



Switzerland at the 8th World Water Forum in Brasilia 18th – 23rd March 2018

Background



The World Water Forum (WWF) is the world's largest water-related event organized every three years. This large-scale international conference aimed at putting water related issues on the international agenda. Serving as a stepping-stone towards global collaboration on water challenges, the Forum is a unique multi-stakeholder platform, where the water community and policy- and decision-makers from all regions of the world can work together to find joint solutions.

The 8th World Water Forum will be held in Brasilia, Brasil, from 18th to 23rd March 2018. The core theme of this edition is Sharing Water, pointing towards the ideas of sharing, balancing and cooperating: share ideas among the civil society, share solutions and good practices, share benefits for water use and, more generally and widely, share actions between countries, while also taking into consideration the global relevance of water. It is estimated that approximately 25'000 people from the following constituencies will participate: professionals (engineers, scientists, researchers) in the water resources area; b) representatives of civil society; business leaders; legislators and decision makers (politicians, congress members, heads of government); journalists; representatives of the water sector and related sectors; citizens.

Swiss Actors will be involved in all the processes of the Forum (political process, thematic process, regional process, citizen's forum, sustainability focus group). Moreover - similar to previous editions of the WWF - Switzerland will also be present in the exhibition hall with a booth.

The Swiss Booth at the Expo & Fair

The co-convenors of the Swiss Booth are the Global Programme Water (GPW) of the Swiss Agency for Development and Cooperation (SDC) and the Swiss Water Partnership (SWP).

Some Key Facts about the Swiss Booth:

- Booth size: 72m²
- completely equipped and with an attractive design
- a corner for discussions (incl. tables and chairs for informal meetings)
- Space for objects / product demonstration
- Space for presentations including screen and audio system
- Space for apéro/ networking events
- Complete electrification/ illumination/ sound system/ WiFi
- Various communication channels (screens, website, flyer, tablets, videos etc)

The Swiss booth will be a place that can be used by Swiss Federal Agencies (including SDC), SDC partners, all interested members of the SWP, as well as other Swiss actors as a space for (in)formal exchange, networking, presenting their innovative prototypes and concepts to solve global water challenges, inspiring the audience in a diverse and lively daily program.

The Expo and Fair for the 8th World Water Forum will take place at the Mané Garrincha National Stadium, just 300 meters away from the Ulysses Guimarães Conventions Center, which is the main venue of the Forum. The planned exhibition space is over 20,000 m². Public agencies, private enterprises, NGOs, and many other types of institutions and organizations will be present. The Expo and Fair is designed as a place where participants can share information and experiences on water-related issues and build and extend their networks.

How can your organisation participate at the Swiss Booth?

The Swiss Booth serves as a platform for members of the SWP, the SDC and its partners and for other interested parties with a clear link to SWP/SDC and the Swiss Water Community.



Interested parties can apply for Co-Ownership of the Swiss Booth under the following conditions:

Co-Ownership of the Swiss Booth

- Visual presence and privileged access to the Booth during the entire week of the World Water Forum, more concretely:
- A specific slot (2-3 hours in total, can also be split in several shorter sessions) at the Swiss Booth during the week of the World Water Forum with the possibility to organize an event or other activities at the booth (e.g. apéro/ networking event, presentation of products/ success stories/ new reports etc). It is possible to share the slot with several organizations in order to split the costs.
- Access to various communication channels for the entire week of the Forum: Display of logo at a wall; space on the official Swiss Booth Programme Flyer; a defined slot to display a video clip within a booth video, which is displayed in an endless loop; presence through a presentation/video or other compatible media formats on tablets at the booth; presence/ space on a dedicated website that displays the program on the Swiss Booth during the World Water Forum 2018

Costs (indicative):

- For SWP Members: Co-Ownership with similar modalities/ prices as Swiss Booth at the annual World Water Forum in Stockholm (max. CHF 2'000)
- For Non-SWP Members: max. CHF 5'000

More tailored solutions can be discussed individually (please get in touch with Soraya Kohler and Sandra Bruehlmann).

Next Steps

An open call for participation at the Swiss Booth will be launched by SDC and SWP in October/ November 2017. Members of the SWP, SDC and its partners have privileged access to the Swiss Booth. Other interested parties with a clear link to the Swiss Booth are encouraged to apply as well for presence at the Swiss Booth during the open call for participation.

All the proposals will be reviewed and carefully assessed. The final programme and selection of co-owners and other participants at the Swiss Booth will be established based on the following criteria:

- Privileged access for SWP Members/ SDC partners
- Pertinence of the proposal with the messages/ values/ image of the SWP/ Swiss Confederation and the Programme of the World Water Forum 2018
- Availability of time slots
- Degree of innovation and originality/ visibility and outreach potential of proposal
- Coherence of and variety in the programme

For more information, please contact:

Soraya Kohler, Coordinator Swiss Water Partnership¹: soraya.kohler@swisswaterpartnership.ch
Sandra Bruehlmann, Advisor World Water Forum 2018, SDC Global Programme Water²:
sandra.bruehlmann@gmx.ch

¹ The Swiss Water Partnership is a multi-stakeholder platform consisting of Swiss organisations from different sectors aiming at finding innovative solutions for water challenges in developing and transition countries. See also: <https://www.swisswaterpartnership.ch/>

² The Global Programme Water is a thematic division of SDC that helps find solutions to global challenges linked to water management. See also: <https://www.eda.admin.ch/deza/en/home/sdc/organisation/departments/global-cooperation/global-programme-water-initiatives.html>