Six days to focus our energies and find solutions

P

olitical decision makers, economic actors and members of civil society, researchers, NGO representatives, I would like to thank you for your participation today at the sixth World Water Forum at Parc Chanot in Marseille. This city, with its exemplary know-how in water treatment and management, is home to the World Water Council. The Council, the City of Marseille and the French Government are involved in this vast international event where 20 000 visitors are expected during the next six days.

A result of 2 years of preparation, this Forum builds upon previous editions and calls for a new era: Time for Solutions. It invigorates energy, captures the attention and acts as a sound box, amplifying the voices of water to give them an impact across the world. Less than three months from the Rio+20 summit, the Forum aims at putting water higher on the political agenda. We need to find concrete solutions, politically and financially realistic, socially acceptable and adapted to local contexts.

A place for exchange and brainstorming, the 6th World Water Forum has established 12 priorities and three conditions for success. Among these priorities, the access to safe drinking water and sanitation services is one to be especially detached. Besides contributing to public health improvement, the process of providing water and sanitation generates jobs to unskilled workers, thus contributing also to poverty eradication and sustainable socio-economic development.

As vital resource, water must be managed wisely especially in the case of rivers that flow through two or more countries. Experience shows that there are more examples of cooperation than conflict in managing transboundary river basins.

The Internet has created a planet village. We have imagined and designed an Internet platform to collect everybody’s solutions, and also a “village of solutions” that covers 4,000 m² inside Parc Charnot.

More than 1000 high-level stakeholders are gathered here in Marseille to share solutions to worldwide water problems and commit themselves to their implementation. The time has come for actions on the ground at all levels of decision-making.

Benedito Braga
President of the 6th World Water Forum.
The World Water Forum will engage 27 young professionals of Projection Network to write and translate Solutions, a daily internet and print newspaper specifically covering the Forum. The writers include a team of eight journalists, graphic designers and webmasters of the online economic journal, Econostrum.info.

These professionals include students and newly minted employees currently working or vying to work in the water domain normally dominated by engineers. These professionals come from Korea, France, Burkin Faso, Brazil, Benin, Haiti, Mauritania, Nigeria, Canada, Mexico, Jordan, Congo, Greece, Iran, Japan, Chad, Venezuela, Romania, the United States, Togo, and China. These individuals will cover each event that addresses their interests concerning the events in a growing world.

A different look

Solutions intention isn’t to compete with the general media. Its writers are neither journalists nor translator. However, their cultural diversity and professional on-sight concerning water will enable the forum’s gazette to distinguish itself from the other information media. Conventioners will receive reliable, factual and neutral information.

From 8 a.m to 10 p.m daily, the 27 young professionals and their Econostrum.info tutors will be on the go to bring you a new french and english newspaper. These pages will not suffice to cover all daily events due to the denseness of the 6th World Water Forum. We will do our best to keep you informed and maybe even have a surprise or two in store.

For a group of non-professionals from all around the globe to cover such a worldwide event with such strong institutional overtones at which government heads, dozens of ministers, elected representatives and thousands of scientists indicate the openmindedness of the Forum’s organising committee.

Happy reading !

[Image of young professionals at work]
**The UN 2012 annual report: water / management in a world of risks and uncertainties**

Intensified climate change and a tremendous increase in world water demand exacerbate the pressure on freshwater, slightly aggravating the economic disparities between countries. This is the discovery made by the United Nations in its last annual report presented today in Marseille.

Managing Water under Uncertainty and Risk*, the 4th edition of the world report on the valorisation of water resources published by the United Nations, will be presented today at 3:00 PM at the Parc Chanot by Irina Bokova, General Director of UNESCO and Michel Jarraud, UN-Water President and General Secretary of the World Meteorological Organisation. The conclusions of this important UN report will be presented by Olcay Ünver, Coordinator of the WWAP.

Highly expected by the international community, this report indicates two phenomena which contribute to the increase water demand. On one hand, the demand for water will continue to increase. Whether it is for human consumption, or agricultural, industrial and power production, the demand will reach a historical peak. By 2050, food needs should increase by 70%, with an increasing demand for animal foodstuffs inducing a 19% increase in water use for the agricultural sector. This sector is by far the biggest consumer of water, representing up to 70% of the global water consumption.

By 2035, Water intended for production processes should also increase by about 50%, taking population growth and development of economic activities into consideration. The report also notes that one billion people still do not have access to improved potable water and there are more people without access to running water in town than there were in the 90s.

By 2050, the world urban population should reach 6.3 billion individuals, compared to 3.4 in 2009. Droughts, floods and other consequences of climate change will affect water demand. The 2°C rise in temperature will have a huge financial impact. By 2030, some regions of the world, such as South Asia and Africa, are projected to be most affected by climate change.

“The conclusions are clear”, assures Irina Bokova, in the Foreword of the report. “(…) Considering the needs and demand, freshwater is not used in a sustainable way. The information remains disparate and water management fragmented. In this context the future is more and more uncertain and the risks likely to increase”.

*(*) World Water Assessment Programme.
Portfolio

The Forum advertised in the streets of Marseille

Geolide, water treatment and purification plant in Marseille

First preparatory conference on water and spiritualities

Artika Project presented at the Foire de Marseille (October 2011)

City walls decked in Forum colours

The city buses are decorated with World Water Forum bags

Technical inspection of a dam

Visit of Irrigation Systems

Preparatory meeting in Lyon in May 2011

Alain Consalvi and Claude Landrin, volunteers in action.

Time for Solutions

France hosts the World Water Forum

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The forum Gazette N°1 Monday, 12 March, 2012

Exhibition of the Institute of Development Research in Gare Saint-Charles

Presentation Forum for Forum volunteers

Work meeting (Photo CIF)

Preparatory meeting for the 6th World Water Forum’s Parliamentary process, June 10th 2011, Strasbourg

Youth participation in Forum organisation

Solutions team in training

At the World Water Forum booth, our volunteers (Unis-Cité) informed the public.

One Cool Globe will sold at an auction during the Forum.

6th World Water Forum Volunteers, January 10th 2012, Marseille.
The World Water Forum calls on participants’ imagination to further the water cause. It sparks innovative ideas in order to reduce the Forum’s “water imprint”, be it directly or indirectly. Thus, the USB keys distributed allow participants to download the information that interests them off the http://www.worldwaterforum6.org site. All the summary documents are uploaded by the Forum teams as the events take place. Saving paper is consistent with significantly reducing water consumption. Since 5 to 15 m³ of water are needed to produce 1 ton of paper, this method helps save at least 1000 m³ of water.

“All paper documents are labelled with Imprim’vert. It isn’t possible to avoid using paper during such an event, because there is always a need for paper reference documents. But, for example, we give priority to pocket programmes over XXL programmes. We have also diffused a lot of paper free communication material, namely on iPhone and Flash Code”, explains Claudine Chilinski, in charge of Forum communications. This initiative avoid delegates to transport tons of paper by train and/or plane to their respective countries. In other words, it helps to reduce significantly the Forum’s carbon footprint.

**Water “Made in Marseille”**

Within the framework of this eco-responsible policy, organisers provide participants with convention kits made from recycled cardboard and fabric rope. It isn’t just a matter of packaging, it's a global approach. The included notepads are made from recycled paper and the USB keys from raw wood.

Another ecological initiative: invite conference participates to use the water carafes instead of disposable plastic bottles. Especially as Marseille boasts an unrivaled quality of water ! “We have taken great pleasure in conceiving an intelligent “Made in Marseille” marketing scheme”, assures Claudine Chilinski, who integrates local water supplies with this ecological ethic. To say nothing of the pleasure of giving people the opportunity to discover Marseille’s know how !
The Forum’s interactive programme, a 2.0 tool

Thanks to the forum’s interactive programme, each participant may customize his/her agenda. Shortly after the events of the week take place, this database will include new documents and will be useful to everyone who will need to refer.

Everyday 30 to 35 events will take place simultaneously, arousing the participants’ interest,” explains François Lacroix, Program Director of the International Forum Committee.

In order to guide the participants through this vast offer, the organisation of the forum has been working for three years in an interactive, customizable program available on the forum’s website.

This innovative tool allows optimizing their week’s agenda, tailoring them a program thanks to an integrated search motor. In a glance, it is possible to review the events as a whole or by categories: grassroots and citizenship events, conferences and sessions, side events…

The location parameters – only Parc Chanot, Marseille or France – can be also defined.

A code of color renders easy displaying information: blue for political sessions, orange for regional sessions, purple for high level events, etc… In each case the participants may check the details of the session in practical aspects and content terms. Are disclosed the accessibility, spoken languages and participating personalities. By clicking on the “A quick look at the Forum sessions” tab, the website proposes an exhaustive overview of the events.

A system of favorites allows defining your own program depending on your priorities. By a single click on “My Favorites”, the participant adds the event in his personal program. The mobile applications for iPad, iPhone and Android guarantee swift access to the information, while a “Flashcode” scan system allows spotting the event being held in a room in real time. Social networks (Facebook and Twitter) makes it possible to share events in real time.

A baseline for the next forum

This innovative tool is intended to be a living tool that incorporates every day new data. “We will add the information there as we receive it,” emphasizes François Lacroix. In addition, detailed information on the events and reports of the Pilot Groups and Target and Solution Groups, videos, presentations and press conferences will also be posted throughout the forum’s week. The goal: progressively transform the program so that it may constitute “an operational database for everyone who will need to refer to it,” underlines Claudine Chilinski, responsible of the forum’s communication.

« Cool Globes » exhibition

Exhibited in the streets of Marseille from 8 June until 8 October 2010, the 13 Cool Globes will be visible during the World Water Forum. One will be auctionned off.

The money will fund Red Cross activities in Haiti. “By caring for water and its quality, one can prevent a whole series of events such as the cholera epidemic which killed thousands”, declared the President of the French Red Cross, Professor Jean-François Mattei.

In November 2011, 58 Cool Globes were exhibited and auctionned. Half the proceeds went to Red Cross. The operation “Cool Globes Marseille 2010” brings together business and arts as a way to raise citizens’ awareness towards environmental protection.

Marseille, a city bluer than blue

Whether dealing with football or the city’s coat of arms or landscapes, Marseille likes it blue ! From next monday until saturday, the city is going to carry its favourite colour even higher to celebrate the 6th World Water Forum. During the weekend, 10 000 bags of bread trooping the Forum’s colors have been distributed by the local bakers around the city - what would wheat be without water ? Starting today, the RTM buses, aside with taxis and boaters, are taking over the reins and carrying high the Forum’s bulwark !
The forum Gazette N°1 Monday, 12 March , 2012

Exciting civil society initiatives

Water is not an issue reserved for governments, local authorities, companies or scientists. Citizens also want to contribute to debates. At the 6th World Water Forum, they express themselves through the successful “Grassroots & Citizenship” project.

Local authorities on the front line

Local authorities play a great role in the 6th World Water Forum. A first step was made during the last forum with the approval of the Istanbul Pact for Water, 950 local governments already signed it. It aims at reaching target objectives based on an action plan supported with indicators. The Pact will be at the center of the 3rd international conference of local and regional authorities organized on 14-15 March by the World Water Council and United Cities and Local Governments (UCLG). This process aims at mobilising local authorities, acting together to strengthen their role in water governance, and to speak with one voice to the international community. Almost 400 representatives from local authorities from all continents will participate.

This innovative project has been created for consumers and different stakeholders as a forum to share ideas and initiatives not exclusively reserved for political and water experts. The “Grassroots & Citizenship” commission aims to root the forum in local, national, regional and international realities. The commission collects, analyzes and qualifies projects according to principles stated in the December 2011 charter, which guarantee the projects will conform to the objectives and spirit of the event. At the forum’s opening, almost 150 projects have been thus qualified. These projects increase delegate and public awareness of issues regarding water supply and sanitation, look beyond their immediate environment. Moreover, these projects present experiences beyond their environment. The commission collects, analyzes and qualifies projects according to principles stated in the December 2011 charter, which guarantee the projects will conform to the objectives and spirit of the event. At the forum’s opening, almost 150 projects have been thus qualified. These projects increase delegate and public awareness of issues regarding water supply and sanitation, look beyond their immediate environment. Moreover, these projects present experiences beyond their immediate environment.

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