



First Announcement



World Water Day 2011

Water and Urbanization



"Water for cities: responding to the urban water challenge"

22 March 2011

Cape Town, South Africa

Cape Town International Convention Centre

www.unwater.org/worldwaterday / www.worldwaterday2011.org

UN HABITAT
FOR A BETTER URBAN FUTURE



Introduction

This is the first announcement of the World Water Day (WWD) 2011 to be hosted on March 22 in Cape Town by the Government of South Africa, in collaboration with UN-Water, the African Ministers' Council on Water (AMCOW), The United Nations Secretary General's Advisory Board on Water and Sanitation (UNSGAB), the United Nations Environment Programme (UNEP) and the United Nations Human Settlements Programme (UN-HABITAT).

About World Water Day

International World Water Day is held annually on March 22 as a means of focusing attention on the importance of freshwater and advocating for the sustainable management of freshwater resources.

An international day to celebrate freshwater was recommended at the 1992 United Nations Conference on Environment and Development (UNCED). The United Nations General Assembly responded by designating 22 March 1993 as the first World Water Day.

WWD 2011 Theme

Each year, World Water Day highlights a specific aspect of freshwater. UN-Water has dedicated WWD 2011 to the theme *Water and Urbanization*. The objective of WWD 2011 is to focus international attention on the impact of rapid urban population growth, industrialization and uncertainties caused by climate change, conflicts and natural disasters on urban water systems. It will encourage action by governments, organizations, communities, and individuals around the world to actively engage in addressing urban water management challenges. UN-HABITAT is coordinating the organization of the WWD 2011 on behalf of UN-Water.

Partnership Opportunities

A number of UN-Water members and partner organizations have expressed interest in organizing side events and exhibition during WWD 2011. These include the UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC), the UN-Water Decade Programme on Capacity Development (UNW-DPC) , the United Nations Environment Programme (UNEP), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the World Bank and the World Water Council, The Global Water Partnership, the African Development Bank and ICLEI - Local Governments for Sustainability, among others.

Organizations interested in organizing side events and exhibition are kindly requested to contact Mr. Bert Diphoorn, Director, Human Settlements Financing Division, UN-HABITAT using the contacts at the back of this flyer.

Message from UN-HABITAT

Access to water is vital to the location and growth of cities. Great civilisations such as the Roman Empire, Egyptian civilization, the Venetian Empire and the Omayyad Dynasty, among others, were founded on river banks which provided their inhabitants with freshwater. It is also around such rivers like the Nile, Euphrates, Tigris and Indus that agricultural activities thrived and trade flourished. Modern cities like London, Paris, Moscow, Cairo, New Delhi and Stockholm are built on the banks of rivers and lakes.

As cities grow and their populations increase, water scarcity is becoming an increasing constraint to urban development. New sources are more costly to develop and lack of control of city wastes results in increasingly polluted water sources resulting in environmental degradation and higher costs in water treatment.

Investments in infrastructure have not kept up pace with the rate of urbanization. Water and waste services have not been given the priority they deserve, and they show significant underinvestment, in comparison with its economic returns. Africa for example invests only 4% of its GDP in infrastructure as opposed to 14% in China. Water services are undervalued and water is underpriced (African water utilities forgo \$1.8 billion in revenues against the costs of water production).

Utilities in developing countries are characterised by high unaccounted for water, bloated staffing, weak governance and financially unviable operations. Whilst there are some important exceptions, in general they have a significant way to go in improving efficiency and effectiveness.

The poor in cities receive the worst services: piped water coverage is declining in many settings and yet the poor pay the highest water prices. Few urban authorities in developing countries have found a sustainable solution to urban sanitation. They cannot afford to extend sewers to the slums; nor can they treat the volume of sewage already collected. Solid waste disposal is a growing threat to health and the environment. Urban sector institutional arrangements are fragmented, lack effective regulation and roles are not structured for efficiency or success.

There is growing evidence that the water infrastructure will also be significantly affected by climate change, particularly through the impact of floods, droughts, or extreme events. Water resources are expected to change, both in quantity and quality; and water, storm water and wastewater facilities will face greater risk of damage caused by storms, floods and droughts. The effect of climate change will mean more difficult operations, disrupted services and increased cost for water and wastewater services.

The global celebrations of World Water Day 2011 (WWD 2011) provide a good opportunity to alert the world to the adverse global situation in urban water management, and to encourage seizing opportunities to address these formidable challenges. Through disseminating knowledge of successful approaches, it also seeks to give hope that solutions can be found. A principle objective of WWD 2011 is to celebrate success and better educate decision-makers, sector stakeholders and the world population about solutions.

Message from AMCOW

The African Ministers' Council on Water (AMCOW) is pleased to join UN-HABITAT in co-organizing World Water Day (WWD) 2011. The global observance of WWD 2011, to be hosted by the Government of South Africa in Cape Town with the theme *Water and Urbanization*, provides a good opportunity to discuss a range of options for tackling urban water and sanitation challenges facing the African continent.

In the last five decades, Africa has experienced an unprecedented demographic shift. In 1950, the urban share of the total population in sub-Saharan Africa was only 14.5 percent; in 1980 it increased to 28 percent and further increased to 34 percent in 1990. With an estimated annual average growth of 3.31%, the urban population is expected to reach 50 percent by 2020 and 60 percent by 2025. An even more significant figure is that today 71.9 per cent of urban Africans live in slums. This figure is 46 percent in Asia and a little over 30 percent in Latin America and the Caribbean.

With only five years to the date set for the attainment of the Millennium Development Goals (MDGs), managing water and sanitation for the rapidly growing African cities and towns is undoubtedly an urgent priority for AMCOW. Although most African countries are still lagging behind in meeting the MDGs, significant steps have been taken to fast track regional and national efforts aimed at addressing water and sanitation.

The 3rd Africa Water Week held in Addis Ababa, Ethiopia from 22-26 November 2010, provided an opportunity to highlight positive steps being taken by African countries in translating into action the regional commitments as outlined in the Sharm El Sheikh, Tunis and e-Thekwini declarations.

It is our hope that the global celebrations of WWD 2011 will build on the outcome of the 3rd African Water Week, especially in the African Caucus, which will bring together a high level panel composed of African Ministers, Mayors, civil society organizations, representatives of development banks and the private sector to brainstorm practical steps in accelerating the achievement of MDGs in Africa.

Hon. Edna Molewa
AMCOW President

Preparatory Meetings

World Water Week in Stockholm, 5-11 September 2010

As part of the World Water Week in Stockholm, a UN-Water seminar on “*World Water Day 2011 - Urban Water Management: Key Issues and Priorities for Action*” was held on 7 September 2010. The objective of the Seminar was to highlight key urban water management issues and priorities for action based on the diverse experience of UN-Water members and other stakeholders. During the seminar, participants made recommendations to guide the planning, organization and development of key messages for WWD 2011.

Third Africa Water Week, Addis Ababa, 22-26 November 2010

UN Habitat has been requested by the African Minister’s Council on Water (AMCOW) to coordinate the parallel session on the theme “*water and urbanization*” at the 3rd Africa Water Week. The session will focus on 4 areas namely: (i) Delivering sustainable services to the urban poor; (ii) ensuring synergy between the artificial and natural environment; (iii) Monitoring the water and sanitation Millennium Development Goals in urban areas; and (iv) Financing urban water and sanitation. The outcome of this meeting will feed into the WWD 2011 event in Cape Town.

Sustainable Water Management in Cities: engaging stakeholders for effective change and action, Zaragoza, Spain, 13-17 December 2010

This global meeting, jointly organized by the UN-Water Programme on Advocacy and Communication (UNW-DPAC), the United Nations Human Settlements Programme (UN-HABITAT), the SWITCH consortium, and the Zaragoza City Council, will bring together more than 200 experts, local government officials, media specialists, key water operators and political representatives of cities and stakeholder groups to discuss the issues and propose practical ways to move forward to meet the challenges of achieving water and sanitation for all, of disseminating results to a wider audience, and considering different development contexts and regional characteristics. The meeting is also an intermediary step in the preparation for World Water Day 2011. A meeting of UN-Water Members and Partners will take place in UNW-DPAC office on 18 December to discuss next steps to WWD 2011.

Provisional Agenda

Time	Tuesday, 22 March 2011 (Main Event)
Morning	Cultural Event
	Live connection to Fiji, Bangkok, Manila (GDLN)
	The African Caucus <p>The African Caucus will bring together a high level panel composed of African Ministers, Mayors, civil society organizations, representatives of development banks and the private sector to discuss a range of opportunities for tackling urban water and sanitation challenges facing the continent. The Panel will build on the outcome of the 3rd African Water Week to be held in Addis Ababa, Ethiopia from 22-26 November 2010.</p>
Afternoon	LUNCH BREAK – Exhibition and Fair/Side Events
	Live connection to Zaragoza and Amsterdam (GDLN)
	Mayors Caucus <p>The Mayors Caucus will bring together prominent mayors, International Association of Local Governments (ICLEI), representatives of development banks and international organizations working with local governments to discuss water and sanitation challenges confronting local governments. The Panel will also brainstorm ideas, including policy and investments, required to improve the water and sanitation situation in a rapidly urbanizing world.</p>
	Live connection to Washington and Rio (GDLN)
	High-Level Panel <p>The High-Level Panel will comprise celebrities, heads of United Nations agencies and prominent personalities from the media and private sector. It will summarize the outcome of the WWD 2011 global celebrations based on inputs from the regions and provide policy guidance based on a variety of approaches and ideas for accelerating efforts in reaching the Millennium Development Goal targets for water and sanitation.</p>
	Jazz Festival at the Fair

Side Events

The following side events will be held ahead of the main event:

Event	Convener	Date
Water-Loss Reduction Workshop for Africa region	The Global Water Operators Partnership Alliance (GWOPA) and UN-Water Decade Programme on Capacity Development (UNW-DPC)	18-19 March 2011
Journalists Training Workshop	United Nations Human Settlements Programme (UN-HABITAT) and UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC)	tbc
Workshop on Water Quality Standards for Ecosystems in contribution to the UN-Water Thematic Priority Area on Water Quality	UNEP	tbc
Side Event on Urban Wastewater Management in Coastal Cities in contribution to the UN-Water Task Force on Wastewater Management	UNEP and UN-HABITAT	tbc
Launch of joint UNEP - UN-Habitat - AMCOW publication on best practices in urbanization, water and ecosystems	UNEP, UN-HABITAT, AMCOW	tbc
The Global WOPs Congress and GWOPA General Assembly	GWOPA	20-21 March 2011
A stakeholders event and follow up meeting on the Istanbul Water Consensus	World Water Council	tbc
Meeting on Water and Climate	World Bank	tbc
Role of Local Governments	ICLEI - Local Governments for Sustainability	tbc
Urban Water Management	Global Water Partnership	tbc
Seminar on Values-based Water, Sanitation and Hygiene Education	United Nations Human Settlements Programme (UN-HABITAT) and Project Wet	tbc
Book launch of Urban Water Series	United Nations Educational, Scientific and Cultural Organization (UNESCO)	tbc
Book launch of Water Efficiency in Urban Areas	UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC)	tbc

Connecting Cape Town to the World

World Water Day is celebrated throughout the world by hundreds of organizations and thousands of individuals. In 2011, UN-Water with the assistance of the World Bank's, Global Development Learning Network (GDLN), a partnership of over 120 recognized global institutions (Affiliates) in over 80 countries, that collaborates in customized learning solutions for individuals and organizations working in development, will make World Water Day truly a global event.

During World Water Day 2011, the GDLN network will connect throughout the day participants from other countries in "real-time", to the debates and dialogues taking place at the Cape Town International Conference Center (CTICC). The morning session of 22nd March, will connect Fiji, Bangkok and Manila to the debate at the main auditorium. Around noon, Zaragoza and Amsterdam will be linked and in the afternoon Washington and Rio will join the World Water Day celebrations in Cape Town.

A typical GDLN session during World Water Day 2011 will focus on the challenges and opportunities of water and urbanization. Participants are water experts, professionals and suppliers from around the world, working in government, non-governmental organizations, and the media. These participants will contribute with suggestions and recommendations to conclude the debate on World Water Day.

WWD 2011 Outreach Activities

Our primary tool is the UN-Water / World Water Day website, reinforced by social media channels, through which we plan to disseminate messages and engage people (schools, civil society, NGOs) in activities and events that will be portrayed and made visible through the dedicated website and facebook page.

To help people building their activities and events, we offer them our campaign products such as multilingual WWD logo, posters, banners and buttons for web use, as well as the official brochure and the Frequently Asked Questions, which provide teachers and media with ready to use information to create awareness among students and communities; the visual identity is also used to produce items such as WWD desktop backgrounds for computers and mobile phones, template for T-shirts, etc.

We will launch an awareness-raising photo reporting activity, where we will engage people to send us photo on water in their city, which we will use on the site to produce photo-galleries and on Facebook, to make the pages also "owned" by our public.

The website address is www.unwater.org/worldwaterday or www.worldwaterday2011.org (under development). Organizations and individuals interested in uploading their WWD 2011 activities on the website should contact Ms. Nicoletta Forlano using the contacts at the back of this flyer.

The UN-Water World Water Day Facebook page, is specifically addressing a youth niche who is particularly active in the world of social media. We will invest in creating buzz and activities through this channel by starting a dialogue with our supporters.

<http://www.facebook.com/pages/UN-Water-World-Water-Day/370578007108>

Through the new TWITTER account, we plan to offer a continuous feed of information and news around the theme and the public's engagement

http://twitter.com/UNW_WWD

WWD 2011 Media Kit

The following documents will form part of the WWD 2011 media kit:

- UN-Water statement on WWD 2011
- WWD 2011 Flyer
- Press releases
- Fact and figures on water and urbanization
- Reader on publications on water and urbanization
- City and thematic briefs

The WWD 2011 Exhibition and Fair

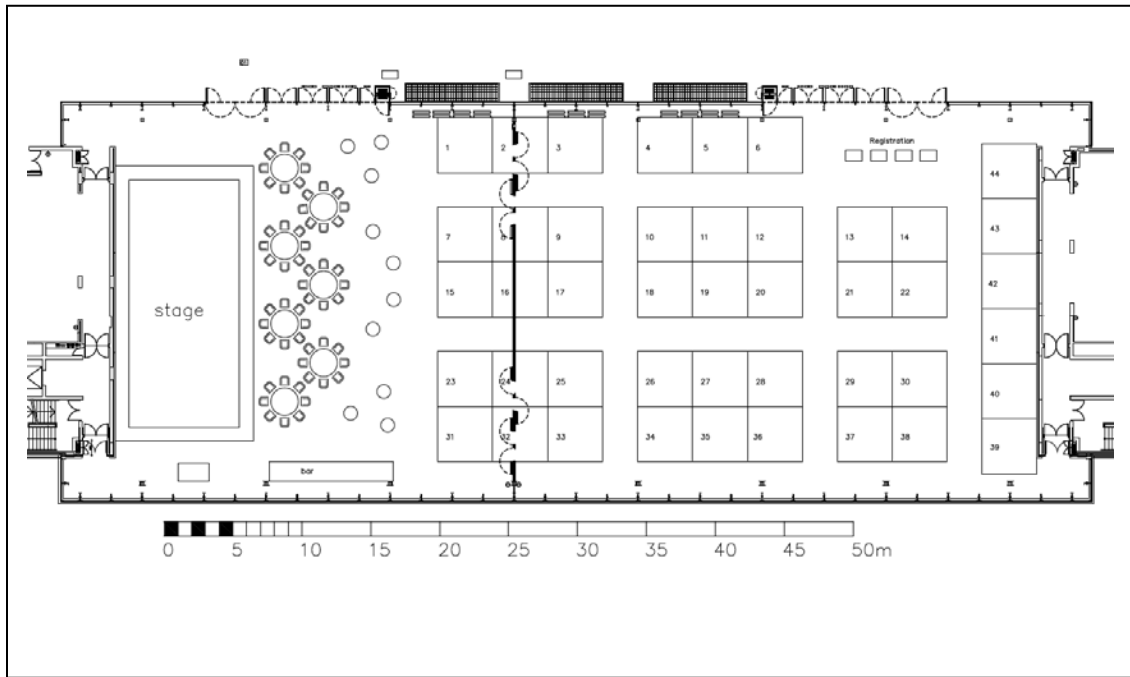
The WWD 2011 Exhibition and Fair will be open for three days from 20th - 22nd March to exhibitors from all over the world. The exhibit area will present 40 units of 16 - 20m², which will be available to a large and varied number of national and international exhibitors and on a *first-come-first-served* basis. Visitors to the fair will include 1,500 participants attending the Cape Town event as well as local visitors from South Africa.

At the fair is a large podium for presentations and entertainment. It will feature cultural events, speeches, interviews and worldwide videoconferencing via the Internet. All luncheons and reception parties will take place at the fair.

The opening of the Fair will be on 20th March with a spectacular show by African artists. The closing will be a joint effort with the Cape Town Jazz Festival, contributing to the World Water Day celebrations with performance, starting in the late afternoon on 22nd March and lasting until late in the evening.

A small unit at the Fair is priced at US\$ 5,500 or ZAR 39,000. The larger units cost US\$ 6,500 or ZAR 45,000. The exhibition and fair will be a non-profit venture; any extra revenues will be used to fund culture and community projects at the WWD 2011.

Exhibition Plan (Not to scale)



For reservations and bookings, contact Jan Gerard Cuperus at jgcuperus@gmail.com

Venue

Cape Town International Convention Centre
Convention Square, 1 Lower Long Street,
Cape Town 8001, South Africa



The Cape Town International Conference Center (CTICC) will host World Water Days 2011 (21 – 23 March 2011)

- Plenary Sessions in Auditorium (see number 1)
- Fair is taking place in Hall 1A+B (see number 13,14) (The Ballroom (number 2) would be an option as well)
- Parallel Sessions meeting rooms (see numbers 4, 6)



Level 0 CTICC



Level 1 CTICC

Call for Sponsorship

UN-Water has provided financial contribution of US\$50,000 in support of WWD 2011 activities. UN-HABITAT, on its part, has secured the venue of the global event, including exhibition and fair.

UN-Water members, Partner Organizations, Governments and individuals are called upon to provide financial support to WWD 2011 activities. Those interested are kindly requested to contact Mr. Bert Diphooorn, Director, Human Settlements Financing Division, UN-HABITAT using the contacts at the back of this flyer.

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