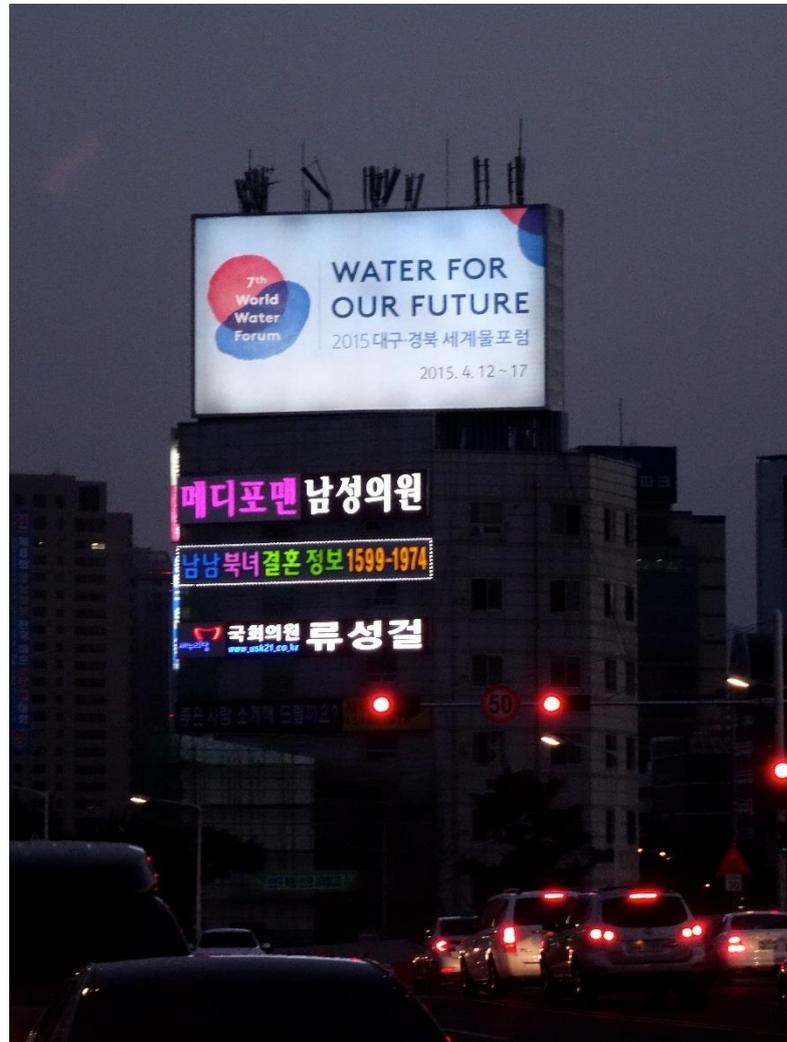


Outcome report on the Swiss presence at the World Water Forum 2015
coordinated by the Swiss Water Partnership (applicant) and partly financed by
the market facilitation contribution from Switzerland Global Enterprise



Swiss Water Partnership
Zurich, 22.05.2015

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About the World Water Forum

The World Water Forum (WWF) is an event focusing on the discussion of key issues about water. It is hosted by the World Water Council and takes place every three years. 2015 the 7th WWF took place in South Korea and was themed "Water for our Future". The event attracted more than 20'000 participants from different sectors (public, private, civil society and research/academia) related to water issues. Aside from the Ministerial Declaration and thematic conferences, a non-commercial exhibition with country Pavilions was organised, where convening organisations exhibited their water expertise and solutions and organised networking events and discussions to strengthen and enlarge their international network and do build new partners for joint initiatives and projects.

1. Achievement of goals and objectives

1.1. Timeframe

After the foundation of the SWP in early 2012 the secretariat drew a map of its member's expectations. Apart from the World Water Week, which takes place every year in Stockholm, SWP members identified the WWF as the most important international water event and as a key priority for the SWP to represent Swiss water knowhow.

SWP started preparations for the WWF 2015 in spring 2014 by getting involved in the thematic process of the World Water Council in order to position some of SWP's thematic sessions in the program. The Swiss booth concept at the exhibition was developed over the following months by the SWP Secretariat in close cooperation with SDC. The event took place from April 12-17, 2015, culminating with the Ministerial Declaration and final ceremony on April 17, 2015.

In spite of significant delays in the preparation of the thematic session caused by the event organizers, the Swiss Water Partnership was able to deliver all its activities on time and to allow its member organizations for an adequate preparation of the different events.

1.2. Output

1.2.1. Goals and objectives

The goal of SWP for this event was to provide Swiss organizations a platform to present themselves to an international audience in the water sector and to foster networking activities of its member organizations. Overall, this goal was achieved and the booth and activities developed by SWP proved to be an effective platform for its member organizations to improve visibility and establish contacts at all levels, including to key players such as the International Water Association (IWA), other national water partnerships (French, Dutch, US, etc.), the World Water Council (WWC), the Swiss Embassy in Korea, local authorities and the public in general.

1.2.2. Qualitative achievements

Booth concept and design



Figure 1: The SWP booth: “High quality solutions”

The SWP booth (size: 54 m²) consisted of a mountain landscape, one logo wall, 3 flyer displayers, 6 round tables, 18 chairs, 1 sofa, 3 flat screens, 1 fridge and two coffee machines (about 5000 coffees served). The concept basically consists of an open space in order to facilitate networking and dialogue. The design of the booth also focuses on key strengths of the SWP and on well-known aspects of Switzerland as water tower of Europe: Mountains, lakes, openness, central location. The concept and design are a highly appreciated difference to the other booths, most of which have a design resembling traditional trade fairs. The two coffee machines provided additional value and attraction and helped showcasing a key export product of Switzerland. The location close to the entrance was very well chosen and the size of the booth was adequate. In general, the concept and design of the booth was commented very positively upon by visitors and co-owners of the booth and was key to the overall success of the event.

Booth Programme

Overall, there was a total of 17 presentations at the SWP booth throughout the week. Some partners decided to present a novel product, other showcased an innovative experience, and others decided to use the moment for an interaction with the audience (pictures and signing of petition). There were also moments without official activities in order to allow for networking to take place at the booth.

One of the highlights of the weekly programme was the “Swiss reception” on Monday night, organized by the Swiss Embassy to Korea and SDC. The event draw a crowd of more than 150 people and included a performance of a Korean group of musicians, playing Swiss folk music.

Joint ownership

The concept of joint ownership of the stand gave each co-owning organisation the opportunity to be in the spot light for two-three hours of the week, to invite partners and organise a little event such as a presentation, the demonstration of a technical solution or a thematic networking aperitif. The following 12 organizations were co-owners of the SWP booth:

- CEWAS (Center for Water and Sanitation)
- Nestlé S.A.
- Swiss Agency for Development and Cooperation (SDC)
- Eawag (Swiss Federal Institute for Aquatic Science and Technology)
- GIWEH (Global Institute for Water, Environment and Health)
- WaterLex
- CSD Engineers S.A.
- Antenna Technologies Foundation
- Helvetas Swiss Intercooperation
- CleantechAlps (delegated co-ownership)
- ETH Zurich (delegated co-ownership)
- The Water Network (delegated co-ownership)

Therefore, member organizations from the four main sectors of the Swiss Water Partnership (Government entities, private sector, non-governmental organizations, and academia) were represented among the co-owners of the booth.

Visibility

Each SWP member who co-owned the booth had the following communication channels available:

- Flyer
- Logo at a logo display wall
- Six Co-Owners also had a coffee table to display their logo and some text/pictures
- A 45 seconds slot to display a video clip within the booth video, which was displayed in an endless loop

During the time they owned the booth, they were able to display further information on the tables and Flat screens, as well as to organise events and activities to attract visitors on the booth.



Figure 1: Product demonstration at the SWP booth (left) and group discussion at the thematic session (right)

Thematic session “Getting Research into Policy and Practice (GRIPP)”

This two-hours thematic seminar was organized by the Swiss Water Partnership and involved several SWP members: The Swiss Federal Institute for Aquatic Science and Technology (Eawag), the Global Institute for Water, Environment and Health (GIWEH), the Center for Water and Sanitation (CEWAS), along with external guests “Organisation Nacional de l’Eau et Assainissement” (ONAS) and a representative of the International Water Association (IWA). Despite the fact that the seminar took place during the first morning session, there were about 40 participants, among them the head of the United States’ Agency for International Development (USAID). The high quality presentations were followed by lively group discussion with a very international audience, with participants from Bangladesh to Papua New Guinea. A summary of the seminar can be found in the Annexe II of this report.

“I actually think the GRIP session was my favourite. I often think smaller, more focussed sessions give a better level of discussion and personal action”
Steven Kenway, IWA

1.2.3. Quantitative achievements

Key achievements

SWP booth: 12 co-owners, with a total of 17 thematic presentations/demonstrations at the booth, several hundred flyers of SWP and its members distributed, 5’000 coffees served, and about 300 contacts established.

Swiss reception: About 150 guests present, presentations of the Swiss Ambassador to Korea and the head of Global Water Initiatives Program, networking aperitif.

Thematic seminar: 5 co-convenors from different sectors, over 40 participants from all sectors and from all over the world.

Active networking: SWP was invited to **moderate or present at 4 other thematic seminars** and **placed 3 SWP members** in seminars organized by key partners, some of them at high level. This activity highlights that beyond providing a platform for networking, SWP is actively supporting its members to network. SWP starts to being recognized as a player by other international water actors and most of these placements would not have been possible without the convening power of SWP.

Feedback from SWP members

An online **survey was completed by 4 SWP members who co-owned the booth**. The survey yielded the following main results:

- The **booth concept and design** were commented very positively upon.
- The **size was appropriate** and the location was perceived as very well chosen, close to the entrance and in a rather quiet environment.
- **Networking** was another strong point of the Swiss boot. Co-owners on average established 26 new contacts and met 45 existing contacts (when they were expecting to meet on average 12 existing contacts). Each co-owner also commented to have made 8 contacts which could not have been made elsewhere. These numbers show that the platform of the Swiss booth was effective in supporting the networking activities of the co-owners.
- **Visibility** at the Swiss booth was rated positively. The flyers of the co-owners themselves and the flyers of SWP were rated more critically, whereas the coffee, chocolate and sweets were a positive value for most co-owners (but “not valuable at all” for 1 co-owner).
- **Overall satisfaction was high**, with 100% of the full co-owners commenting to participate again under the same conditions. The only negative feedback received in this regard was from a co-owner who delegated ownership and was not physically present. This type of ownership has to be critically evaluated for future events.

A more detailed analysis is provided in Annexe I.

„Excellent work, very well done”
Quote from the on-line survey on the Swiss booth.

2. Contributions from SWP

The SWP Secretariat was in charge of the overall organisation and coordination of the Swiss presence at the WWF 2015, which includes the preparation phase starting in 2014. So far the SWP has occurred in total direct costs of 48'027 CHF (of which 30'000 CHF in the form of working hours invested by the SWP Secretariat, see chapter 4). Of these costs, the amount of 12,600 CHF was contributed by the different co-owners of the booth. The remainder of 35'427 CHF will be covered by a contribution of MPK of Switzerland-Global Enterprise (19'000 CHF) and by SWP income (16'427 CHF), which consist of membership fees, SDCs' contribution and other minor incomes.

Additionally to these internal costs, SDC contributed to external costs of the booth (with a confirmed amount of 95'937 CHF), and the SWP members contributed with their own travel costs (plus the time invested for travelling and being present at the WWF in Korea).

3. Criteria

3.1. Creation of value in Switzerland

There are three main levels of value creation in Switzerland:

- 1) **Visibility, networking and business opportunities** for the co-owners of the booth: they have privileged access to a professionally designed and highly visible platform, which they can use for their networking activities. According to the feedback of the co-owners, networking was the key activity for them and was even more effective than expected. As a result, they are globally very satisfied. Apart from promoting Swiss water know-how and solutions to the outside, it also proved crucial that the SWP members got to know each other better, which increases probability of cooperating more closely in the future.
- 2) **Promotion of the Swiss water expertise** and knowhow more generally: The SWP represents 79 organizations from government, private sector, civil society and academia. The platform provided by SWP helps all these organizations to gain visibility and to link their own organization to a platform which is positively perceived by the key actors in the global water sector.
- 3) **Coordinating different Swiss actors to gain negotiation power for advocacy processes** and for entering different levels of business opportunities. In the case of Korea, this was enabled for example by linking high level local government officials to some of the members of SWP (Nestlé, CSD), and SWP was approached by high-level actors like IWA or the World Water Council.

3.2. Visibility

The quantitative output section (1.2.3.) provides a good summary of the visibility achieved in Korea. It also has to be noted that exchange among different actors from Switzerland is a very important aspect of such an event, especially because the water sector is a very wide field with a lot of small, specialized actors who not necessarily meet and talk to each other outside events like the World Water Forum. Thus, SWP also had an important role to play as connector and matchmaker among different members.

Visibility in Switzerland was not the key focus of this event but a mayor success was achieved through the media contacts of SWP. A phone interview of Tages Anzeiger with Marco Daniel appeared on the issue of April 18, 2015 (on the occasion of the World Water Day) and the World Water Forum was among the topics discussed. Other media pieces in relation to the WWF appeared at the free newspaper "20 minutes" (<http://www.20min.ch/ro/news/monde/story/La->

[Suisse-en-faveur-d-une-utilisation-durable-20938940](http://www.laliberte.ch/news-agence/detail/la-suisse-s-engage-en-faveur-d-une-utilisation-durable/280889#.VV9Jm0auraE)) and in the magazine “La Liberté” (<http://www.laliberte.ch/news-agence/detail/la-suisse-s-engage-en-faveur-d-une-utilisation-durable/280889#.VV9Jm0auraE>).

3.3. Impact in all the regions of Switzerland

The SWP represents 79 Swiss organisations working internationally on water, sanitation and water resources management issues coming from all the different sectors and located in all the different linguistic regions of Switzerland (see SWP Homepage for more details). Among the 12 co-convening organisations 6 are based in the French-speaking part, 5 in the German-speaking part and 1 is a governmental agency based in Berne. Furthermore the 12 co-convenors represent all the 4 sectors of SWP (public, private, academia and civil society) thereby showing that the impact reaches all sectors.

4. Finances

The **overall costs** for the Swiss booth in Korea are **162'468 CHF** (see below), which consists of internal costs (48'207 CHF) and external costs (114'261 CHF). Of the external costs, the majority was covered by SDC for the development and production of the booth and the flyers (95'937 CHF) as well as the rent of the space (18'324 CHF).

The **internal costs** of the event are **48,027 CHF**. These costs include all the human resources and travel costs of the SWP Secretariat to coordinate the Swiss participation in Korea. The SWP Secretariat assumed part of the coordination costs and the travel, accommodation and participation fees of its own staff accumulating to 16,427 CHF. **The MPK of Switzerland Global Enterprise contributed with an amount of 19'000 CHF**. Other contributions came from the co-owners of the booth as cost-contributions (CHF 12'600 toward internal costs) as well as their own travel costs (estimated at 33'000 CHF toward external costs) and from SDC (114'261 CHF toward external costs).

Since a big part of the SWP Secretariat's work related to the WWF was benefitting all the members of the SWP and is thus part of SWP's general mandate, SWP decided to contribute with its own resources, mostly for the preparation and coordination activities. These expenses are covered from SWPs incomes, which consist of membership fees, SDCs' contribution and other minor incomes.

In addition to MPK's support (19'000 CHF) and the other contributions mentioned in the budget, Nestlé SA contributed with a coffee machine and ingredients for about 5,000 coffees, chocolates and sweets, as well as a maintenance person for six days. As we do not know the value of these items, they are not included in the budget of the event.

Anhang 3.1: Vorlage Budget Marktförderungsmassnahmen			
Eingabefelder			
wird berechnet			
	Projektbudget total	interne Kosten	externe Kosten
Personalkosten	38'000	30'000	8'000
SWP Sekretariat: Stand 200 Arbeitsstunden à 100CHF/h (Koordination, Vorbereitung & Teilnahm	20'000	20'000	
SWP Sekretariat: Seminar: 100 Arbeitsstunden à CHF100/h (Koordination, Vorbereitung, Semina	10'000	10'000	
Koordination DEZA-Stauffenegger & Stutz für Konzept und Design	8'000		8'000
-	0		
-	0		
Infrastruktur/Material/Sachkosten	65'000	0	65'000
Konzeption und Design des Standes	6'000		6'000
Planung und Managment der Konstruktion	8'000		8'000
Design der Wand und Tische, Desktop-Produktion	6'000		6'000
Konstruktion des Standes	45'000		45'000
-			
Verwaltungskosten	1'000	0	1'000
Budgetkontrolle der Konstruktion des Standes	1'000		1'000
-	0		
-	0		
-	0		
-	0		
Vermarktung	4'000	0	4'000
Design und Desktop-Produktion des Flyers	3'000		3'000
Produktion des Flyers	1'000		1'000
-	0		
-	0		
-	0		
Reisekosten	46'000	10'000	36'000
Reise, Unterkunft und Verpflegung für 2 Personen von SWP (je 7 Tage)	10'000	10'000	
Reise, Unterkunft und Verpflegung für 1 Person von Stauffenegger und Stutz (3 Tage)	3'000		3'000
Reise, Unterkunft und Verpflegung für die SWP Mitglieder (Mitbesitzer des Standes, ca. 3 Tage)	33'000		33'000
-	0		
-	0		
Honorare	0	0	0
-	0		
-	0		
-	0		
-	0		
-	0		
übriges	0	0	0
-	0		
-	0		
-	0		
-	0		
-	0		
Gesamttotal Projektkosten	154'000	40'000	114'000
Finanzierung	139'000	35'000	104'000
eigene Kostenbeteiligung	139'000	35'000	104'000
-			
Finanzierungsantrag	15'000	5'000	10'000

Anhang 3.2: Vorlage Abrechnung Marktförderungsmassnahmen					
Eingabefelder wird berechnet	Kosten budgetiert			Kosten real	Bemerkungen
	Projektbudget total	interne Kosten	externe Kosten	interne Kosten	
Personalkosten	38'000	30'000	8'000	30'000	
SWP Sekretariat: Stand 200 Arbeitsstunden à 100CHF/h (Koordination, Vorbereitung & Teilnahme)	20'000	20'000		20'000	1)
SWP Sekretariat: Seminar: 100 Arbeitsstunden à CHF100/h (Koordination, Vorbereitung, Seminar)	10'000	10'000		10'000	2)
Koordination DEZA-Stauffenegger & Stutz für Konzept und Design	8'000		8'000		
-	0				
-	0				
Infrastruktur/Material/Sachkosten	65'000	0	65'000	0	
Konzeption und Design des Standes	6'000		6'000		
Planung und Management der Konstruktion	8'000		8'000		
Design der Wand und Tische, Desktop-Produktion	6'000		6'000		
Konstruktion des Standes	45'000		45'000		
-					
Verwaltungskosten	1'000	0	1'000	0	
Budgetkontrolle der Konstruktion des Standes	1'000		1'000		
-	0				
-	0				
-	0				
-	0				
Vermarktung	4'000	0	4'000	0	
Design und Desktop-Produktion des Flyers	3'000		3'000		
Produktion des Flyers	1'000		1'000		
-	0				
-	0				
-	0				
Reisekosten	46'000	10'000	36'000	18'027	
Reise, Unterkunft und Verpflegung für 2 Personen von SWP (je 7 Tage)	10'000	10'000		18'027	3)
Reise, Unterkunft und Verpflegung für 1 Person von Stauffenegger und Stutz (3 Tage)	3'000		3'000		
Reise, Unterkunft und Verpflegung für die SWP Mitglieder (Mitbesitzer des Standes, ca. 3 Tage)	33'000		33'000		
-	0				
-	0				
Honorare	0	0	0	0	
-	0				
-	0				
-	0				
-	0				
-	0				
übriges	0	0	0	0	
-	0				
-	0				
-	0				
-	0				
-	0				
Gesamttotal Projektkosten	154'000	40'000	114'000	48'027	
Finanzierung	139'000	35'000	104'000		
eigene Kostenbeteiligung	139'000	35'000	104'000	29'027	4)
-					
Ueberschuss/Defizit	15'000	5'000	10'000	19'000	

Comments:

- 1) These costs occurred at the SWP secretariat and are rough estimates.
- 2) These costs occurred at the SWP secretariat and are rough estimates.
- 3) Travel costs amounted to 18'027 CHF. This is based on the fact that SWP decided to travel with 3 persons rather than 2 (because the event actually took place in two different cities). The detailed expenses are shown on the next page.
- 4) Co-owners of the booth contributed with 1'200 CHF for full ownership (9 members) and 600 CHF for delegated membership (3 members), totalling 12'600 CHF. Additionally, SWP contributed with a total amount of 16'427 CHF (staff time), **totalling 29'027 CHF for all SWP contributions.**

The external costs are managed by SDC (development and production of the Swiss booth) and by the co-owners (own travel expenses). SDC informed SWP that they spent 95'937 CHF for the concept and design of the booth, the flyer and the quality control work of their contractor (Staufenegger & Stutz) and 18'324 CHF for the rent of the booth space. This adds up to external costs of 114'262 CHF on behalf of SDC. The co-owners spent an estimated amount of 3'000 CHF per organization, but SWP does not have detailed information about the final expenses of these organizations.

The preliminary balance shows a deficit 19'000 CHF. After taking into account the approved contribution of 19'000 CHF of S-GE, the final balance will be neutral for this event, taking into consideration the contributions of all actors.

Details of travel expenses (18'027.10 CHF) are provided in annex I.

Participation fees WWF	CHF
Marco Daniel	650
Matthias Saladin	642.15
Olga Darazs	812.85
Accommodation	
Marco Daniel	2'120.00
Olga Darazs	2'274.45
Matthias Saladin	1'815.35
meals and other personal costs	
Marco Daniel	572.00
Olga Darazs	260.00
Matthias Saladin	468.00
Flight costs	
Marco Daniel	1'348.40
Olga Darazs	4'069.40
Matthias Saladin	1'370.90
Other expenses	
USB sticks	356.40
Polo Shirts	527.65
Business cards	54.80
Travel expenses and accommodation booth assistants	520.50
Transport of materials	164.25
OVERALL TRAVEL COSTS SWP	18'027.10

Date and signature of the applicant

Zurich, 11.06.2015

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5. Annexes

- Annex I: Detailed analysis of co-owners (based on an online survey)
- Annex II: Summary of the thematic session “Getting Research into Policy and Practice”
- Annex III: Details of travel expenses of SWP secretariat and board members

ANNEX I: Detailed analysis of the feedback from co-owners

The analysis is based on 7 feedbacks (out of 12 co-owners).

Booth:

- Overall satisfaction with the booth is very high (1 neutral, 2 satisfied, 4 completely satisfied).
- The most critically evaluated aspects were the technical ones (3 neutral opinions, 1 satisfied, 3 very satisfied), which were related to technical problems with some of the monitors and the remote control.
- The communication of SWP (flyers, booth programme, announcements) was controversial: 2 “not satisfied”, 1 “satisfied” and 4 “completely satisfied”.
- All other aspects (concept/design, price/quality ratio, preparations by SWP, support from SWP secretariat, Swiss reception, time the co-owners owned the booth) received very positive feedback (“satisfied” or “completely satisfied”).
- One remark regarding the staff qualified them as “efficient, motivated and friendly”.

BOOTH: Are you satisfied with your participation at the SWP booth (1=not at all; 5= completely satisfied)?						
Answer Options	1 (not at all)	2	3	4	5 (completely satisfied)	Response Count
Concept and design of the Swiss booth	0	0	1	1	5	7
Preparations of the SWP booth (tables, flyers,	0	0	1	2	4	7
Price quality ratio of your presence at the Swiss booth	0	0	1	2	4	7
Communication (SWP flyer, flyer with program,	0	2	0	1	4	7
Support from the SWP secretariat in organizing your	0	0	0	3	4	7
Programmation of the Swiss booth	0	0	1	2	4	7
Time you owned the Swiss booth	0	1	0	1	5	7
Swiss reception (Monday evening)	0	0	1	1	3	5
Technical aspects (screens, audio, etc.)	0	0	3	1	3	7
Overall satisfaction with the SWP booth	0	0	1	2	4	7
Comments						4
					<i>answered question</i>	7
					<i>skipped question</i>	0

Networking:

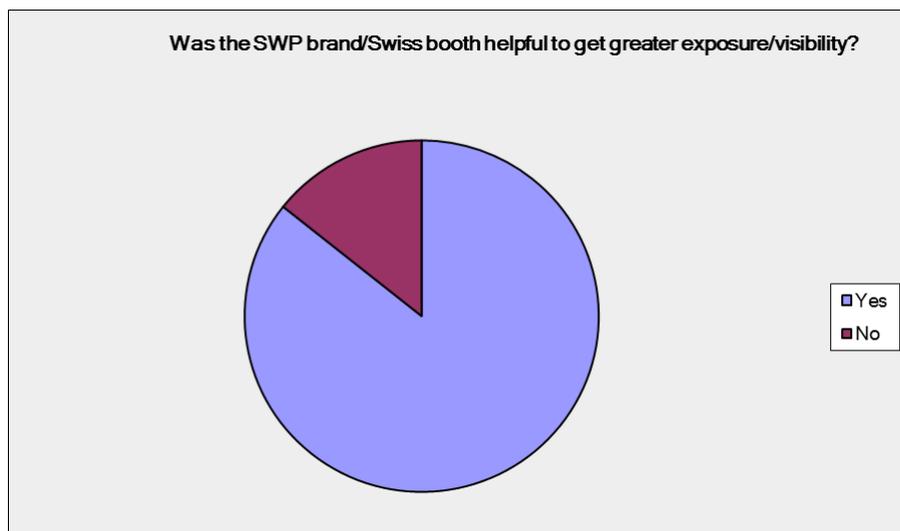
- On average, co-owners established 24 new contacts.
- Co-owners had planned to meet 12 existing contacts but managed to meet 39 existing contacts
- Each co-owner made 8 contacts which he/she could not have made elsewhere
- On average, each co-owner made less than 1 contact to media staff

NETWORKING: How effective was the WWF 2015 for your networking efforts?

Answer Options	Response Average	Response Total	Response Count
Number of new contacts established:	23.57	165	7
Number of existing contacts which I planned to meet:	11.67	70	6
Number of existing contacts which I met:	38.83	233	6
Number of meetings during the WWF 7 which I could	7.67	46	6
Number of contacts to media staff:	.57	4	7
<i>answered question</i>			7
<i>skipped question</i>			0

Visibility/networking

- 6 out of 7 of the respondents indicated that the booth helped them to improve visibility/networking opportunities (the only negative feedback was from a co-owner who delegated its presence and was not physically present).
- The coffee, chocolates and sweets offered at the Swiss booth received mostly positive feedback, but 1 respondent for each question gave a “not satisfied” or “not satisfied at all”. This may be related to the technical problems with the coffee machines in the first two days or the rather controversial image of Nestlé and of KitKat.
- The official reception by the Swiss Ambassador was commented as “not at all satisfactory” by 4 people and as “satisfactory” by 2 people.
- The thematic session (“Getting research into Policy and Practice”) was evaluated as not satisfactory by 4 members, all of whom did not participate – probably these answers have to be interpreted in a sense that the respondents did not participate (the session was open to all people interested).
- The side events organized by the co-owners of the booth was rated “not satisfactory at all” by 1 respondent, neutral by 1 respondent, as “satisfactory” by 3 respondents, and “very satisfactory” by 1 respondent.
- The location of the booth (close to the entrance, between other booths with different concepts, in a rather quiet part of the hall) was commented as very positive and well chosen.



Did the following help you increase your visibility/networking opportunities throughout the week?						
Answer Options	1 (not at all)	2	3	4	5 (completely satisfied)	Response Count
Official reception by the Swiss Ambassador	4	0	1	2	0	7
Coffee machine	1	1	0	3	2	7
Chocolates and sweets	1	1	1	4	0	7
Thematic seminars on Getting Research Into Policy	4	0	0	1	2	7
SWP Flyer with the booth programme	2	1	1	1	2	7
Your own flyer	3	0	1	1	1	6
Your own side event if applicable (networking aperitif, Comments)	1	0	1	3	1	6
						2
					<i>answered question</i>	7
					<i>skipped question</i>	0

Overall satisfaction

- Overall satisfaction was high: 5 out of 6 of the full co-owners would repeat their participation under the same conditions, one respondent was not sure. The respondent who would not participate again under the same conditions was a co-owner who delegated its presence.
- Two of the co-owners would participate even if the costs would be increased to 2'500 per party, and two 3 are not sure.
- 6 respondents want to participate at the Swiss booth at the next World Water Forum (2018), and 4 are considering convening a side-event.

WWF 7 OVERALL SATISFACTION: Would you repeat your participation at the next WWF?					
Answer Options	Yes	No	Not Sure	Response Count	
Under the same conditions as at the WWF7 2015, would you participate at the next WWF (2018 in Brasilia)?	6	1	1	7	
Are the cost of co-ownership of the booth a crucial criteria for you to participate?	3	3	1	7	
Would you participate if the participation costs would increase to 2'500 CHF for co-owners?	2	2	3	7	
Would you like to participate at the Swiss booth at the WWF 2018 in Brasilia? (the answer is not binding)	6	1	1	7	
Would you like to co-convene a thematic event next time? If yes, please propose first thematic ideas for such an event in the "comment" field below.	4	1	2	7	
Any suggestions for a thematic side event that could be co-convened by several SWP members and other organisations?				4	
				<i>answered question</i>	7
				<i>skipped question</i>	0

Suggestions for thematic side events:

- Developing capacity of local stakeholders
- Sustainable access to safe water at the POU: a paradigm change
- Progress on the monitoring program
- Transboundary water management

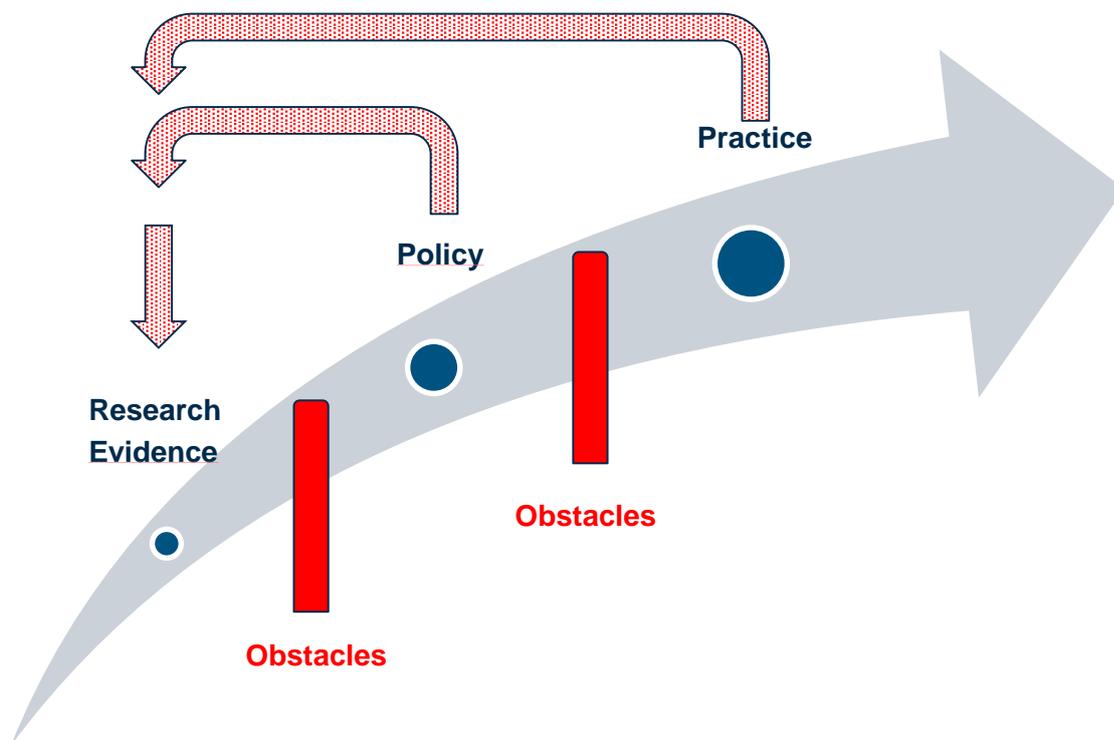
ANNEX II: Summary of the session on Getting Research Into Policy and Practice (GRIPP)

15.04.2015, World Water Forum Daegu

1. Introduction

Research can be a powerful development tool. But generating new evidence is not enough. Careful and timely involvement of policy makers is crucial to contribute to effective uptake of research findings. The Swiss Water Partnership convened a session in order to foster the exchange of experiences based on illustrative cases from Australia, Senegal and the Middle East. Discussions focused on how to involve policy makers in research initiatives and how to design research to respond to policy demands.

2. Conceptual framework



People often wrongly assume that research automatically gets into policy and practice and that this process is mostly a question of the quality of the research and the quality of the evidence. However, this process often is hindered by obstacles which lie outside the sphere of influence of science: conflicting interests and incentives, different objectives and rhythms of researchers, policy makers and practitioners, etc.

It also is important to note that there may be a feedback from policy and practice to research. Ideally, this feedback is long-term and strategically driven, but this is not always the case. Furthermore, research does not happen in an empty space but usually starts with the standard policy or practice and then tries to improve on that.

3. Case studies presented

- Case study 1: Community-Led Environmental Sanitation Planning (CLUES) – Action Research with Residents and Policy Makers
Dr. Chris Zurbrügg, Swiss Federal Institute of Aquatic Science and Technology (Eawag)
- Case study 2: Sanitation Department of Senegal partnering with a research institute for improved sludge management
Dr. Mbaye Mbéguéré, L'Office National de l'Assainissement du Sénégal (ONAS)
- Case study 3: From Research to Business Development – crossing the valley of death
Dr. Johannes Heeb, International Centre for Water Management Services (CEWAS)
- Case study 4: Bridging the gap between researchers and policy makers- focus Middle East
Dr. Nidal Salim, Global Institute for Water, Environment and Health (GIWEH)
- Case study 5: Urban water cycle energy requirements in today's and tomorrow's utilities - what is needed to move towards energy neutrality?
Dr. Steven Kenway, International Water Association (IWA) – Water Sensitive Cities CRC, Australia

The presentation and a summary of the findings are available at the website of the World Water Forum (http://eng.worldwaterforum7.org/program/program.asp?program_seq=336#2).

4. Issues discussed during the roundtable discussions

Problem analysis

- It was generally acknowledged that peer-reviewed papers are not an adequate form for researchers to communicate with policy-makers and practitioners
- Even the best research results do not make it into policy and practice by themselves – it's not enough to “let the numbers speak”
- Rhythms/cycles: The rhythms and schedules of researchers and policy-makers often do not coincide, and in general policy-makers have a shorter reference time framework (usually election cycles) than researchers

Promising approaches and processes:

- Importance of communication between researcher and policy makers and practitioners: communication style and format, communication channels, timing of communication
- Engaging the community at an early stage creates opportunities of ownership and participation
- Aligning research to key medium to long-term problems of society is important
- Need for an iterated cycle: existing policy – experiments – evidence – new policy. This cycle takes time and often is not linear. In some countries (e.g., France), there is a culture of making “Audits”, where policy-makers can ask researchers about specific topics and projects
- Importance of language and language style: In order to interact with policy-makers, you need to speak their language and to communicate in a diplomatic style (e.g., “capacity-building” may not be an acceptable expression of how to pass research evidence to policy-makers)
- Potential of spin-offs and research-based start-ups to become a new form of bringing research into practice
- Potential of multi-stakeholder workshops to foster matchmaking, communication, understanding each other
- The relations between researchers, policy-makers and practitioners cannot be created in one instance – it's a relationship which has to be built over time, and mutual trust is essential.

Questions discussed:

- Incentives: How to align incentives of researchers and policy makers? An example was mentioned from Australia where researchers obtain financial incentives each time a policy-maker is engaged in a research project.
- How to involve policy-makers in setting research agenda without influencing the operational part of research?
- How to deal with conflicting priorities of policy-makers at different levels?
- Are current university curricula adequate in order to train researchers to communicate with policy-makers and practitioners?
- Who and where are the ideal connectors and communicators between researchers, policy-makers and practitioners?

5. Conclusions

- Using the **feedback from the field to guide research**: One of the most promising approaches to overcome the obstacles from research into policy and practice is to align the research with strategic, relevant medium- to long-term problems. If research is based on practical needs and key issues of policy-makers and practitioners, it is most likely to be used and accepted by them. An example of such cooperation was presented by Eawag/ONAS for faecal sludge management in Senegal.
- There is a need for **better communication among all actors: researchers, policy-makers and practitioners**. As there are different and sometimes conflicting incentives, uses of language (Jargon), and rhythms, there is a need to establish and develop platforms where the different actors can meet. Intermediaries have an important role to play in matchmaking and in facilitating the dialogue among stakeholders. Communication departments of research organizations are becoming increasingly important (example: Eawag, who now also is employing social media specialists), but also other approaches like multi-stakeholder workshops or audits have a high potential (mentioned by CEWAS).
- **Align the incentives**. Incentives of researchers, policy-makers and practitioners are not aligned. As a first step, it is important to identify areas, topics and approaches where these incentives are better aligned than in others. In a next step, it also is important to create new incentives which align the different stakeholders (example of researchers in Australia who get financial incentives for communicating to different stakeholders).
- **It's about people**. The dialogue among researchers, policy-makers and practitioners is based on human relations and **trust** is an essential part of this. Establishing these relations and developing them over time is a process which takes time and efforts from all sides. This was highlighted by the cooperation between Eawag and ONAS, which was led by a former employee of Eawag who now is working with ONAS in Senegal and thus was a good connector between the two organizations.

April 17, 2015, Swiss Water Partnership, Matthias Saladin

ANNEX III: Details of travel expenses of SWP

	Participation fees WWF	CHF
	Marco Daniel	650
	Matthias Saladin	642.15
	Olga Darazs	812.85
	Accommodation	
	Marco Daniel	2'120.00
	Olga Darazs	2'274.45
	Matthias Saladin	1'815.35
	meals and other personal costs	
	Marco Daniel	572.00
	Olga Darazs	260.00
	Matthias Saladin	468.00
	Flight costs	
	Marco Daniel	1'348.40
	Olga Darazs	4'069.40
	Matthias Saladin	1'370.90
	Other expenses	
	USB sticks	356.40
	Polo Shirts	527.65
	Business cards	54.80
	Travel expenses and accommodation booth assistants	520.50
	Transport of materials	164.25
	OVERALL TRAVEL COSTS SWP	18'027.10

The receipts of these expenses can be provided if required.