Swiss Water Partnership
Action Plan
2012/2013

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1. Introduction

1.1 Objectives and structure of this action plan

This document aims at describing the main activities that will be conducted by the Swiss Water Partnership (SWP) in 2012 and 2013, highlighting how these activities will contribute to the SWP objectives, who will be involved and when these activities will be planned and conducted. The document first summarises the SWP strategic orientation and main objectives before presenting the main activities, schedule, monitoring system and resources.

1.2 Process of validating the vision and developing the action plan

At the beginning of its mandate, the SWP secretariat organized personal bilateral meetings with a majority of members in order to get to know them and to collect their ideas on the strategic orientation of the platform and possible activities to be prioritised. The results of these interviews were analysed, synthesised and shared with all members (see Annex A). This also served as a basis to prepare the first members' meeting on June 26th 2012.

The main goals of the June members' meeting were i) to agree on the vision and strategic orientation of the SWP, ii) to validate the overall goal and specific objectives of the platform as well as to discuss the prioritised activities to achieve these objectives. The plenary session was moderated in a stimulating, open and participatory manner while working in small groups gave the opportunity for a collective brainstorming on concrete activities. Involving the members in drafting the action plan is a crucial element in the process of creating ownership. This is expected to motivate the members to take a leadership role on certain actions and thus increase the impact of the platform.

Following the June members' meeting, the secretariat has consolidated all inputs of the working groups into the present action plan and developed concepts and tools to support implementation of the action plan.

2. Strategic orientation

The **Swiss model**, which had been elaborated based on the results of previous meetings (kick-off and founding meetings as well as bilateral meetings), was presented and validated during the 1st member meeting. The Swiss model consists of a balance between policy dialogue and promotion activities. The long-term experience of Switzerland on water issues in international development, the Swiss stakeholders' skills as neutral broker to achieve long-lasting compromises with various stakeholders and the efficiency of the Swiss governance model were highlighted as key characteristics of the Swiss model.

The members strongly agreed on the SWP' **shared values**: solidarity and integrity. The **guiding principles** of the platform are the following: non-partisan, evidence-based and information transparency. The functioning of the SWP implies to gather all water sector stakeholders for a constructive cross sector dialogue and to take into account the perspectives of the members' partners in developing countries. The **Charter**, signed by all members, is a binding document to ensure respect of these values and principles.
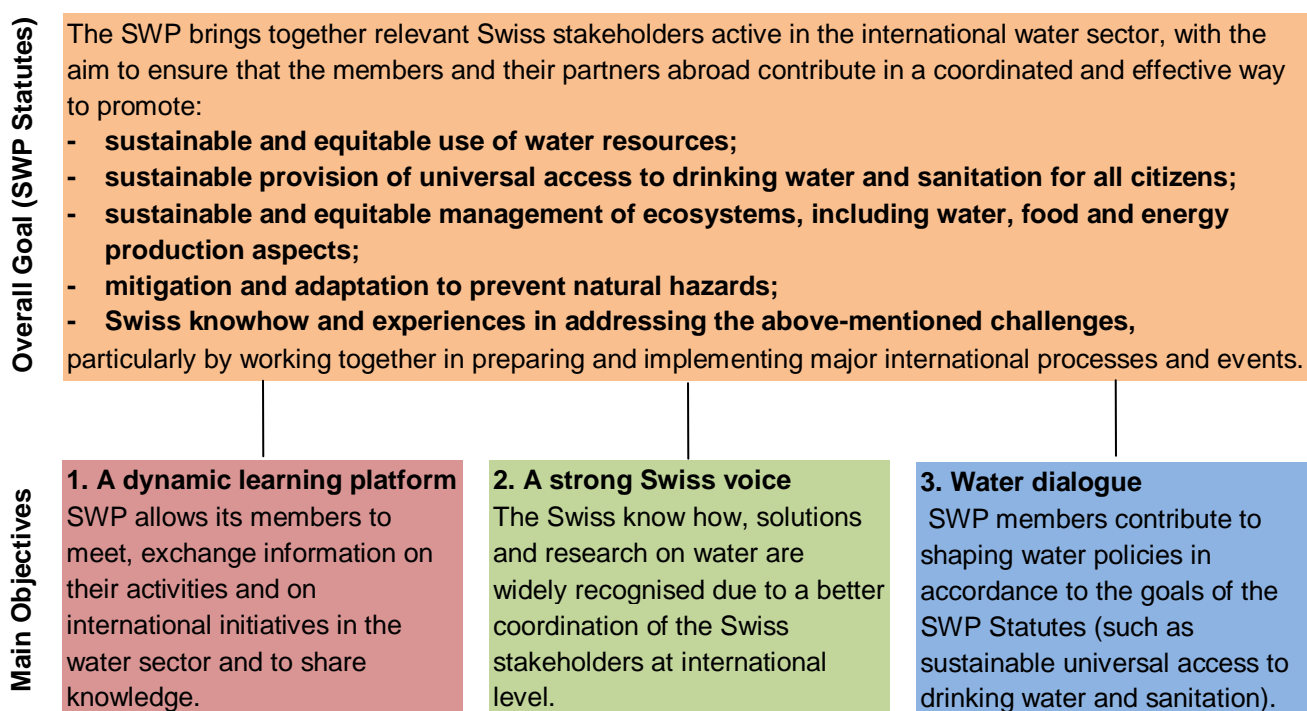
3.   Roles and responsibilities

The table below synthesises the roles and responsibilities of the members and executive organs.

Tasks	Steering board	Secretariat	Members
Planning, operational	Guide the secretariat in developing a strategic orientation & yearly program, oversee implementation	Develop a yearly program, support the development of task groups, organise regular meetings and participation at key international events	Get involved in the planning process, launch initiatives, actively participate in the activities
Communication	Review & validate the strategy	Draft the strategy, ensure day-to-day communication, guarantee information transparency	Provide / share information
Financial issues	Review & validate the business plan, the financial report & audit	Draft the business plan, manage the budget, elaborate the financial report and organise the audit	Contribute to the budget with their fees
Reporting	Review & validate the activity report	Elaborate the activity report	Provide reporting of activities (e.g. task group)

4.   Objectives and key activity lines

The overall goal and main objectives of the SWP are presented below.

Overall Goal (SWP Statutes)

The SWP brings together relevant Swiss stakeholders active in the international water sector, with the aim to ensure that the members and their partners abroad contribute in a coordinated and effective way to promote:
- **sustainable and equitable use of water resources;**
- **sustainable provision of universal access to drinking water and sanitation for all citizens;**
- **sustainable and equitable management of ecosystems, including water, food and energy production aspects;**
- **mitigation and adaptation to prevent natural hazards;**
- **Swiss knowhow and experiences in addressing the above-mentioned challenges,**

particularly by working together in preparing and implementing major international processes and events.

Main Objectives

1. A dynamic learning platform
SWP allows its members to meet, exchange information on their activities and on international initiatives in the water sector and to share knowledge.

2. A strong Swiss voice
The Swiss know how, solutions and research on water are widely recognised due to a better coordination of the Swiss stakeholders at international level.

3. Water dialogue
SWP members contribute to shaping water policies in accordance to the goals of the SWP Statutes (such as sustainable universal access to drinking water and sanitation).

The Objective 1 ‚A dynamic learning platform' consists in **connecting SWP members** in order to facilitate information exchange and knowledge sharing. This specific objective contributes to the main goal as it allows the

members to get to know the others members, which is a prerequisite for further cooperation. Improving access to information and knowledge is essential as well for each member to progress to reach its own goals within the areas of sustainable and equitable use of water resources, sustainable access to drinking water and sanitation, sustainable management of ecosystems or prevention and mitigation of natural hazards.

The Objective 2 ‚**A strong Swiss voice**‘ consists in **promoting Swiss know-how and solutions** at the international level, which contributes directly to the overall goal. A better coordination between SWP members will support wider recognition at international level.

The Objective 3 ‚**Water dialogue**‘ consists in **influencing global water issues and policies** based on the know-how, experiences and solutions developed by the SWP members. These water dialogues will focus mainly on international water policies or debates. However SWP could contribute to some extent to debates regarding Swiss water issues. This objective contributes to the overall goal as it is a way to put on the agenda crucial issues such as sustainability and equity.

Key activities lines for the three objectives are the following:

- Regarding the 1st objective: networking activities (networking aperitifs, member fair), directory/yellow pages, thematic working groups for purpose of knowledge sharing)

- Regarding the 2nd objective: stands at international events, trade fair, networking with international organizations

- Regarding the 3rd objective: position papers, brief paper for a parliamentarian "water task group", topical and event-specific discussion groups

The SWP will enhance the existing complementarities and facilitate synergies with the AGUASAN Community of Practice and with the Inter Departmental Coordination Group for Sustainable Development of the Swiss Government (IDANE).

5.   Approaches

Developing ownership

The platform is taking shape but **ownership** needs to be further developed among the members in order to ensure the development of a dynamic platform. Detailed discussions with the members were conducted during the bilateral interviews in order to better assess their expectations (expected added value, expected role to play, ways of collaboration and communication, etc.). Specific initiatives are being launched (tasks groups on specific topic with concrete objectives/targets) to offer opportunities to the members to actively participate, develop closer relationships among them, contributing thus to creating trust and the feeling of ownership. The remaining challenge is to find leaders within the members for each activity.

Communication/visibility

Internal communication is crucial to support the development of activities and strengthen ownership. For that purpose, the website, as "vitrine" of SWP, will be polished and regularly updated by the secretariat. Regular newsletter or flash info will provide news of the water sector and highlights members' activities. A Directory (yellow pages) will be elaborated in order to enable members to easily find other members based on specific criteria (thematic or geographic areas of work). This directory will be available at the organisational level as well as at individual level. E-discussions using appropriate tools will be facilitated by the secretariat (e.g. Dgroup). Regular member and F2F meetings will ensure additional communication.

Furthermore as it was created recently, the SWP needs to advertise on its vision, goals and demonstrate concrete outputs. Communication activities will be conducted around participation of the SWP in key events at international level and in Switzerland. Water events in Switzerland targeting the general public and parliamentarians (eye catching activities such as exhibitions and public actions) will be conducted in order to attract media attention. In 2013, the SWP will participate at the World Future Energy and Water summit in Abu

Dhabi, Stockholm Water Week and the UN International Year of Water Cooperation. Special attention will be given to media coverage.

Acquisition of new members

The question is whether all relevant actors have been involved so far. It could be worthwhile approaching Switzerland's strong finances and insurance sectors, for example. Both have activities linked to the water sector (sustainable funds, flood insurance, etc.) and could have an interest in participating in such a platform. 'Hardware' water companies such as Georg Fischer may also be interested. However the priorities of this action plan is to get things started and create added value for the current SWP members. A strategy will be developed by the end of 2013 by the secretariat in collaboration with the steering board for proactive acquisition of new members.

Quality approach

A Monitoring & Evaluation system is being developed in order to regularly measure progress towards the set objectives and take appropriate corrective measures if needed. Monitoring results will also be used for the reporting towards the members and the Steering Board.

6.   Priority activities 2012/2013

Obj.	Activity	Owner	Expected results	Sub activities	Main milestone	Organizational issues
1-A dynamic learning platform	**Networking aperitif** Specific thematic event + networking time Or coupled to a member meeting or to the Member Fair	Hosted by a member So far: Prana sustainable Waters + WaterLex; EBP; Helvetas Swiss Intercooperation have demonstrated interest	Information sharing, Networking	Thematic presentations Innovative suggestions?	One networking aperitif organized in 2012 -> looking for an owner One organised/ linked with the member meeting January 2013 One organised 1st semester 2013: Prana/ WaterLex/ IUCN Others: owners to be found	Solved by the owner
	Members Fair Each member presents its work and water specific know how (stand /presentation) and visit the other SWP members' stands	Strong interest of various members expressed during the bilateral interviews	Networking Strengthened ownership Visibility of SWP	Plenary session on specific topic Side events organized by existing working groups (e.g. "Dev. partnerships")	1st fair organised during the 1st semester of 2013 -> could be linked with a Trade Fair (morning reserved for the member fair and opened to external guests afterwards)	Supported by the secretariat (organising the venue) Stand organised by each member
	Regular round mails Well-structured information within the water sector on trends, new publications, calls for tender + highlights on SWP members in a rotative way	Secretariat: set-up & compiling Members: sending information regularly	Information Ownership (members' activities highlighted)	Flash info (according to information to be shared) Newsletter (3 per year)	Piloting this activity in 2012-2013 & evaluating the relevance at the end of 2013 (evaluation survey) 1st newsletter December 2012 or January 2013	
	Directory Roaster where organisational and personal water know-how of SWP members is systematised	Secretariat: set-up & compiling Members: updating profiles	Information sharing, Networking, Strengthened ownership	Personal Directory linked with interactive web portal (blogs, e-discussion)	Technical set-up: September/ October -> usable from November onwards	
	Education & training 1st step: compiling all training offers in CH regarding the water sector and highlighting it on SWP website 2nd step: identifying SWP members' needs regarding continuing education and develop training modules	1st step: SWP secretariat (revised by interested members) 2nd step: still looking for an owner	Sharing knowledge Increasing efficiency in each member's work Visibility of SWP	"Vitrine" for the Training offer Developing partnership for co-organized training	Training offer: information compiled and on-line before end of 2012 Identifying members' needs: 1st semester 2013 Developing modules, pilot project: 2nd semester of 2013	
	Web resources Systematising links to the best sources of information: resources well-structured and equipped with a search function	Secretariat: set-up & updates Members: sending information regularly	Information & Knowledge sharing, education/training visibility	Highlights on members' activities & best practices Thematic resources Events Training opportunities	Technical set-up: September/ October	
Obj.	Activity	Owner	Expected results	Sub activities	Main milestone	Organizational issues

2-A strong Swiss voice	**Presence at international event** Organizing SWP stands at key international events Organizing side events (seminars, roundtables, key note speeches)	Abu Dhabi WFES: CleantechAlps Stockholm WWW: CEWAS IYWC: Holinger, Ecopsis, SECO, CEWAS	Promotion of Swiss know-how & solutions, ownership, visibility	International events: WFES, WWW National event: WTD, WWD, IYWC	World Toilet Day, November 19th: EAWAG's activity in partnership with The water network, WSSCC and The Gates foundation WFES: stand & leaflet World Water Day: co-organization of events between members (to be defined) IYWC: 1st anniversary of SWP celebrated -> launching of IYWC + video clips done on SWP WWW: working group to be established	
	Development of partnerships Setting-up Cross-sectoral partnerships for developing specific projects and synergies	Lead: Trunz Interested members: Antenna Technologies, SDC, Worldvision, CSD	Networking Development of Swiss know-how & solutions Ownership Visibility of SWP		Presentation of successful existing partnerships (e.g. EAWAG-Antenna-Helvetas or WWF-Trunz): 1st trimester 2012 Regular set meetings to present projects that need partnerships + internal mechanism for quick interrelation	Specific F2F meetings hosted by members or secretariat Using member meetings or Fair Trade to meet Virtual exchanges
	International networking Developing relationships with other Water Partnerships, international water networks, development donors, partners from developing countries	Lead: to be defined according to type of stakeholder + secretariat	Networking Visibility of SWP			
	Trade fair SWP members present their work and water specific know how (stand /presentation) and visit the guests' stand	Strong interest of various members expressed during the bilateral interviews	Network with international organizations (especially development banks) Visibility of SWP	-plenary session on specific topic -side events	- 1st member organized during the 1st semester of 2013 with Development Banks and WB (WSP) as special guests -> could be linked with a Member Fair	-supported by the secretariat (organizing the location) -stand organized by each member

Obj.	Activity	Owner	Expected results	Sub activities	Main milestone	Organizational issues
3-Water dialogues	**Position paper** Development of specific position paper event-related and/or specifically linked to an output	Owner to be defined & coordination with IDANE to be specified	Promotion of overall goal Visibility of SWP	Mapping of policy issues and of relevant policy processes Identification of intervention opportunities	Stockholm WWW: could give the opportunity for a 1st position paper WWF 2015: a working group could start by the end of 2013	- F2F meetings hosted by members or secretariat -Virtual exchanges
	Discussion groups Creating a platform for dialogue Discussion topics should be specific and linked to a concrete output (e.g. "impact" could be a topic if a new report on aid effectiveness in the water sector was planned)	Owner to be defined according to topics	Knowledge sharing Strengthening ownership		Working group to be established One topic could be tested at a networking aperitif and if it raises interest, it becomes a discussion topic	
	Parliamentarian task group Creating a group with parliamentarians interested in global water issues and inform them regularly	Still looking for an owner Helvetas and W+S could be leaders of this initiative	Shared values and overall goal promoted Influence on national foreign water policies Visibility of SWP		Contacts to be made with parliamentarians Working group to be established within SWP 1st brief note done before end of 2013	
	Swiss-Consultation for the SDG on Water SWP organises the Swiss consultation to bring in voices from a broad range of stakeholders to build a consensus around key future challenges in water and the need for a new global water goal in the post-2015 development agenda	Lead: Cewas Interested members: Helvetas Swiss Intercooperation	The consolidation of a Swiss position how the new global water goal in the post 2015 development agenda		The deadline is in March 2013. Consequently this activity has to take up very fast.	- F2F meetings hosted by members or secretariat -Virtual exchanges

7.   Indicators and targets

Objective	Planned Activities	Expected result	indicators
1-A dynamic learning platform	**Networking aperitif**	Information sharing Networking	Number of meetings Number of participants
	Members Fair	Network Strengthening ownership Visibility of SWP	Number of participants Satisfaction survey
	Regular round mails	Information Ownership (members' activities highlighted)	Number of round mails Members' contributions Satisfaction survey end 2013
	Directory	Information sharing Networking Strengthening ownership	Satisfaction survey
	Education & training	Sharing knowledge Increasing efficiency in each member's work Visibility of SWP	Satisfaction survey
	Web resources	Information & Knowledge sharing Education/training visibility	Number of documents downloaded & frequency of webpage visited Satisfaction survey
2-A strong Swiss voice	**Presence at international event**	Promotion of Swiss know-how & solutions Ownership Visibility	Number of events with a Swiss presence coordinated by SWP
	Development of partnerships	Networking Development of Swiss know-how & solutions Ownership Visibility of SWP	Number of meetings (F2F & virtual ones) Number of participants
	International networking	Networking Visibility of SWP	Number of international stakeholders with whom the SWP has developed strong relationships
	Trade fair	Network with international organizations (especially development banks) Visibility of SWP	Number of participants Satisfaction survey

Objective	Planned Activities	Expected result	indicators
3-Water dialogues	**Position paper**	Promotion of overall goal Visibility of SWP	Number of members that have agreed on a common position
	Discussion groups	Knowledge sharing Strengthening ownership	Number of participants Satisfaction survey
	Parliamentarian task group	Shared values and overall goal promoted Influence on national foreign water policies Visibility of SWP	Number of participants
	Swiss-Consultation for the SDG on Water	Consolidated Swiss position for the SDG on water	Number of participants

8. Plan of Activities (Schedule)

Obj.	Activity	Main milestones	2012			2013											
			Oct	Nov	Dec	Jan	Feb	Mar	Apr	Mai	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1-A dynamic learning platform	Networking aperitif	- One networking aperitif organized in 2012 -> looking for an owner - one organized/ linked with the member meeting January 2013 - one organized 1st semester 2013: Prana/ WaterLex/ IUCN - others: owners to be found		■			■		■					■		■	
	Members Fair	- 1st member organized during the 1st semester of 2013 -> could be linked with a Trade Fair (morning reserved for the member fair and opened to external guests afterwards)												■	■		
	Regular round mails	Piloting this activity in 2012-2013 & evaluating the relevance at the end of 2012 (evaluation survey) 1st newsletter December 2012 or January 2013					■			■					■		
	Directory	Technical set-up: September/ October -> usable from November onwards			■	■	■	■	■	■	■	■	■	■	■	■	■
	Education & training	Training offer: information compiled and on-line before end of 2012 Identifying members' needs: 1st semester 2012 Developing modules, pilot project: 2nd semester of 2013			■	■	■	■	■	■	■	■	■	■	■	■	■
	Web resources	Technical set-up: September/ October			■	■	■	■	■	■	■	■	■	■	■	■	■

Obj.	Activity	Main milestones	2012			2013											
			Oct	Nov	Dec	Jan	Feb	Mar	Apr	Mai	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2-A strong Swiss voice	Presence at international event	World Toilet Day, November 19th: EAWAG's activity in partnership with The water network, WSSCC and The Gates foundation WFES: stand & leaflet World Water Day: co-organization of events between members (to be defined) IYWC: 1st anniversary of SWP celebrated -> launching of IYWC + video clips done on SWP WWW: working group to be established															
	Development of partnerships	- presentation of successful existing partnerships (e.g. EAWAG-Antenna-Helvetas or WWF-Trunz): 1st trimester 2012 - Regular set meetings to present projects that need partnerships + internal mechanism for quick interrelation															
	International networking																
	Trade fair	- 1st member organized during the 1st semester of 2013 with Development Banks and WB (WSP) as special guests -> could be linked with a Member Fair															

Obj.	Activity	Main milestones	2012			2013											
			Oct	Nov	Dec	Jan	Feb	Mar	Apr	Mai	Jun	Jul	Aug	Sep	Oct	Nov	Dec
3-Water dialogues	**Position paper**	Stockholm WWW: could give the opportunity for a 1st position paper WWF 2015: a working group could start by the end of 2013	■	■		■	■	■	■	■	■	■	■				
	Discussion groups	Working group to be established One topic could be tested at a networking aperitif and if it raises interest, it becomes a discussion topic				■	■	■	■	■	■	■	■	■	■	■	■
	Parliamentarian task group	Contacts to be made with parliamentarians Working group to be established within SWP 1st brief note done before end of 2013							■	■	■	■	■	■	■	■	■
	Swiss-Consultation for the SDG on Water				■	■	■	■									

9. Performance Indicators

Objective	Expected result	Performance indicators	Means of measurement	Targets
1-A dynamic learning platform	Ownership strengthened Information sharing Networking Knowledge exchange-increased efficiency in one's work SWPs profile raised	**Participation**	Diversity of members Number of members Number of resources shared and messages posted within a certain period (on the website, within a group discussion) Balance in terms of contributions (among SWP members and among sectors) Attendance at events	
		Relevance of the content	Percentage of the members who perceive the contents relevant (through a survey every 6 month)	
		Access to content and contacts	Frequency of meetings and contacts Intensification and improvement of communication between members	
		Trust/ownership	Percentage of members who perceive trust within the network (survey every 6 months) Numbers of members that have links to SWP on their homepage & accept to represent SWP at events	
2-A strong Swiss voice	Promotion of Swiss know-how & solutions Ownership SWP's profile raised	**Coordination**	Number of SWP members who participate to key international events through SWP coordination	
		involvement in cross sectors initiatives	Number of SWP members involved in such initiatives (new cross sector projects)	
		Access and intensified communication to key stakeholders	Number of international stakeholders with whom the SWP has developed strong relationships	
		Increased business opportunities	Percentage of members who acknowledge better business opportunities due to SWP	
3-Water dialogues	Promotion of overall goal Knowledge sharing Strengthening ownership SWP's profile raised	**Participation**	Number of members that have agreed on a common position and/or contributed to a water brief for the parliamentarians Number of members involved in crosscutting dialogue	
		Relevance of the content	Percentage of members who perceive the contents of the position paper/dialogue relevant (survey every 6/12 months)	
		Trust	Percentage of members who perceive trust within the network	