

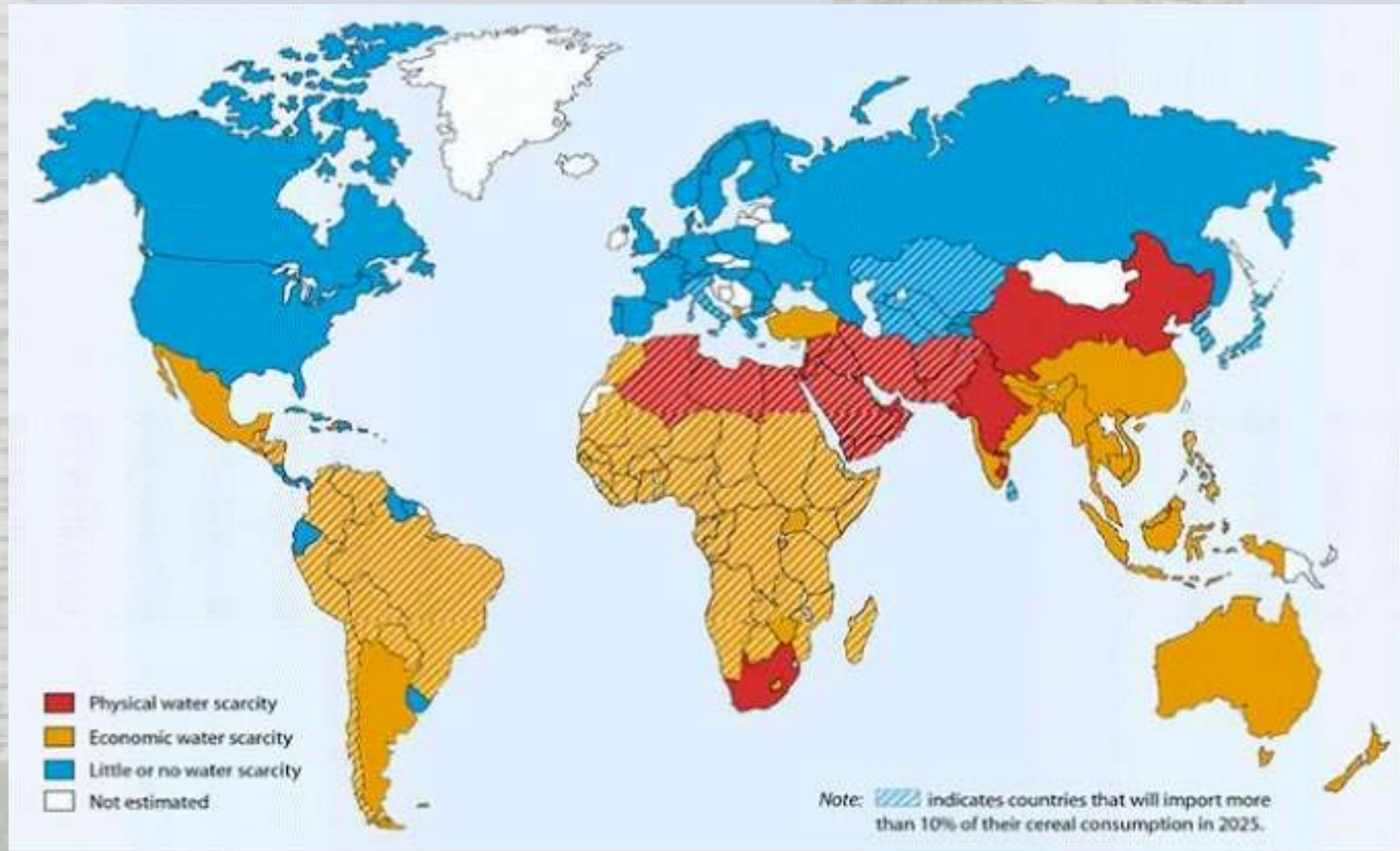


The Water Campaign

**“to achieve tangible
improvements in local water
quality, conservation and
access.”**



Water Stress



(International Water Management Institute, 2000)

Water Stress by International River Basin

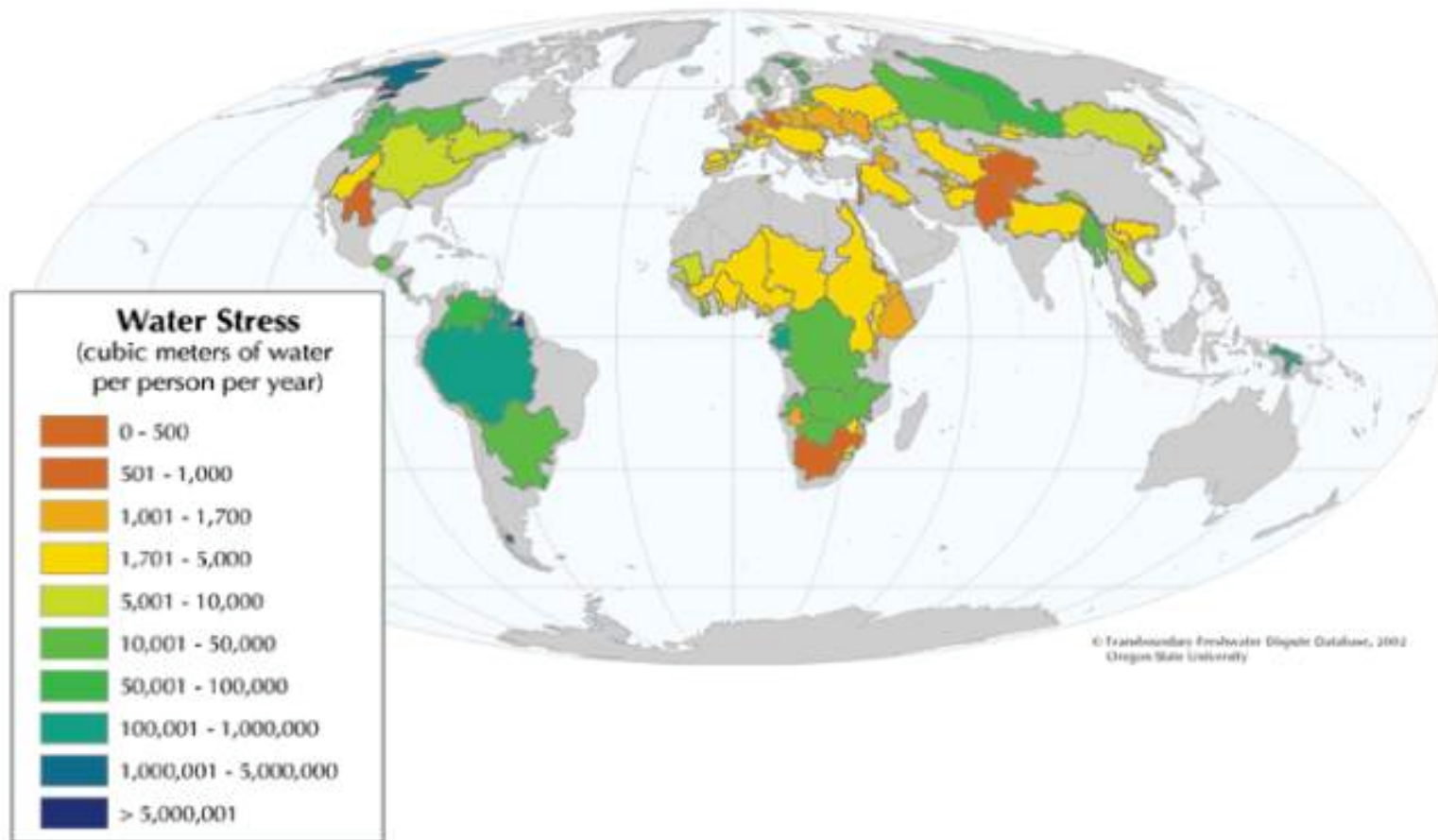




Figure 3.12 Median percentage of rural water supplies which are functioning, 1990–2000

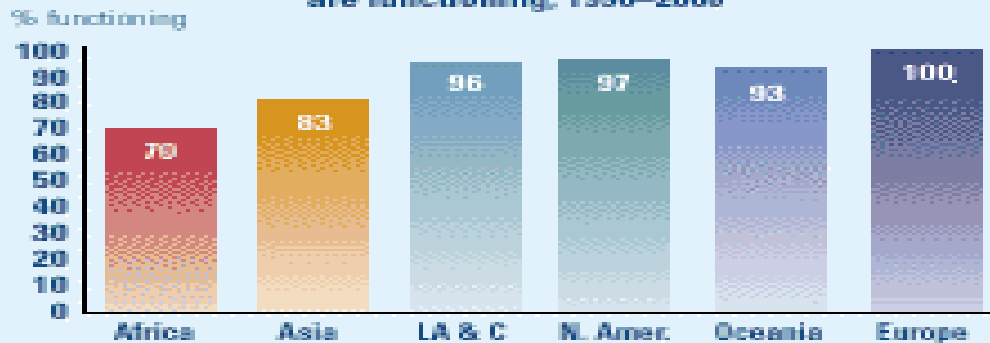
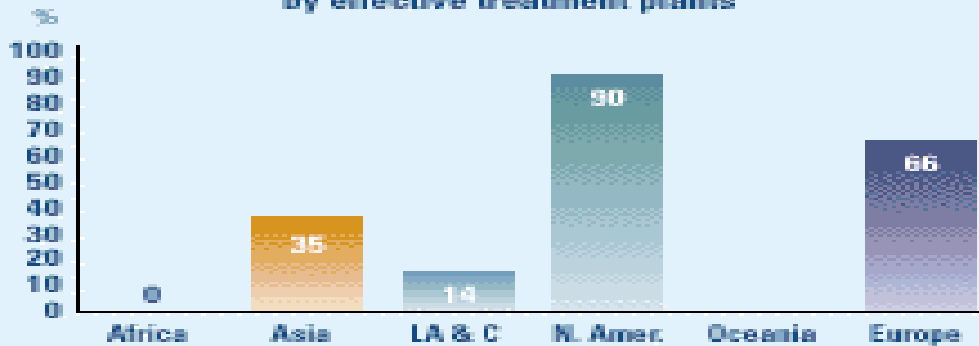


Figure 3.13 Median percentage of wastewater treated by effective treatment plants



Source: World Health Organization and United Nations Children's Fund (2000) Global Water Supply and Sanitation Assessment 2000.



History of the Water Campaign

- *Launched at the Global Cities21[®] ICLEI World Congress for Local Governments in June, 2000*
- *Australia 2001*
- *Philippines 2004*
- *Africa 2005*



Session background

How to get Water Campaigns started in the regions and cities that do not have them?

How can the lessons learnt from other cities can be transferred to my city?

How can the Water Campaign support local actions?



Challenge: Managing diversity

Deliberate attempt to bring diversity to the sessions, what can we learn from each other?

Deliberate attempt to focus on certain regions during the discussion to help staff in those regions address local concerns.



	Africa	America	Asia	Europe
Political Capacity				
Technical Frameworks /Environmental				
Economic capacity				
ICLEI - support				



Water Sessions

W1 - Improving Water Governance

W2 - Water Campaign Action Planning

W3 - Using the Water Campaign Tools in
all regions

W4 - Experiences In Integrated Water
Resources Management

W5 - Strategy panel



Expected Outcomes

- Orientation for the regional offices
 - A series of steps for the regional offices to make the Campaign relevant
 - Identification of local water challenges and interests
 - Identification of new tools, systems and best practices



Summary

Sessions W1-W4

Strategy Panel – W5

Mayors Panel

Plenary