



Events supported by the 6th World Water Forum

I. The World Water Forum

Background

Co-organized every three years jointly by the World Water Council and a host country and city, the World Water Forum is the largest international gathering dedicated to water: since 1997, it has brought together the “great water fraternity”, political and economic decision-makers, as well as representatives of civil society.

The first edition, in Marrakesh, had attracted some 500 participants. At The Hague, in 2000, they were 6,000. Three years later, in Kyoto, there were more than 20,000. They were just as numerous in Mexico City, in 2006 and in excess of 25,000 in Istanbul, in March 2009, where representatives of some 180 countries attended.

Definition

The Forum is an open and prolific space. Neither congress, nor fair, not even a cultural event, the Forum is all these things at one and the same time. Multifaceted, it promotes communication and awareness in the general public. Original and in perpetual motion, it provides an opportunity for the development of novel and consensual solutions, solutions which often reappear in the context of international negotiations.

The Forum should above all be seen as a three-yearly process which starts once the host country and city have been selected, with the preparatory tasks which associate the thematic, regional, and political aspects as well as the aspects concerning the event itself.

The Forum represents both the conclusion and consecration of the months of preparation which precede it. It is in no way the finality but merely represents a step in a long and continuous process of dialogue, punctuated by the development of themes chosen by the host countries and cities.

Generally, the World Water Forum targets four main objectives:

1. Giving water the place that it deserves in the local, national and international agenda,
2. Promoting solutions to the water problems of the 21st century,
3. Formulating concrete proposals and engagements and bringing them to the attention of the world,
4. Generating a strong political and citizen commitment.

The 6th World Water Forum

This event is counting on playing host to 20,000 to 25,000 participants, speakers from the water resources management domain, as well as several hundred exhibitors and a diversified public. It is to take place from 12th to 17th of March 2012 in Marseille, France.

The specific principles and orientations of the 6th Forum are multi-dimensional:

1. promoting awareness among the decision-makers and the public of the need to improve access to water and sanitation and contribute to reaching the Millennium Goals;
2. opening the way to new partnerships, new forms of cooperation;
3. rallying and allowing a wide diversity of stakeholders to air their views;
4. taking inspiration from the French *Grenelle* approach implemented in 2007;
5. promoting awareness among the general public, particularly in Marseille, France and beyond;
6. highlighting the know-how of each and everyone at local, national and international level;
7. engaging in an eco-citizen approach in its very organization.

Beyond the speeches of experts, all the participants at the Marseille 2012 rendez-vous will be expected to:

- > turn their attention to domains of activity linked to water
 - Support the place of water to satisfy the needs of development (food, health, sanitation, energy...)
 - Encourage **dialog between categories of users** of water.

- > propose **concrete solutions and initiatives and encourage firm commitments from the different**
 - Identify existing solutions and develop their dissemination
 - Launch proposals for innovative solutions in partnership with the key players: enterprises, water users, research workers, politicians, NGOs...

- > associate civil society and notably **young people**
 - put **education and culture** firmly into the heart of the Forum;
 - promote citizen actions which will draw attention to the water cause

... a creative Forum, open to the world and playing host to all its stakeholders with a strong mobilization of the inhabitants of the host city and its region

II- The qualifying projects and the creation of events

1.Types of project

The 6th World Water Forum would like to encourage and promote the creation of events which participate in its objectives, notably in terms of provoking the awareness of the general public.

The qualifying projects and the events created should correspond to the criteria of the Forum which were described in the foregoing paragraph.

These actions may take several forms:

- Communications actions especially the following approaches: Visit/ Discovery/ Festival/ Conference/ Exhibition/Cultural events. This list is in absolutely no way comprehensive
- Projects which locally promote culture and youth, nationally the enhancement of the wide range of know-how, and internationally the right of access to water and trans-border relations

This list is in absolutely no way comprehensive but merely indicative

The aim of the events which take place prior to the Forum is to draw attention both to the water question and involve citizens in the Forum; the target public is rather "general public". It is also hoped that the media will be attracted by these events and hence talk about the Forum.

The events which take place during the Forum have two aims, both to promote the awareness of the *general public* during the week of the Forum and organize a certain number of citizen and cultural activities aimed at the *participants in the Forum* or which contribute to the substance of the Forum.

2. Qualification criteria

The actions should:

- Take place at the latest in March 2012
- Enable the mobilization of all the water players and other sectors directly concerned (agriculture, energy, industry,...) at local, regional and international level
- Encourage the participation of the citizens in the venues where they take place

- Not have as main aim the promotion of a commercial product or service
- Valorize today's existing know-how at local, national and international level
- Contribute in a consistent way to the promotion of the 6th World Water Forum: the forum of solutions and commitments.

Priority will be given to those proposals which satisfy most appropriately the spirit of the 6th Forum, that is to say:

- The search for and emphasis on solutions in liaison with the themes chosen by the Forum organizers: in line with the 12 themes in the 3 strategic orientations developed by the forum (*see Annex1*);
- The promotion of the Forum through the use of events of pedagogical and citizen actions and the mobilization of the population;
- The use of events with limited means to mobilize the greatest possible number of people;
- The enhancement of the commitment to find solutions.

The internet site of the 6th World Water Forum (www.worldwaterforum6.org) will enable candidates to see and understand the objectives of the 6th World Water Forum and assess how well their project converges with it.

The projects will be chosen according to an equitable local, national and international territorial spread, with a focus during the week of the Forum on the actions taking place in Marseille.

The Commission will privilege the actions according to themes which will be for:

- Local priorities: actions in education and citizenship
- National priorities: actions about regional and French know-how
- International priorities: actions about the right of access to water, on tackling poverty and trans-border relations.

The events may also federate different players and be used to make co-productions between each other.

3. Communication

Each event should include its own communication, in agreement with the International Forum Committee (IFC).

The use of the Forum logo and/or slogan during the qualifying event is mandatory, in a format which respects the house style defined by the IFC.

The dimensions and the positioning of these elements should be established in agreement with the Executive Secretariat.

4. Application process

For those projects which are to take place during the year 2011, the completed set of application forms must be received before 30th June 2011. For those taking place in 2012 they should arrive before 30th November 2011.

All applications should be sent by registered mail to or lodged in three copies with the:

6^{ème} Forum Mondial de l'Eau
Comité international du Forum
11 La Canebière 13001 Marseille
For the attention of the Executive Director

The application may be sent in electronic format to the following address:
label@worldwaterforum6.org

5. Documents to be provided

- A precise and concise description of the action to be carried out and its motivation, in relation to the selection criteria;
- A detailed budget of the event (with a provisional financing plan);
- A demand indicating the amount likely to be sought from the IFC;
- The names of the project promoter;
- A presentation of the project promoters;
- The places and dates of the event;
- For international projects a French or English version is required. Whatever the case, each application should include a one-page abstract in both English and French.

6. Selection Terms and Conditions

The projects which require more than 100.000 euro of financing from the IFC will be validated by the Board of the International Forum Committee; the financing granted by the IFC may be between 0 and 50% of the total amount of the project. For projects which require a smaller amount or not requesting qualification, validation will be given by the IFC Management Committee; in certain cases financing may cover the whole of the cost.

The applications will be examined by the Executive Secretariat of the Forum

and presented to the "Roots and Citizenship" Promotion Commission, which will decide whether they should be submitted to the Management Committee and/or the Board of the International Forum Committee.

The events are to be referenced on the internet site of the 6th World Water Forum: www.worldwaterforum6.org

Annex 1

3 Strategic directions: 12 key priorities for water action

Ensure everyone's well-being

*Guarantee access to water for all and the Right to Water
Improve access to integrated sanitation services for all
Contribute to hygiene and health through water and sanitation
Protect populations and economies from water-related risks
Contribute to Cooperation and Peace*

Contribute to economic development

*Balance multiple uses through IWRM
Contribute to food security through the efficient use of water
Harmonize energy and water
Promote Green Growth and valorize ecosystem services*

Keep the planet blue

*Improve the quality of water resources and ecosystems
Adjust pressures and footprints of human activities on water
Respond to climate and global changes in an urbanizing world*

3 Conditions for success:

*Good governance
Financing Water for all
Creation of an enabling environment*

Document may be consulted on our internet site:
www.worldwaterforum6.org