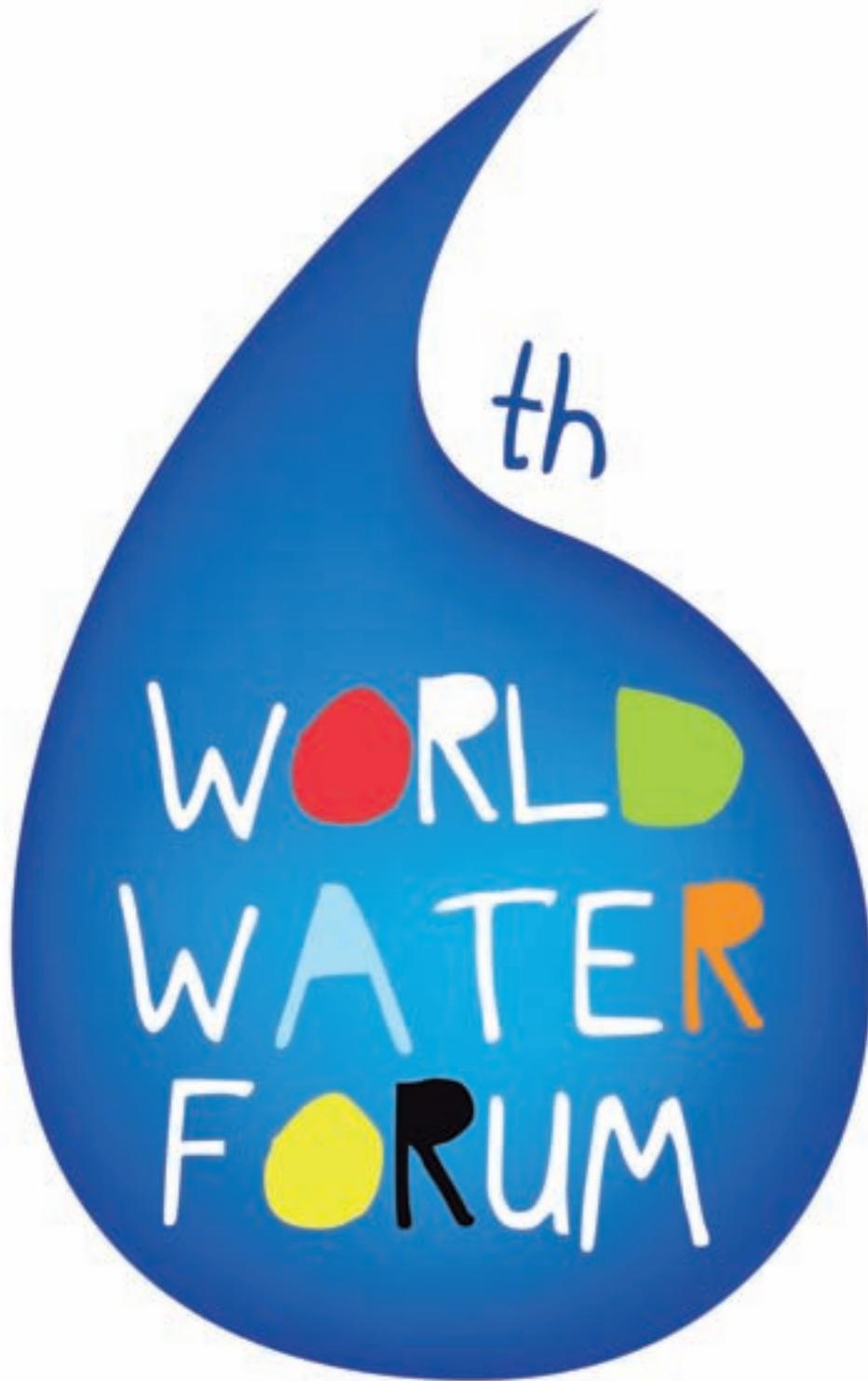


JANUARY 17/18 2011 • 1st ANNOUNCEMENT

WORLD WATER FORUM • MARCH 12/17 2012



MARSEILLE, FRANCE '12

TIME FOR **SOLUTIONS**

TIME FOR SOLUTIONS
MARSEILLES, 12-17 MARCH 2012

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Marseilles,
its region and Parc Chanot

I am particularly happy that France and Marseille will be hosting the 6th World Water Forum in March 2012. It will be a crucial rendez-vous, for access to water is a critical challenge for the future of our planet. There will be no sustainable development while the water issues remains unsolved.

The time for solutions has come for water, as it has for sanitation. From now on, we have to apply concrete measures and make firm commitments. These commitments should be made on a voluntary basis by all stakeholders: governments, parliaments, international organisations, businesses, local authorities, and non-governmental organisations.

I expect the Marseille Forum to provide significant progress in three domains: effective access to water and sanitation, transboundary cooperation and increasing involvement of local authorities.

We are well aware of the shocking figures concerning access to water and sanitation throughout the world. They give an indication of the efforts that remain to be accomplished. The year 2010 has been an essential stage in the increasing awareness of the needs since the United Nations recognized access to water and sanitation as a basic human right. To be able to translate a right into effective access means succeeding in mobilizing financing. The Forum should be the occasion for envisaging the introduction of concrete initiatives to support the aim of universal access to water and sanitation, in agreement with the Millennium Development Goals.

As far as transboundary water management is concerned, France became the 22nd State to adhere to the United Nations convention on the use of international water courses. We must make sure that we promote this text for it is an incentive for the prudent management of water resources which are shared between countries.

But this step is the first of many. Various forms of cooperation should be developed on this basis and they could be highlighted during the Forum. For what is at stake through cooperation of this sort is peace between peoples.

Finally, as far as local authorities are concerned, we must promote their presence in the management of water and sanitation services as close as possible to the level of the citizen. This is already the case in a number of countries, particularly in Europe including France and this system has already proven its effectiveness. Furthermore, in terms of international cooperation, local authorities may carry out their own actions of solidarity by using innovative methods of financing. The Mediterranean Forum will be the occasion to imagine others and draw attention to them.

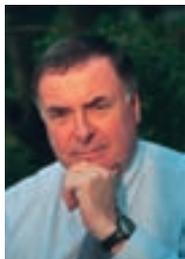
I look forward to seeing you in March 2012 in Marseille, this superb Mediterranean city open as always to the world and which is very well aware of the immense value of water.


Nicolas Sarkozy
PRESIDENT OF THE FRENCH REPUBLIC

IT'S TIME TO SHARE

Loïc Fauchon

PRESIDENT OF THE WORLD WATER COUNCIL



Yet in the meantime, it is paramount that we satisfy the essential needs of billions of children, men and women for whom we have to guarantee food, health, education and, first and foremost, energy and water so that they can finally pull themselves out of poverty.

But we need to go further since, beyond words and declarations, what our planet needs is concrete and credible actions. This is the challenge that France, Marseille and the World Water Council have decided to take up by organising the 6th World Water Forum in March 2012.

This challenge calls for courage, imagination, boldness and perseverance. It is up to each of us to contribute by putting on the table the thousands of solutions that we will introduce and discuss with the particular openness that characterises the World Water Forums.

Our mobilisation must be complete, political and public-spirited: public-spirited because the impulse and solutions essentially come from the field; political because the commitments to action will come from decision makers.

The solutions will be useful and sustainable in so far as the commitments are strong and backed by tangible commitments. And to achieve this and assert this global and local base, we will organise, throughout the world, hundreds of events and encounters to let the voice of water be heard.

The Marseille Forum represents a formidable opportunity for the cause of water. Let's make the best out of it with your participation and your support.

You are all welcome to join the "Forum of Solutions".

ON THE LONG ROAD TO WATER

ACCESS for all, we are standing at a crossroads. We are now in a world with scarce resources: a world in which the fate of future generations lies on our capacity to move from pillage to sharing.

Year after year, the response to water and sanitation issues has become increasingly of a political order. The World Water Council, notably through the organisation of the Forums, has strongly contributed to place this priority at the top of the development agenda, in the South but also in the North.

WATER AND DEVELOPMENT

Benedito Braga

PRESIDENT, INTERNATIONAL FORUM COMMITTEE



AT THE BEGINNING of this millennium we face challenges in some parts of the world that were faced by Europeans at the beginning of last millennium. Lack of water supply and sanitation produces infectious diseases and reduces life expectancy in the majority of countries in sub-Saharan Africa today. Lack of dams and reservoirs to cope with floods and droughts make poor countries in Latin America and Southeast Asia to lose 25 to 30 percent of their GDP in critical hydrologic events. Similar events produce losses 10 times less in the United States. This situation will become more complex if one considers that critical hydrological events will tend to be even more intense under the threat of climate change.

Water is at the center of improvement of the quality of life. Water in

adequate quantity and quality is the basis for any society to develop. Development with care for the environment and with care for societal and cultural values is fundamental for increasing GDP and per capita income. The provision of access to clean drinking water and appropriate sanitation requires the development of water supply and wastewater networks, water and wastewater treatment plants that generate jobs and income to workers. Hence, besides improving public health water generates wealth and contributes to reduce poverty in many places in the world.

Multiple uses of water are the basis of proper water development and management. We should look into the use of water for human and animal supply but also to generate electricity in a world with less carbon dioxide production, to navigate

MARSEILLES, THE WORLD WATER CAPITAL

Jean-Claude Gaudin
VICE-PRESIDENT OF THE FRENCH SENATE
MAYOR OF MARSEILLES



reducing gases emissions, to irrigate crops and produce food with adequate technology and handling, to increase the protein productions through aquaculture and, last but not least, to human leisure and tourism.

The 6th World Water Forum is going to address the major issues facing countries around the world, be them developed or developing countries. Our slogan is "Time for Solutions" very simple, short and direct. We have been diagnosing problems such as the ones described above for a very long period of time. This is a very important activity because no solution can be found without a good diagnosis. The previous forums have produced a very expressive amount of information on society problems and their relations with water. Now is the time for solutions, the time to bring professionals from different sectors together with decision-

makers and discuss the way forward in an open and friendly atmosphere. We need commitments from all stakeholders. Governments are very important in the solution of our pressing problems, but now is time to involve also the private sector, the nongovernmental organisations, academia, professional associations and all those ready to extend the hand to help.

Welcome to Marseille in March 2012, welcome to this blue movement towards increasing the quality of life of those living in developing world. Let us work together to find solutions to our water problems that can be implemented in reasonable time horizons, that are social and economically feasible and that are compatible with keeping our planet blue.

AS A 26 CENTURY-OLD CITY OF TRADE

with its arms open to the world, Marseilles is proud to have been chosen by the Governors of the World Water Council to host the 6th World Water Forum.

It will do its best to ensure that its guests effectively make it the "Forum of Solutions", the crossroads where measures providing answers to the major challenges of our planet are defined and adopted for a better management of the most vital of its resources.

The experience of Marseilles and that of Provence, in the water domain, is exemplary and it is not without good reason that the people of Provence have developed a real water culture over the years.

For we have in the past suffered cruelly not only from aridity, but also from the whims of Nature itself. Happily since the decision taken in 1849 by the then Mayor, Maximin Consolat, to ensure that Marseilles had an ample supply of water, "whatever the consequences, whatever the cost", up until the commissioning in 2008 of "Géolide", the largest underground water treatment system in the world, our city has acquired know-how and installations commensurate with its ambitions.

Without doubt, this history and the exceptional link between the people of Marseilles and water incited the World Water Council to set up its Head Office here some fifteen years ago. We are equally happy since then to have been able to support its development, and proud of the authority and the international recognition which the City has acquired in the service of the water cause.

In defining the outline of the programme of the Marseilles Forum, the 17th and 18th January 2011 will mark a new and important step in this process. I would like to promise its participants my fullest backing so as to make these two days a complete success.

In this respect, I intend to underline the fundamental role of the local authorities in water management and the importance of the Istanbul Water Consensus initiated two years ago during the 5th World Water Forum.

With its thirteen twin city agreements and twenty eight cooperative agreements, Marseilles is one of the most active cities in Europe in terms of decentralized cooperation and I will make my best to ensure that the 6th World Water Forum would give a sizeable place to these major "field" players in water policy, which are our towns and cities.

It would also seem to me essential that the 2012 rendez-vous in Marseilles, be a real citizen's Forum. We shall deploy all our energy to ensure that our fellow citizens are deeply associated with it, for the commitment of everyone is indispensable to make access to water, for all who aspire to it, a universal daily cause.

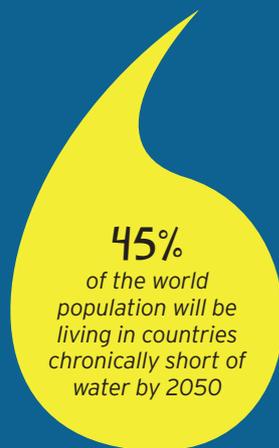
WATER, AN INCREASINGLY RECOGNIZED POLITICAL ISSUE

Our current world of seemingly limitless resources seems to be fading into a heedless past. Combined with demographic growth, the development of human activities is exerting increasing pressures on our planet and its ecosystems. Even the resources which recently seemed to be abundant are now being impacted.

Fresh water resources are significantly damaged: aquiferous-groundwater are exploited at rates that exceed that of their recharging rates, the quality of fresh water is deteriorated in numerous locations, water and climate-related natural disasters cause increasing damages, numerous ecosystems that protect our quality of life disappear or are threatened.

Yet, never has Mankind been so aware of the impacts of development on the planet. Never has the mobilization be as strong as it is today at all levels to preserve the common goods. Water is no exception to the rule as it often is the background of the main stakes of our time as well as the link between the Millenium Goals.

This awareness of what is at stake also concerns water. In the recent years, there has been an increasing awareness of the water crisis, thanks partly to the World Water Forums which have worked to develop shared visions of these major challenges. The first summit of Heads of States organized during the Istanbul World Water Forum bears witness thereof, together with the adoption by the United Nations General Assembly of a resolution on Water Rights as well as of a series of articles on the management of transboundary aquifers.



LIST OF ABBREVIATIONS

- AFD:** French Development Agency
- AMCOW:** African Ministers' Council on Water
- FAO:** Food and Agriculture Organisation
- GWP:** Global Water partnership
- JMP:** Joint Monitoring Programme
- MPM:** Marseille Provence Métropole, Urban Community
- MDG:** Millennium Development Goal
- ONEMA:** French National Office for Water and Aquatic Ecosystems
- PACA:** Provence Alpes Côte d'Azur Region
- SEA:** South East Asia
- SMART:** Specific Measurable Achievable Realistic Time-bound
- SME:** Société Méditerranéenne de l'Environnement
- SOPAC:** Pacific Islands Applied Geoscience Commission
- UNEP:** United Nations Environment programme
- WHO:** World Health Organisation
- WISE:** Wide Involvement in Stakeholder Exchanges
- WWC:** World water Council
- Warning**
Do not use the abbreviation WWF in your communication since this abbreviation is the trade mark of a well known organisation

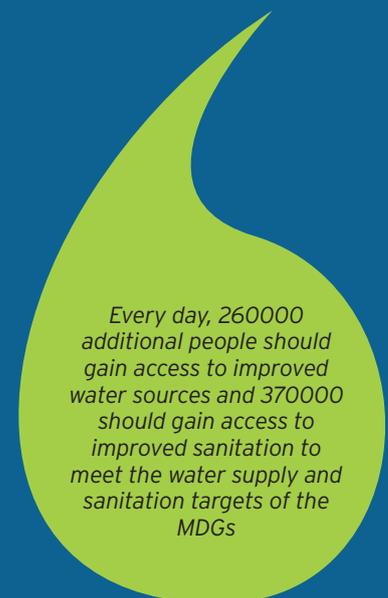
Tomorrow we need to amplify this movement, as we must keep mobilizing political decision makers at all levels.

Therefore, the organizers of the Forum propose to change radically the tonality of its preparatory works. You are invited to focus - between now and March 2012 - on the solutions to be implemented and to leave aside the discussions on the problems which enabled us to take stock of the situation in the past years; the time for solutions has come.

It is nothing less than the creation of a "blue movement" that will start from everyone's initiatives and commitments to solve the problems faced.

To do so, we propose to start from the works and recommendations previously elaborated, first to set target objectives, and second to elaborate actions plans and make commitments to achieve them.

SHIFTING FROM DISCUSSIONS ON THE ISSUES TO COMMITMENTS FOR SOLUTIONS



**ABOUT
1 BILLION**
*people lack access
to improved
drinking water*



COOL GLOBES MARSEILLES 2010 by: Arts et Développement and Nathalie SANCHEZ-ERAZMUS
Conception: Noémie, Jade, Jullian, Sarah, Rayan, Nawfel, Edita, Léonora, seven to twelve years old.

FORUM AND WORLD WATER COUNCIL

THE FORUM: AN ORIGINAL CONCEPT

Every three years since 1997, the World Water Forum mobilises creativity, innovation, competence and know-how to mobilise in favour of water.

The five World Water Fora organised since 1997 have placed water on the international political agenda. They have undoubtedly contributed to a global awareness of the water issues.

The Forum must be perceived first of all as a tri-annual process initiated as soon as a host country and a host city have been selected by a series of preparatory processes which combine thematic, regional and political activities. These processes mobilise thousands of water stakeholders over the 5 continents and culminate in the Forum week. However this week is not an end: it represents simply an important milestone in a continuous process combining dialogue, action and monitoring of the results.

With a unifying and open-minded image, the World Water Forum strives to open its activities to the entire all water stakeholders of the political arena and of the civil society. The World Water Council, the host city and the host country promote interactions and partnerships at all geographic scales and between all actors, with a special focus on developing countries.

**ABOUT
2.6 BILLION**

*people lack access to
toilets and other
forms of basic
sanitation*

3900

*children die every
day from water-
borne diseases*

THE WORLD WATER COUNCIL

The World Water Council is an international NGO which provides a platform for exchanges and partnership building among all institutions of the water community. It was created in 1996 by water professional associations and by UN Agencies. Its missions are to raise awareness on water issues and to stimulate political commitments in favour of water. It has today more than 400 member organisations from about 100 countries.

Since its creation, its founding institutions have requested the Council to create the World Water Forum, the main instrument it uses to accomplish its missions.

The first Forum held in Marrakech

hosted 500 participants. In 2000 in the Hague, 6,000 participants attended the Forum. Three years later in Kyoto, more than 20,000 professionals, decision-makers, elected officials, representative from international organizations and NGOs came to the Forum. In 2006 in Mexico the same number came and in March 2009 in Istanbul more than 25,000 participants from some 180 countries gathered, but also for the first time a Head of States meeting was organized.



COOL GLOBES MARSEILLES 2010
by: SKUNK DOG

*Every three years
since 1997, the World
Water Forum mobilises
creativity, innovation,
competence and knowhow
to mobilise in favour
of water.*

6TH FORUM: GUIDING PRINCIPLES, BUILDING BLOCKS

GUIDING PRINCIPLES:

What is the major ambition of the 6th World Water Forum? Simply put: Solutions for people. Using the results of previous Fora and other international meetings as a foundation, we will aim to develop and to trigger actual implementation of concrete solutions through the achievement of a series of targets in a number of priority areas. This will include contributions and successful case studies from the world water community, generating commitment to successfully implement innovative or existing solutions in order to meet those targets.

FOUR PREPARATORY PROCESSES OF THE FORUM

WILL COORDINATE THEIR ACTIVITIES TO PREPARE AND FACILITATE IMPLEMENTATION OF SOLUTIONS TO THE IDENTIFIED PRIORITIES FOR ACTION.

POLITICAL PROCESS

Governments, parliamentarians, local authorities develop political targets and solutions, e.g. cities commit to reduce the energy footprints of their water services under the Istanbul Water Consensus process.

THEMATIC PROCESS

All stakeholders develop and facilitate the implementation of action targets mobilising a variety of organisations to reach the goals associated with each priority for action.

REGIONAL PROCESSES

In the Americas, Asia-Pacific, Europe, Africa, and in sub-regions develop and facilitate the implementation of targets referring to regional priorities, as identified in previous Fora.

ROOTS AND CITIZEN'S PROCESS

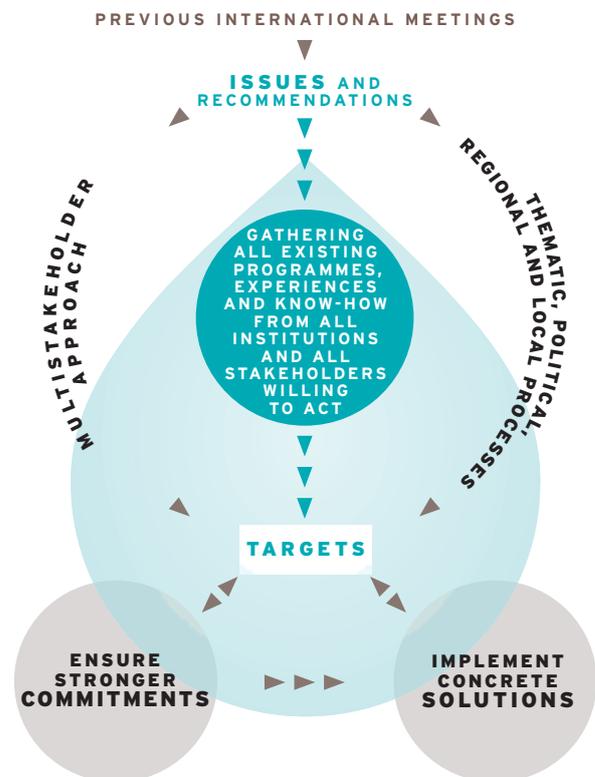
Develop and facilitate the implementation of targets through citizen's actions and local experiences.

The Forum preparation will rest on 4 processes conducted in a multi-stakeholder way and interconnected.

The Forum Week in March 2012 will provide an opportunity for all participants to share the results of these processes and to build momentum toward the continued implementation of solutions.

It will comprise:

- Official sessions: present the results of all four preparatory processes
- Children and Youth Forums: get future generations on board
- Cultural and awareness raising events
- Forum Prizes granted to personalities, public policies, grass root organisations
- Learning Centre activities
- Fair/Expo: offer opportunities to all types of organisations to present their activities and achievements.



1.8 MILLION
people die every year from diarrhoeal diseases including 90% children under 5

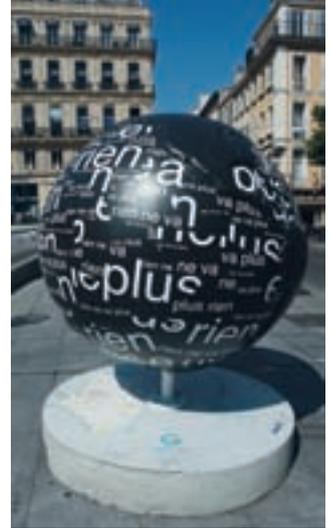
THE PROCESS



WHICH PRIORITIES FOR THE FORUM?

The thematic framework of the Forum addresses both water-related actions needed to face today's development challenges, in addition to the means necessary to ensure those actions, which are cross-cutting. Some emerging issues not dealt with in previous Fora have found their way to the forefront. The scope of this framework aims beyond simply solving water issues. It invites to think bigger and outside the water box.

The 12 priorities for action drive the contributions of the world water community towards a more healthy, peaceful, prosperous and resilient blue planet. They are clustered around the three pillars of sustainable development. They are completed by three crosscutting Conditions for Success. Under each Priority for Action, a series of **targets** translates the identified issues into concrete and achievable objectives at all levels.



COOL GLOBES MARSEILLES 2010
by: Laurent PIQUET

| 3 STRATEGIC DIRECTIONS | 12 KEY PRIORITIES FOR WATER ACTION |
|------------------------------------|--|
| ENSURE EVERYONE'S WELL-BEING | <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> Balance Multiple Uses through IWRM* Contribute to Food Security by optimal use of water Harmonize Energy and Water Promote Green Growth and value ecosystem services |
| KEEP THE PLANET BLUE | <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> Good governance Financing Water for all Enabling environments |

EXAMPLES OF TARGETS

- > **BY 2015**, 20 transboundary river basin organisations adopt a code of conduct to share data and information on water quality.
- > **BY 2012**, 50 countries have voted legislative measures to enforce the Right to Water and Sanitation.

*IWRM: Integrated Water Resource Management

TARGET ESSENTIALS

- SMART:** Specific, Measurable, Achievable, Realistic, Time-bound
- WISE:** Wide Involvement in Stakeholder Exchanges

DIFFERENT TYPES OF TARGETS

- POLITICAL TARGETS:** require political entities endorsement prior to their implementation
- ACTION TARGETS:** require the commitment of a group of institutions willing to act in a joint manner

5%

of GDP in Africa is estimated to be lost annually due to illness and death caused by dirty water and poor sanitation

4000

litres of water are needed to produce 1 kg of poultry meat

SCHEDULE, IMPORTANT MILESTONES

FROM TARGETS TO SOLUTIONS

PHASE 1

CREATE MOMENTUM, SELECT AN INITIAL SERIE OF TARGETS

- Build on previous inputs: existing programmes and targets, kick-off results
- Involve key stakeholders and institutions, create momentum
- Prepare initial list of SMART and WISE targets, using Forum preparatory processes
- Validate the list in a multi-stakeholder meeting and effectively build consortia

PHASE 2

PREPARE AND IMPLEMENT ACTION PLANS AND IDENTIFY SOLUTIONS

- For each target, prepare an action plan to develop solutions toward the implementation of the target
- Identify existing successful case-studies
- Identify the range of possible solutions
- Expand existing partnerships and involve all relevant stakeholders
- Discuss the action plans and the associated solutions within each preparatory process
- Prepare reporting for the forthcoming Forum

PHASE 3

REPORT AT THE FORUM AND PURSUE IMPLEMENTATION

- Organise reporting at the Forum in sessions and political meetings
- Define the next steps and the possibilities for post-Forum refined targets
- Receive and formalize commitments
- Lay the ground for follow-up activities

200
litres of water per
day are used by
the average
European

Over the past
10 years,
diarrhoea has killed
more children than all
armed conflicts in the
past 60 years

2010

1st Regional Coordinator Meeting (Jan. 2012)
2nd Stakeholder meeting dates: 17-18 January 2011

Deadlines by which to reach the targets may range from 2012-2030 with an intermediary reporting phase at the Forum and regular ones beyond

2011

2nd Regional Coordinator Meeting (Sept. 2011)

Global targets will be complemented by WISE regional targets (5-10 per Region) adapted to local conditions

Solutions are the concrete actions to be implemented in order to catalyse change and achieve targets

Before the 6th World Water Forum Targets and Solutions consolidated

2012

After the Forum, the implementation process continues

Political targets are carried forth to subsequent international meetings (e.g. Rio +20)

2015



COOL GLOBES MARSEILLES 2010
by: Cécile GUIDONI BOUZAT - C.G.B.

REGIONAL PROCESSES

REINFORCE REGIONAL APPROACHES

20%

of the children in poor countries do not reach the age of 5 because of infectious diseases provoked by poor water quality

EXPECTED OUTPUTS

- > **STRENGTHENED ENTITIES** able to raise the political profile of water in their respective regions
- > **A SERIES OF SPECIFIC REGIONAL TARGETS** and related action plans to develop and implement solutions to issues identified in the regions
- > **REGIONALIZED TARGETS** and solutions developed from the global set of targets identified in the other Forum processes

Water solutions may only be applicable if they are rooted in local realities. The 6th Forum will therefore attempt to reinforce regional processes, which, in continuity with the previous Fora, will articulate thematic and political issues as they pertain to various continents. This should result in generating political commitment for action at a regional level. To achieve this, specific efforts will in particular be devoted to the selection of SMART targets in a WISE way, i.e. through Wide Involvement of Stakeholder Exchanges. Regions will also be invited to consider how global targets defined in the thematic process can be "localized" and hence made more concrete and meaningful.

Strengthening previous regional political processes through the establishment of regional water fora is also a concrete objective of the regional processes. In this respect, each region is invited to use the Forum's preparatory process to deliver concrete outcomes (priorities for action, implementable solutions) that will be used in subsequent global or regional meetings.

Four regional processes are being organised and supported by the Forum. As in the past, many of these regions may also define sub-regional processes to address detailed local specificities.

IMPORTANT REGIONAL MILESTONES

AFRICA

- 1st African regional stakeholder kick-off workshop (February 2011)
- 2nd African regional stakeholder workshop (August 2011)
- 4th Africa Water Week (November 2011)
- 3rd African regional stakeholder workshop (December 2011)

AMERICAS

- Latin American Water Conference for Parliamentarians and Journalists "Water, Development and current challenges, World Bank and Global Water Partnership Central America (April 2011)
- World Environmental & Water Resources Congress, American Society of Civil Engineers' Environmental & Water Resources Institute (EWRI-ASCE), Palm Spring, USA, (May 22-26 2011)
- Sanitary and Environmental Engineering Congress, Inter-American Association of Sanitary and Environmental Engineering (AIDIS), Porto Alegre, Brazil (September 25-28 2011)
- Annual Convention and Exhibition, National Association of Water and Sanitation Utilities (ANEAS), Mexico (October 24-28 2011)
- AWRA Annual Water Resources Conference, American Water Resources Association (AWRA), Albuquerque, USA (November 7-10 2011)
- 7th Inter- American Dialogue on Water Management, Inter-American Water Resources Network (IWRN), Medellin, Colombia (November 13-19 2011)

ASIA-PACIFIC

- Asia Pacific Synthesis meeting for the 6th World Water Forum (November 2011)
- Sub-regional Meetings of the Asia-Pacific region for the 6th World Water Forum (from January to September 2011)
- 2nd Asia Pacific Water Summit (January 2012), Bangkok, Thailand

EUROPE

- Europe-INBO 2011 (October 2011), Porto, Portugal
- European Parliament Intergroup for Water (April 2011)

| REGION | COORDINATORS | CONTACT EMAIL |
|--------------|--|-----------------------------------|
| AFRICA | African Ministers Council on Water (AMCOW) | africa@worldwaterforum6.org |
| AMERICAS | Water Forum of the Americas (WFA) | americas@worldwaterforum6.org |
| ASIA-PACIFIC | Asia Pacific Water Forum (APWF) | asia-pacific@worldwaterforum6.org |
| EUROPE | Office International de l'Eau | europe@worldwaterforum6.org |

POLITICAL PROCESSES

PUSHING WATER UP THE INTERNATIONAL POLITICAL AGENDA

Policy makers and political leaders are key to water solutions. They are responsible for setting up policies and regulations. They help create an enabling environment for sound water management. They are also in charge of implementing solutions at the local level, whereas water resources and services everywhere are a public responsibility.

Political leaders have been increasingly involved in the Forum since the first Forum in Marrakech. Their participation has evolved gradually and

has been structured since 2006 in Mexico along three main processes, i.e. for National Governments, Local Governments and Parliamentarians which have their own specific preparatory activities.

The objectives of the Political Processes are to facilitate a better understanding of water issues by public decision-makers, including outside the water sector, and to help raise the importance of water issues at all levels of decision-making.

EXPECTED OUTPUTS

FINAL DECLARATION

> A **"MARSEILLES DECLARATION"**, if possible common to all three political processes, including possibly particular resolutions from the Forum's regional processes. As in the past Fora, this declaration would be developed based initially on inputs from the other Processes through a series of prep-coms. Representatives of Themes, Regions and Major Groups would be invited to participate in these important preparatory meetings.

SPECIFIC PRODUCTS

> A **SERIES OF SPECIFIC TARGETS**, proposed solutions and commitments from the various stakeholders (water professionals, NGOs, groups of governments, trade-unions etc.), taking stock of the recent experience of the "Grenelle de l'Environnement" organised by the French Government and to be subsequently brought to International events such as Rio+20.

> A **ROADMAP** for effective development of the Parliamentarian Helpdesk

> A **SIGNIFICANT INCREASE** in the signatories of the Istanbul Water Consensus for Local Authorities, together with significant progress in their identification of priority issues and commitments to address them for a sustainable development of their water services.

THE ISTANBUL WATER CONSENSUS: HOW DID LOCAL GOVERNMENTS ANTICIPATE THE DEVELOPMENT OF CONCRETE SOLUTIONS?

The Istanbul Water Consensus (IWC) is the primary output of the Local and Regional Authorities' process led of the 5th World Water Forum in Istanbul (March 2009). It is a compact signed by Local Authorities willing to commit to adapting their water infrastructure and services to the emerging challenges they are and will be facing, such as climate change, rapid urban growth, depletion and pollution of water resources or aging infrastructure. The IWC brings together key local stakeholders in pursuit of stronger policies and practices with which to overcome these global challenges through a series of commitments.

To date, 700 cities from 33 countries have signed the Consensus and committed to:

- **ASSESS** future impacts of global change on their water services and select priorities for action
- **SET TARGETS** and implement priority actions to address these impacts
- **REPORT** back at the 6th world Water Forum in Marseille.

The list of signatory cities is available at the following weblink:

www.istanbulwaterconsensus.org



COOL GLOBES MARSEILLES 2010
by: Jean-Baptiste AUDAT

13 000

litres of water are needed to produce 1 kg of beef

1000

litres of water are needed to produce 1 kg of wheat



COOL GLOBES MARSEILLES 2010
by: Christophe CASTELLORIZIOS



COOL GLOBES MARSEILLES 2010
by: PEYRO



COOL GLOBES MARSEILLES 2010
by: Christophe CASTELLORIZIOS

65%

of deaths caused by diarrhoeal diseases could be reduced by the integrated approach of providing water, sanitation and hygiene

IMPORTANT POLITICAL MILESTONES

- Meeting of the working group "water and Rio+20", February 2011
- UNEP board meeting, Nairobi, February 2011
- World Water Day event on water and cities, Cape Town, March 2011
- PrepCom 2 of the Rio+20 process, New York, March 2011
- International meeting of the Local and Regional Authorities process, Lyon, May-June 2011 (tbc)
- Parliamentarians' preparatory event, May-June 2011
- Ministerial preparatory conference "PrepCom 1", October 2011 (tbc)
- Bonn +10: Water in the Green Economy, November 2011
- Ministerial preparatory conference "PrepCom 2", January 2012
- UN sustainable development conference "Rio+20", May 2012

90%

of water-related diseases are due to unsafe water supply, sanitation and hygiene and is mostly concentrated on children in developing countries

3 MAIN POLITICAL SEGMENTS

| | |
|-----------------------------|---|
| National Governments | Ministries in charge of water, Ministries of Foreign Affairs |
| Local Governments | All sub-national authorities having responsibilities on water |
| Parliamentarians | Members of National and Regional Parliaments |

THE PARLIAMENTARIANS' HELPDESK

THE "GRENELLE DE L'ENVIRONNEMENT": SETTING PRIORITIES AND TARGETS IN A MULTI-STAKEHOLDER SETTING

With the "GRENELLE DE L'ENVIRONNEMENT" process, the French Government organised a series of preparatory meetings in which priorities were selected and concrete objectives and targets were negotiated through a multi-stakeholder exchange. Once the resulting lists of targets had been adopted by the groups, implementation started. Following the legal ratification of the proposed measures, dedicated action plans are implementation.

An important number of targets were agreed upon such as:

- **TRANSPORTATION:** Construction by 2012 of 2000 kilometres of high speed railway; creation of a tax system favouring the least polluting vehicles;
- **ENERGY:** Proportional increase of renewable energy consumption to represent 20% of total energy consumption by 2020
- **BIODIVERSITY:** Creation of a "green grid" linking natural ecosystems to increase their resilience
- **WATER:** reducing non-point source pollutions, with a specific effort on the most hazardous pesticides which use should be reduced by half by 2017

These targets are now in their implementation phase through legal measures under adoption by the Parliament and through concrete action by the stakeholders involved.

The 250 parliamentarians from 57 countries attending the 5th World Water Forum agreed that water needs to be higher on their agenda and that they need to exchange lessons and resources to play their important role more efficiently.

They especially shared lessons on how their work of preparing and evaluating water-related policies, controlling national budgets and ratifying international conventions related to water could be improved. They specifically requested the World Water Council to establish a permanent international Parliamentarian's "Helpdesk" to aid political cooperation on water legislation and its implementation that will serve to:

- > **COORDINATE:** Guide responsibility for enacting water and sanitation laws;
- > **SHOWCASE:** Share best global practices and water-related legislation;
- > **RESPOND:** Quickly answer urgent questions;
- > **LINK:** Unite all parties in a globally cooperative inter-Parliamentarian network.

The "Parliamentarian Helpdesk" is currently under development.



COOL GLOBES MARSEILLES 2010
by: Richard CAMPANA



COOL GLOBES MARSEILLES 2010 by: René BOURQUARD, Marie-Christine HUBAUD and the «Espaces Verts de Marseille» team



COOL GLOBES MARSEILLES 2010
by: Robert CHAVEAU



COOL GLOBES MARSEILLES 2010
by: Olivier BERNEX

ROOTS AND CITIZENS' PROCESSES

INVOLVING CITIZENS IN THE FORUM

The World Water Forum's legitimacy results from the very large involvement of all water stakeholders: political decision-makers, water users and beneficiaries, civil society organisations, water experts and practitioners. These water stakeholders must continuously strive to involve a larger array of economic, social and cultural actors, since water is not an end in itself but a tool for the development of our societies and of our livelihoods.

The 6th World Water Forum ambitions therefore to involve all local stakeholders, and in particular water consumers and water users. To this end a new Commission, the Roots Commis-

sion was created and is commissioned to ensure the rooting of the 6th World Water Forum in the local realities and to contribute to citizen's solutions in favour of water.

To achieve this mobilisation, the Commission intends first of all to implement communication and awareness-raising events. These events will be either organised directly by the International Forum Committee or encouraged and supported after validation by the Roots Commission. A labelling charter of these events has been developed for this purpose.

diverse activities and perspectives in the various Forum processes and in particular to structure the contributions to the Forum aiming to identify solutions for water through a Children's Forum, a Youth Forum, the Water and Citizen's house, the Water and Film Encounters, learning centres...

It is also envisaged to integrate



COOL GLOBES MARSEILLES 2010
by: Guy TEMPIER

1 US\$

*invested in sanitation
can save between 3 and
34 US\$ in medical costs,
lost productivity and
saved time*

ORGANISATIONAL STRUCTURE



COOL GLOBES MARSEILLES 2010
by: L'ARTMADA

GET INVOLVED IN THE PREPARATION OF THE FORUM?

- Promote the Forum in the events you organise and use these events to identify solutions
- Identify and provide your solutions
- Participate in the four preparatory processes
- Contribute to the preparation in your Region
- Propose an event, an initiative
- Profile your organisation at the Forum Fair & Expo

Contact us at:

secretariat@worldwaterforum6.org

Keep informed:

www.worldwaterforum6.org ;

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COOL GLOBES MARSEILLES 2010
by: Pascale SEGUIER



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GOVERNMENT AND ITS AGENCIES*

- AFD
- Ministry of Ecology
- Ministry of Foreign and European Affairs
- National Water Agencies
- ONEMA

LOCAL AND REGIONAL AUTHORITIES*

- City of Marseilles
- District Council of the Bouches du Rhône
- Regional Council PACA
- Urban Community MPM

ECONOMIC ENTITIES*

- Professional Federation of Water Companies
- CCIMP

CIVIL SOCIETY*

- French Water Coalition

OTHER FRENCH WATER STAKEHOLDERS



COOL GLOBES MARSEILLES 2010
by: Sophie LAVILLEGRAND, Andréa CIANCIOLO
and Gilles R. MAURICE

* Represented in IFC



50%
of the hospital beds in
developing countries
are occupied by
patients suffering
from water-related
diseases

**ABOUT
1 BILLION**
people worldwide
remain
undernourished

COOL GLOBES MARSEILLES 2010
by: Jean-Jacques SURIAN

MARSEILLES, ITS REGION AND THE PARC CHANOT

WHO DECIDES ON THE WORLD WATER FORUM VENUE?

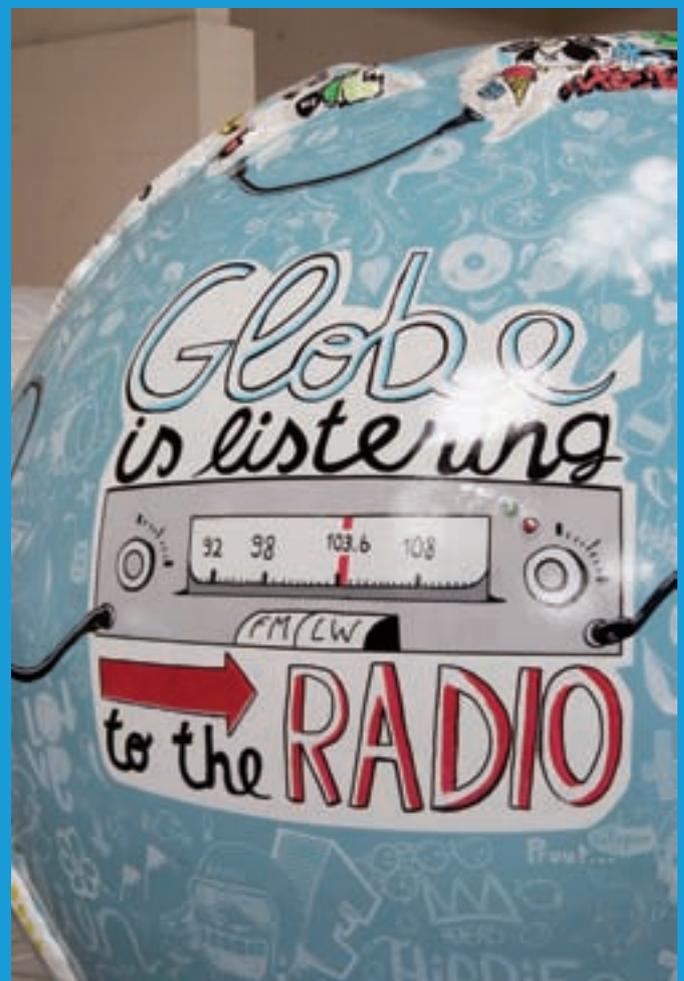
The 36 Governors of the Board of Governors of the World Water Council choose the venue of the World Water Forum during a secret ballot vote.

The Governors - who are elected every three years during the General Assembly of the World Water Council by some 300 member organizations - come from major organizations of the world water community. All sectors of activities are represented by means of five colleges:

Inter-governmental institutions, governments and governmental authorities, companies and operators, civil society and consumer groups, professional groups and training and academic institutions.

Organizations from the following countries currently hold a seat in this Council: Morocco, Algeria, France, Turkey, Uzbekistan, Egypt, Nigeria, Japan, South Africa, USA, Brazil, Mexico, South Korea.

COOL GLOBES MARSEILLES 2010
by: Intuit-Lab Scool





400
litres of water per
day are used by the
average North
American

COOL GLOBES MARSEILLES 2010
by: Dominique CARRIE

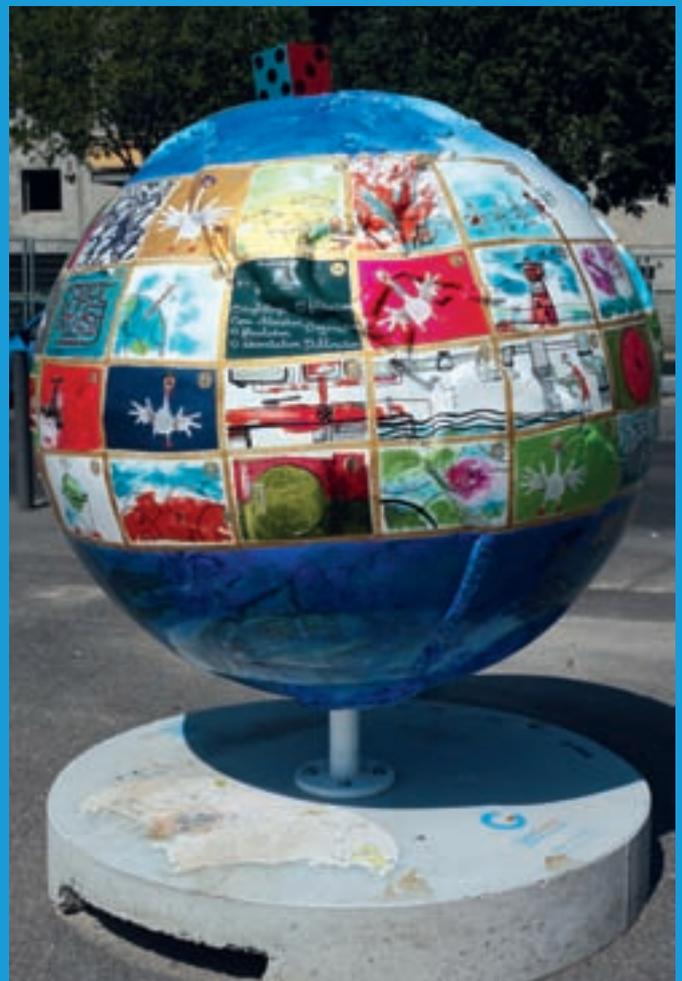
THE MARSEILLES FORUM, IN THE CONTINUITY OF THE PREVIOUS FORUMS

The Forum that will take place in Marseilles from March 12th to 17th, 2012, is both the achievement and the consecration of three years of work that took place beforehand. Yet it is not the final point. It is a step in the continuous dialog process, marked by the rhythm of the development of the themes selected by the host cities and countries.

As a symbol of gathering and openness, it welcomes all the elements of the political world and of civil society. The World Water Council, the host country and city foster exchanges at different geographical scales between all the players - especially those from developing countries. These successes are due, in part, to the originality of the format of these events. Indeed, the Forum is an open, rich and diverse event, paradoxically neither a convention nor a fair, nor a cultural event, yet

all of those at the same time. This original concept is the one that France and Marseilles have long applied. It is now their wish to associate all the citizens, making this event a "Forum of Solutions" to which the whole city of Marseilles - especially the youth - will be encouraged to take part and contribute. By doing so, they will raise the awareness about water, its having today and in the future, and help find real answers to these fundamental issues.

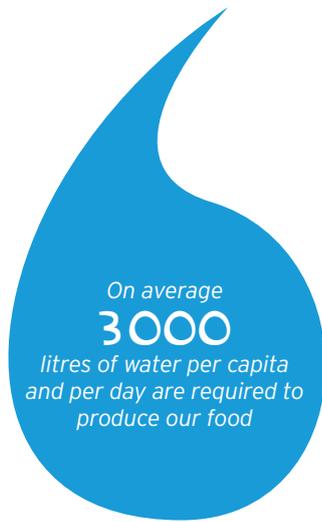
The "Grenelle de l'Environnement" at the national level, the "Water Parliaments" in each hydrographic basins, or even the District Interest Committee in Marseilles bear witness of the vitality, spirit of openness and capacity of exchanges that characterize the life of water in France and in Provence.



COOL GLOBES MARSEILLES 2010
by: Le Collectif BAL

THE ASSETS OF FRANCE AND MARSEILLES

MARSEILLES, AN EXCEPTIONAL VENUE



■ SAFIM, which manages the Parc Chanot convention center, has elaborated a lay out of its 17ha site which meets entirely the requirements set by the World Water Council. It boasts exceptional assets: the size and facilities that enable it to welcome all the events of the World Water Forum on a single location, in the center of town, with excellent public transport services.

■ The Marseilles-Provence airport has designed a unique reception system - that will be linked to Nice and Roissy airports - for the participants. Several levels of services are planned as a function of the visitors. The Saint Charles train station will also provide customized services.

■ The Prefecture, working together with the Municipality and the Emergency Services, has planned a device which combines safety and customized hospitality for the participants and the VIPs.

Finally, all the tourism professionals have committed to ensure the full success of the event.



Located in the 8th District, in the center of Marseilles, a few minutes from the beaches and the Old Port, Parc Chanot covers 17ha within an island of greenery; it comprises a convention center and an exhibition center. Parc Chanot is served by the underground, nine bus lines and a taxi station. It can also be accessed from the motorway exits by direct fast roads.

PARC CHANOT, THE IDEAL SITE IN THE HEART OF THE CITY...

This venue, which will be the "World Water Village" during the event, is able to host all components of the Forum. It will be completed by a set of attractive and emblematic sites in the city: the Longchamp Palace, the Pharo Palace, the Vieille Charité monument or even the Velodrome Stadium.

The Marseilles Tourist Agency has prepared an accommodation plan for the participants, on the basis of 15,000 bedrooms. The hotel stock will be backed up by an additional stock of 2,500 cabins booked on ships that will be anchored in Marseilles'harbour.





COOL GLOBES MARSEILLES 2010
by: Sacha SOSNO

While the world population tripled during the 20th Century, the amount of blue water resources consumption was multiplied by **6**

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COOL GLOBES MARSEILLE 2010
Conceived in Chicago (USA) in 2007,
this event is the result of the immediate
adhesion of local authorities
and businesses to this eco-responsible
concept, in which businesses merge
their efforts with urban art in the
struggle for the protection our Planet.

Artistic expression is the best form
of communication to explain the
challenges and the stakes associated
with the management of natural
resources - especially the impact on
water of climatic evolution - and
to convey the meaning to the broader
public including the children.

Art and citizen action at the heart of
France's second largest city, host of the
next World Water Forum in March 2012!

The COOL GLOBES MARSEILLE 2010 team:
Didier GIRARD, Marie de BRUYNE
and Nicolas LECCIA

Printed in France on pefc paper
Chlorine-free paper, manufactured
from wood and wood pulp coming
from managed forest that make use
of sustainable development methods
SIRET: 423 798 941 00021

April 2011