a policy framework which were presented during the 6th World Water Forum. The two subsequent phases further developed the policy framework and developed an additional 11 detailed case studies to identify strategic, institutional, and evidence-based approaches.

In 2015, for the conclusion of the joint program, the World Water Council and K-water presented their findings and launched their final report on “Water and Green Growth: a new path to sustainability” during the 7th World Water Forum. A special session was held to urge political leaders to set their nations on a more sustainable economic growth path. Set within the context of the post-2015 development agenda, the participants provided guidance on developing and implementing water and green growth policies by combining different alternatives based on state, market and community-based approaches.

To follow the path opened by the “Water and Green Growth” program the Council agreed to pursue collaboration with the Korean Government by signing an agreement on August 2015 focusing on technological innovation and data management for water.



To **learn** more on the “Water and Green Growth” program, the final report is available on our website: www.worldwatercouncil.org/library/thematic-publications



To **learn** more about the Water and Green Growth program: www.waterandgreengrowth.org



Four Major Rivers Restoration Project, Republic of Korea.

SECURING WATER AND FOOD

Considering that food and water security are inextricably linked, the World Water Council and the UN Food and Agriculture Organization joined efforts to call for government policies and investments by the public and private sectors to ensure that crops, livestock and fish are sustainably produced in ways also aimed at safeguarding water resources. By producing a joint report for the 7th World Water Forum, the Council and FAO called for policies and investments to enhance adaptation at the watershed and household levels, such as improved water storage facilities, wastewater capture and re-use, as well as research that generates more resilient agricultural production systems for small farm holders.

To echo this message, a High Level Panel on Water for Food Security, composed of representatives from the United Nations, national governments, research and academia, the private sector, the farming community, and other major users of water for food was organized at the 7th World Water Forum. The panelists discussed how to adopt programs that involve investments in longer-term returns, such as the rehabilitation of agricultural infrastructure to encourage sustainability over immediate profitability.



70% of world water withdrawal is used for agricultural purposes.



The report “Towards a Water and Food Secure Future” is available on our website:

www.worldwatercouncil.org/library/thematic-publications



90% of climate change is manifested through, with and by water.

WATER FOR CLIMATE

In October 2014, the World Water Council signed a Memorandum of Understanding with the National Association of Water and Sanitation Utilities (ANEAS) of Mexico entitled: “Increasing Resilience to Climate Variability and Change: The Role of Infrastructure and Governance in the Context of Adaptation.”

The partnership intends to demonstrate how resilience to climate change and other pressures can be improved through various structural adaptation measures and appropriate governance and management tools. The work undertaken focuses on policy implications for water management, based on case studies presenting impacts, lessons learnt, and socio-economic challenges for adaptation.

A first session presenting the scope of the study was held during the 7th World Water Forum. During the World Water Week in Stockholm, President Braga participated in the High-Level Panel on “Raising the profile of Water towards CoP21” and was involved in a media event convened by the Guardian on incorporating water knowledge into climate policy.

Furthermore, the World Water Council will convey preliminary findings on this undertaking around the 21st Conference of Parties of the United Nations Framework Convention on Climate Change in December 2015, to emphasize the need for water to be a central component of the climate agreement and considered as a vital tool for adaptation.

INTEGRATED WATER RESOURCE MANAGEMENT

Developed under the guidance of the Council’s Integrated Water Resource Management Task Force over the triennium, a Discussion Paper was prepared on the current and future prospects of IWRM across the globe. The IWRM Task Force presented its paper during the 7th World Water Forum with the support of a High Level Panel. The panel had for a challenge to identify the role of IWRM in the next 15 years in light of the Sustainable Development Goals and the causal link for policy makers on water-related issues.

Forum participants highlighted that an IWRM approach was feasible, but it would require an adaptive strategy to integrate water management across sectors and scales. Emphasis was placed on generating investments and infrastructure for its implementation, supported by the creation of partnerships with the private sector.

WATER AND ENERGY

On the thematic issue of Water and Energy, the Council has been active on several fronts. The partnership led by Electricité de France (EDF) since 2012 has contributed to the Council's involvement in the development of the World Water Development Report's publication on Water and Energy launched on World Water Day 2014. Within the framework of their agreement, EDF and the Council addressed the cross-use of water for energy and energy for water, more specifically how to reduce water footprints for energy production; and multi-purpose water uses of hydropower reservoirs.

Broad consultation on the theme was made possible during the conference "Preserving the flow of life" in October 2014, organized by EDF with support from the World Water Council, addressing strategic issues related to water and energy interdependencies. Major findings were also presented at the 7th World Water Forum in Korea.

As the central theme of World Water Day in 2014, the Council and the World Energy Council (WEC) announced the signature of a Memorandum of Understanding designed to strengthen their cooperation. Both organizations committed to work together on joint initiatives and ensure that the water-energy nexus will be highlighted at the World Energy Congress, to be held in Istanbul in 2016.

The WEC also committed to further developing the framework for reducing water footprints in energy production initiated by EDF in cooperation with the energy community.

To raise this issue higher on the global political agenda, in October 2014, the World Water Council President had the opportunity to address the role of hydropower in meeting rising renewable energy challenges during the World Bank-International Monetary Fund Annual Meeting held in Washington D.C. The panel discussion was opened by Jim Yong Kim, World Bank Group President, and included high-level panelists such as Ram Sharan Mahat, Finance Minister of Nepal.



World Bank-International Monetary Fund Annual Meeting, Rising to Renewable Energy panel, 10 October 2014, Washington DC, USA.

ENGAGE IN DEBATE



The 7th World Water Forum welcomed participants from 168 countries, 12-17 April 2015, Daegu-Gyeongbuk, Republic of Korea.

7TH WORLD WATER FORUM

The 7th World Water Forum took place in Daegu-Gyeongbuk, Republic of Korea, from 12 to 17 April 2015. Over 40,000 entries were recorded for this major event with participants from 168 countries including 10 world leaders, 80 government ministers and more than 120 official national government delegations. During the week, the water community and decision-makers agreed that water should be a top priority on the political agenda in the decade to come.

To catalyze collective action for water, an ambitious set of objectives was formalized at the 7th World Water Forum's closing ceremony. By presenting the first-of-a-kind Daegu Gyeongbuk Implementation Commitment (DGIC), based on the 16 Implementation Roadmaps that were developed collaboratively for each theme, Forum participants can continue to work together in the interim period between Forums on numerous subjects such as financing, food security, green growth, governance, and many other aspects of water security. The World Water Council is now working with leading organizations of the DGIC and previous host countries of the World Water Forum to ensure that the identified actions can be adequately supported and implemented, paving the way towards the 8th World Water Forum to take place in Brasilia in 2018.



Benedito Braga, President of the World Water Council and Jung-moo Lee Chairman of the National Committee, after signing the DGIC in the presence of Champions, 7th World Water Forum, Daegu Gyeongbuk, 17 April 2015.

The 7th World Water Forum took place at a turning point at the dawn of global goals for sustainable development. It marked the rise of a new paradigm to catalyze positive change for a water-secure world. The World Water Forum became the most important political event related to water in the world, with:

- Over 40,000 entries
- 168 countries represented
- 10 world leaders
- 121 official national Government delegations
- 80 government ministers
- 71 parliamentarians
- 95 local and regional authorities
- 400 sessions & events
- 900 journalists from five continents



More information available at:
www.worldwatercouncil.org/fr/bibliotheque/documents-du-forum/



7th World Water Forum High-Level Panel on Sustainable Development Goals (SDGs) and Stewardship, 13 April 2015.

“This year’s World Water Forum isn’t just where we discuss and present solutions. It places an emphasis on the value of action.”

Park Geun-hye
President of the Republic of Korea

The 7th World Water Forum facilitated a number of political agreements which have marked a step forward in international water cooperation including an historic accord between the US and Mexico regarding the Colorado River. The Forum also saw a trilateral ministerial meeting between China, Japan and Korea where ministers pledged to strengthen the core role of water in sustainable development and attract more financial investment in the water sector.

More specifically, the World Water Council hosted 8 bilateral meetings with leading representatives from Angola, China, Denmark, Hungary, Monaco, Portugal, Russia, and South Africa. Follow-up meetings were arranged with Monaco to discuss coordinating action on climate change and water in the run up to CoP21 in Paris, and opportunities to build relationships with the World Economic Forum.



Learn more on the 7th World Water Forum:

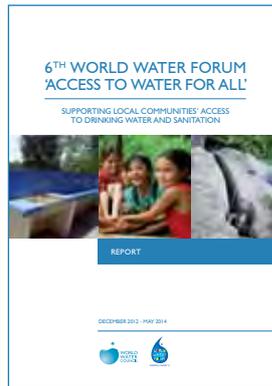
www.worldwatercouncil.org/library/forum-documents/



Read the Daegu-Gyeongbuk Implementation Commitment at:
www.worldwatercouncil.org/fileadmin/world_water_council/documents/publications/forum_documents/DGIC_17APR2015_signature_FIN.pdf

6TH WORLD WATER FORUM

The World Water Council was officially mandated to administer the financial surplus from the 6th World Water Forum through the “Access to Water for All” initiative launched in early 2013. Sixteen projects were supported around the world, totaling over 900,000 euros in funding at the grassroots level. Most of the projects were completed over the course of 2013, reaching nearly 100,000 people in rural communities from Nicaragua to Cambodia and improving education facilities from Madagascar to Ukraine. This initiative delivered improved access to safe drinking water and sanitation, which are basic human needs and recognized human rights.



To learn more about the “Access to Water for All” initiative, read the summary report:
www.worldwatercouncil.org/library/forum-documents



The 8th World Water Forum will take place in Brasilia, Brazil.

8TH WORLD WATER FORUM

During its 51st Board of Governors meeting organized in February 2014, the World Water Council selected the city of Brasilia and the country of Brazil to host the 8th World Water Forum in 2018. The selection followed a rigorous evaluation process leading to a vote by the Council’s Governors. In line with the overarching theme of “Sharing Water”, Brasilia and Brazil will share common practices on the use of water to serve all stakeholders and sectors.

ADEQUATE AND PROFESSIONAL MEANS



The World Water Council Pavilion at the 7th World Water Forum Expo & Fair welcomed thousands of visitors and hosted 18 members' events.

COUNCIL FINANCES

As a result of the rigorous financial management of the World Water Council's finances, the financial years of 2012, 2013 and 2014 showed budget surplus.

During the last three years the working force of the Headquarters has been reinforced with new internal organization and personnel hired to help implement the three-year strategy that was adopted at the 6th General Assembly in 2012. A new Executive Director was hired and a Director of Policy and Programs was appointed. The Director of Administration and Finance and the accountant previously seconded by the City of Marseille were hired under the same positions to comply with new regulations.

This strengthening has naturally resulted in a steady increase in payroll since 2012.

The Communications pole has also developed, through its collaboration with a public relations and communications agency that started beginning of 2014 and intensified in 2015 due to the 7th WorldWater Forum.

External consultants were hired to support the Council's thematic staff in the development of programs and partnerships on financing water infrastructure, water and green growth or adaptation to climate change.

The voluntary contribution of the Chinese Ministry of Water Resources was made permanent in the form of amendments to the MoU initiated in 2009.

Finally, a partnership with the Financial Times was initiated in 2015 for the organization of the FT Water Summit event, which should be repeated in the coming years and generate a return on investment for the Council.

Today the Council shows a very healthy financial position with an average annual revenue of EUR 3 million and average annual expenses expenditure of EUR 2 million. This prudent management has provided sufficient funds for more than four years' worth of work capacity to implement the work program associated with the 2016- 2018 strategy.

COMMUNICATIONS

By intensifying its relations with the media, the Council stepped into a proactive approach as a means to develop, enhance its visibility and contribute in securing and creating members' engagement. In addition the Council engaged in large international events and capitalized on digital tools as a major means for communicating broadly and maintaining high visibility in a rapidly evolving environment.



Press room during the 7th World Water Forum, Daegu, Republic of Korea

CREATING EFFECTIVE RELATIONS WITH MEDIA

For most of the mandate, the World Water Council expanded and intensified its media relations through its PR agency, generating a significant amount of interest from major outlets. Efforts were made to communicate on the Council's programs, activities, and partnerships, and increase awareness about the World Water Forum as a key multi-stakeholder platform to defend and promote the cause of water. During the 7th World Water Forum week alone, the World Water Council distributed nine press releases which generated over 1,100 clippings in print press, TV and/or radio.

Articles and interviews of Council representatives were published in the New York Times, Financial Times, Le Monde, Sky News Arabia, Times of India, Globovision TV, Bloomberg, Huffington Post, Neoplanete, Circle of Blue, OOSKA News, to name but a few, as well as major Asian media such as KBS and Korea JoongAng Daily-International. World Water Council President Benedito Braga has also been regularly solicited to contribute to G7 and G20 Summit Publications.

Over the three year mandate, our international press contacts have more than doubled to over 3,200 contacts from 106 countries.

WATER IN THE SPOTLIGHT: COUNCIL PARTICIPATION IN MAJOR INTERNATIONAL EVENTS

The World Water Council ensured its visibility during major international events including the Budapest Water Summit, Stockholm World Water Weeks, 3rd Istanbul Water Forum, Forum preparatory meetings and many others.

The World Water Council Pavilion at the 7th World Water Forum Expo & Fair welcomed thousands of visitors and hosted 18 members' events, for Forum participants to meet and exchange during unique discussions and Q&A sessions. To guarantee high visibility as co-organizer of the event, the World Water Council also informed all 7th World Water Forum participants of its activities through the distribution of specially developed brochures in each Forum conference bag. All Forum participants were invited to make for water on a dedicated wall of the Council's pavilion. Over one thousand wishful messages were made.

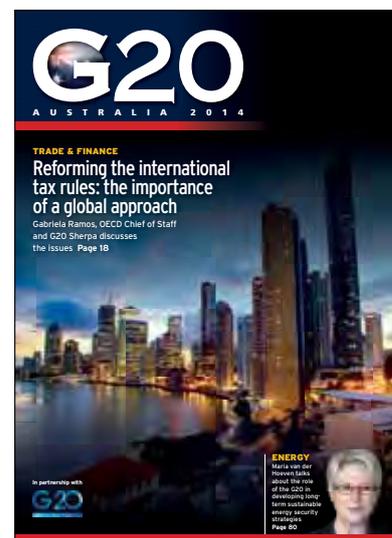
STRENGTHENING THE COUNCILS' BRAND AND CHANNELS

At the start of 2014, the Council modernized its branding, iconography and messages based on the Council's three-pillar strategy and created a new slogan identifying its network as a major means to advocate for water security on the global agenda. A full new set of outreach and communication products were produced including brochures and promotional materials.

The World Water Council's institutional website underwent complete refurbishment including a new look and feel and enhanced functionalities. With the help of Council members, Arabic, Chinese, Russian and Spanish versions were successfully completed.

The Council's social media activity has also considerably developed to reinforce its communications outreach and messaging, resulting in double the number of fans and followers. Peaks of engagement were recorded during World Water Day celebrations and the 7th World Water Forum, with Council tweets viewed more than 90,000 times. The Council also launched its LinkedIn page during the 7th World Water Forum.

Numerous mailing campaigns for advocacy, awareness raising, save the dates, news alerts and Letters from the President were carried out on a regular basis. The Council's contact database has been enhanced through a special campaign to reactivate 6th Forum contacts.



The World Water Council contributed to major publications over the 2013-2015 mandate.

SECRETARIAT

The Secretariat of the World Water Council, chaired by the recently hired Executive Director, Fraser MacLeod, provides services to members and supports the Board, Bureau and President in the preparation and implementation of decisions. Based in Marseille, France, the Secretariat is also instrumental in facilitating the development of programmatic, policy- and Forum-related activities. The Secretariat currently contains two poles of activity, including an administrative and institutional pole and a policy, programs and communications pole. The Secretariat is comprised of an enthusiastic and competent group of 13 staff members.



World Water Council HQ staff, April 2015.

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