

8th World Water Forum

“Sharing Water”

17.-23. March 2018 | Brasilia, Brazil



1. Background and Summary



Every three years since 1997, the [World Water Forum](#) (WWF8) is organized by the [World Water Council](#) and takes place in a different member country. It is considered as one of the world's largest event on water. The main objective is to mobilize various sectors of society to strengthen action for solution to water management worldwide and make long-term progress on global water challenges. In 2018, it was the first time that the conference took place in the southern hemisphere. The topic of the 8th WWF was: "Sharing Water".

The WWF is considered as a key event by the [Swiss Water Partnership](#) (SWP) members and partners creating an opportunity to enhance **visibility of Swiss water solutions** and approach potential partners and donors, but also to deepen the cooperation with existing ones. As in the previous edition in South Korea 2015, the Swiss Water Partnership (SWP) was involved in the preparation and implementation process for the Swiss presence at the forum. Together with the Global Program Water Division from the [Swiss Agency for Development and Cooperation](#) (SDC), the SWP coordinated the Swiss Pavilion (72 m2) to showcase and discuss Swiss water expertise. What attracted especially a lot of people was the daily program consisting of different presentations, discussions and networking aperitifs. Members of the SWP and partners from SDC presented their innovative prototypes and concepts to solve global water challenges, inspiring the audience with a [diverse and lively daily program](#).

The SWP's main activities were centred around supporting the members, oversee and coordinate the booth and organise events: Not only the participation in the EXPO with the **Swiss Pavilion**, but also promoting SWP members that submitted event proposals in one of the five forum's content fields/processes (thematic, regional, citizen, political, sustainability focus) and the two key **Swiss events** (the Swiss reception at the stand and at the Swiss embassy) contributed to represent Switzerland's water expertise internationally.

In total, the Switzerland had a strong presence. The 8th World Water Forum confirmed Switzerland's strategic priorities in the water sector. Switzerland was perceived as a credible, experienced and innovative partner-country with a comparative advantage in the water sector focusing on trending themes such as water stewardship, nature-based solutions and social entrepreneurship. Especially three key topics were associated with Switzerland: "transboundary", "young people" and "business diplomacy".

At the Swiss Pavilion, a total of 24 presentation slots from 22 involved Swiss actors (of which 11 SWP members and 5 SDC agencies and 6 partner organizations) over five days were presented to an audience of around 30 people per session.

Overall, the World Water Forum (WWF8) attracted around 30'000 visitors from 168 countries. Three out of 52 exhibitors in the Expo Hall were Swiss organizations. At the expo, over 2'000 visitors came by the Swiss Pavilion (measured by the amount of coffee consumed at the stand).

Further links:

[- Official Forum Program](#)

[- Daily Program of the Swiss Pavilion](#)

[- Movie](#)

2. Achievement of Objectives

2.1. Main Outcomes from the WWF

The main goal of the SWP participation in the World Water Forum (WWF8) was to allow SWP members and partners to showcase their **innovative and promising solutions and technologies**. The pavilion served as a platform allowing the participants to enlarge their **network**, and connect with donors and partners anchored in specific countries to **commercialise** their tools but also to **extend their activities and projects at international level**. The SWP applied a **cost-sharing concept** that enabled to considerably reduce costs for the Swiss pavilion participants to allow as many Swiss actors as possible to join, also smaller organizations. Through its presence at the World Water Forum, the SWP created a space for its members and partners to enhance their **visibility** and promote **networking opportunities**. Finally, the main results reached can be summarized as followed:

- 1) Opportunity to **create new partnerships** for Swiss water actors
- 2) Increased **visibility** for the participants of the Swiss Pavilion
- 3) New **contacts** established during the World Water Forum
- 4) Promotion of **innovative solutions and approaches** for water-related challenges

3. Swiss Pavilion – Design and Schedule



The WWF consisted of three main elements: the sessions/events, the fair and expo. The Ulysses Guimarães Convention Center hosted all debates and sessions, while the fair and expo were set up next to the National Mané Garrincha Stadium. The opening hours of the expo were as followed:

- March 18th 04:00 pm - 08:00 pm
- March 19th - 22nd 09:00 am - 06:00 pm
- March 23rd 09:00 am - 01:00 pm

3.1. The Setting

The Swiss water sector benefitted from a large and well-located booth in the exhibition (EXPO Hall, Stand E15). The SWP booth was jointly coordinated by the SWP and the SDC. The design and concept of the stand was elaborated together with the Swiss Chamber of Commerce in Brazil and their local supplier (MCI), who won the tender for the Swiss pavilion. The Swiss pavilion provided three main areas: a presentation area, a networking and meeting area and a lounge area. The “Blue Peace Hub” was embedded between the networking space and lounge area and attracted a lot of people. It was a central element of the stand explaining the concept of “Blue Peace”. 3 standing tables and around 20 chairs in the presentation area but also the flexible arrangement of the seats in the lounge offered a much-appreciated space for dialogue and networking at the booth. The presentation area was often crowded. The audience stood behind the seats or took some sitting elements from the lounge. It proved practical to use separate, mobile seats in the lounge instead of a large sofa that could be rearranged differently depending on the needs and events.

The location and the island format of the booth were well chosen as it invited the visitors to enter the stand from all the sides. The printed back wall containing Swiss key words on water and a screen showed all brands, videos about the participants' projects and the program of the Swiss pavilion. The touch screen served as an information point where visitors gained more insights about the events and Swiss water actors present in Brasilia. The totem increased the recognition value and served as a meeting point.

The main communication products were the screens, social media ([Twitter](#) and [Facebook](#)), the [Swiss Pavilion Flyer](#) and [SWP website](#), indicating the Swiss activities during the World Water Forum.

3.2. Staff and Catering

Besides the SWP and SDC that were overseeing all the activities on the booth, our partner, the Swiss-Brazilian Chamber of Commerce was always present as well. The catering was a separate crew, which was managing the bar and all aperitifs with an excellent and efficient organization. Besides the aperitifs, visitors appreciated the free naturally flavoured water and salty snacks (nuts) that were provided all day. Each day, networking aperitifs were ordered by the different Swiss organizations and organized by the official catering.

Two bilingual hostesses (Portuguese-Swiss) were instructed and coached by the SWP and SDC. Their task during the whole week was to inform the visitors about the daily program at the pavilion, the Swiss water actors and strategy and the Blue peace corner. Further, they helped guiding the crowd from one area to another, depending on the types of events. Their support was very valuable and appreciated by the guests.

Another important aspect that was highly appreciated was the opportunity to network and hold meetings in the lounge while enjoying coffee and Swiss chocolate. The coffee machine was a key element to attract people on the stand, while giving the opportunity to meet and get in touch with different Swiss actors.

3.3. Highlights

Daily Presentations from SWP Members and Partners

The presentation area allowed to showcase the latest innovative Swiss solutions and share expertise in water. Swiss water organizations (SWP members and partners) owned the presentation area for a certain time slot to present their challenges and solutions and promote their activities and ideas. The events were well visited and created a dynamism at the booth.

Swiss Reception / Swiss Event at the Residence of the Ambassador

One of the highlights at the Swiss pavilion was the Swiss reception with the presence of the Swiss Ambassador in Brasilia Andrea Semadeni, the assistant state secretary Pio Wennbust and the diplomat, human rights expert and political figure (former President of Slovenia from 2007-2012) Danilo Türk representing the Global High-Level Panel on Water and Peace Report at the World Water Forum 8, which was launched by the [Geneva Water Hub](#).



*Danilo Türk and
Ambassador Andrea
Semadeni*

The event at the Residence of the Ambassador was an exclusive invitation-only event that brought together all Swiss stakeholders and key strategic partners. It was a highly valued networking event for the guests.

Blue Peace Movement and Talks

In addition to the daily varied program, the Swiss pavilion was centred around the element of “Blue Peace”. This Blue Peace Movement is an initiative from the [Swiss Department of Foreign Affairs](#) explaining the creation of a new political/development space for “progressives” who believe in an open and mobile society. In many places of the world the Blue Peace approach helps transform trans-boundary water into an instrument for cooperation, with collaborative and sustainable strategies, shared by riparian countries. The essence of the Blue Peace Movement (and related initiatives) is the creation and the cultivation of an enduring and resilient Blue Peace soft infrastructure/network of dialogue.

The daily Blue Peace talks at the “Blue Peace Hub” brought together different stakeholders and age-groups, especially youth that openly discussed about a range of topics related water resources, cooperation and peace. The dynamic talks animated the public to intervene and contribute to the discussions. For example, the [International Secretariat for Water](#) that mobilizes, connects and supports young people to build a large and strong Youth Movement for Water worldwide, organized a talk to learn in a fun and interactive way how youth concretely contribute to a more sustainable management of the resource. The event brought together young water professionals engaged in different parts of the world in Water and Peace – from field action with communities to basin committee where they advocate for youth inclusion. After days of work, the new Generation of the [World Youth Parliament for Water](#) explained how they intended to tackle the Water challenges and presented their new representatives. The new web platform Youth for Water and Climate was also launched through an interactive presentation.



World Youth Parliament for Water

The daily topics of the Blue Peace Talks were the following:

- Sunday 18 March 2018: [Blue Peace Kick-Off Talk](#)
- Tuesday 20 March 2018: [Financial Innovation for Water Cooperation](#)
- Wednesday 21 March 2018: [Entrepreneurship for Sustaining Finance](#)
- Thursday 22 March 2018: [Young People as Actors of Change](#)

Swiss Movies at the WWF8



Youth Parliament at the Swiss Pavilion

Switzerland submitted two films („Act Now“ and „European Youth Parliament for Water“) that were screened at thematic meetings during the 8th World Water Forum. All the movies of the final selection for the “Voice of Citizens” program are available online under this link: [The Voice of Citizens.](#)

4. Applicant's Personal Contribution

The total financial costs related to the outcomes described above were **CHF 162'491** of which around **CHF 117'000** were covered by the Swiss Agency for Development and Cooperation for the stand (rental of the space and infrastructure). The remaining sum of **CHF 45'491** consisted in the total SWP costs for this project (100%). The support the Swiss Water Partnership received from Switzerland Global Enterprise contributed to a total of 33% (CHF 15'000) of the overall SWP costs (CHF 45'491). The remaining **SWP costs were thus CHF 39'185** and can be further split into the own share of costs with 33% (**CHF 14'741**) and the contributions from the Swiss booth participants with 34% (**CHF 15'750**).

The main expenses were linked to the remuneration of the SWP Secretariat of which most working hours were used for the **coordination** for the Swiss pavilion. Besides the financial aspect, the participating organizations benefitted from the **thematic expertise** of the SWP Secretariat as well as from the experience in **moderating** events. Furthermore, the members - especially start-ups and smaller organizations, benefitted from the broad **network** of the SWP allowing them to build up their own network.

5. Criteria

5.1. Value Creation for Switzerland

The presence at the World Water Forum created value for Swiss organizations through several aspects. Both, the participation in this major water conference in general and the coordinated exposure of Swiss water actors at the Swiss Pavilion in Brasilia provided a cost-efficient solution to create **visibility** for the Swiss water sector.

Uniting several organisations from different sectors at the booth and giving them a platform to showcase their latest findings, approaches, solutions, services in the water sector through the daily events at the pavilion allowed to foster valuable **synergies**, which potentially may lead to new business opportunities. Not only were the Swiss water organizations able to present themselves, meet and exchange at the Swiss stand but they also benefitted from each other's network.

Another important aspect that generated value was the **presence of many important players** of the water sector in one place. This allowed to strengthen **strategic partnerships for Swiss organizations**. In Brasilia, the Swiss Water Partnership (SWP) Secretariat had the opportunity to further deepen its relationship with especially 5 key partners. The continuous meetings allow to establish ground for market for the SWP and its members (e.g. the SWP has presented its updated training offer catalogue on the request for future collaborations with the regional banks and was able to launch a call for Swiss experts in "Dam Safety" for the World Bank). Moreover, the two special Swiss events (the Swiss Reception at the pavilion and the evening at the residency of the Swiss Ambassador in Brasilia), could be organized thanks to the **privileged partnerships** between the SWP Secretariat, the SDC and the Embassy of Switzerland in Brasilia.

Finally, the SWP activities are embedded in Switzerland's global water strategy. Thus, the SWP presence at important international conferences such as the World Water Forum in Brasilia (but also its [objectives and activities](#) in general) constitutes an additional value as it **contributes significantly to one of the main pillars of the SDC's Global Program Water**, which consists in strengthening the "[Swiss Voice](#)". This pillar guides thematically **the work of Switzerland's Development Cooperation**.

5.2. Visibility

As mentioned previously, the visibility obtained through the organization of a joint stand at the WWF is optimal for several aspects such as brand recognition through visual presence, networking, exchange of ideas and creation of business opportunities. Further, the organization of daily events at the Swiss Pavilion was an additional opportunity to expose high quality solutions for water security developed by SWP members and other Swiss organizations to the Expo visitors. In this way, besides the official sessions of the conference, the high-quality booth served as a complementary platform for the participating Swiss organizations to be recognized in the global water sector.

The whole visibility was supported through different marketing measures on different (social) media channels. An effective communication tool was the program flyer indicating the daily events at the pavilion and the interactive area ("Blue Peace Corner"). Further, the island format of the stand and the coffee machine and lounge area were very inviting elements for the visitors to meet. Activities were also promoted and livestreamed on the [twitter account](#) and on [Facebook](#) of the SWP. However, due to low internet connection, it was much less used than initially planned. The Swiss Water Partnership [website](#) was used for the touch screen, indicating information on all projects from the organizations involved in the daily program. Finally, all logos were printed on a glass wall and shown on the screens. Presenters brought their own roll-ups and material for their time slot.

5.3. National Reach

The Swiss presence at the World Water Forum consisted of SWP non-members and members. As an umbrella organization, the Swiss Water Partnership presented in total nearly 80 Swiss organizations and partners working internationally on water, sanitation and water resources management issues. They came from various fields such as public, private, academia and civil society.

In total, 22 Swiss water actors were involved in the Swiss Pavilion (of which 11 SWP members, 5 SDC agencies and 6 partner organizations). Out of these, six were based in the Romandie, seven came from the region, seven were based in the Swiss German part and two governmental agencies were based in Berne. In total, the 22 Swiss organizations represented all the four sectors (public, private, academia/research and civil society) at the WWF8 and thus evenly distributed the impact across sectors.

6. Date and Signature of the Applicant

Zurich, 25.06.2018



Swiss Water Partnership

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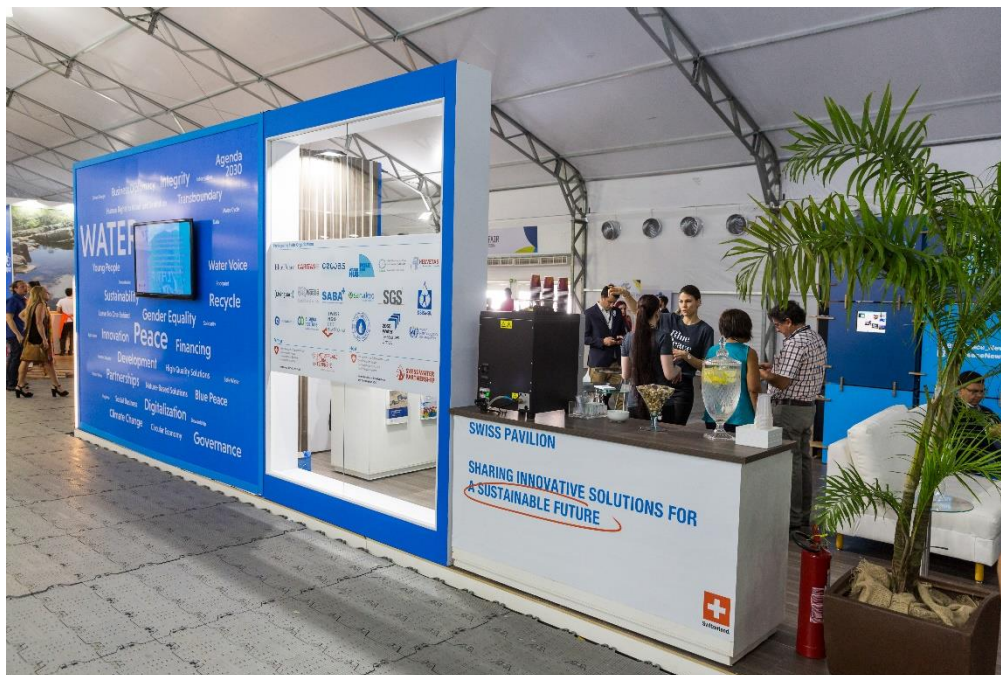
7. Annex

- 1) Pictures
- 2) Participating Organizations in the Swiss Pavilion
- 3) List of Participating Organizations at the World Water Forum
- 4) Feedback Summary (satisfaction survey) from Participants
- 5) Lessons learned and recommendations
- 6) Documents
 - 7.1. Swiss Messages
 - 7.2. Sustainability Declaration

1. Pictures



Olga Darazs, Co-Chair of the Swiss Water Partnership at the Opening of the Swiss Pavilion



Back side of the Swiss Pavilion



Dynamic Panel Discussion at the Swiss Pavilion



The Blue Peace Corner



Well -Visited Daily Presentations at the Swiss Pavilion

2. Participating Organizations in the Swiss Pavilion

The following 22 Swiss organizations participated in the Swiss Pavilion:

- GIWEH
- Cewas
- Swiss Bluetec Bridge
- International Secretariat for Water
- Sanakvo Foundation
- Livinguard Technology
- Nestlé S.A.
- Présence Suisse
- HELVETAS Swiss Intercooperation
- SDC (Nicaragua, Peru, Bolivia, SABA +, SuizAgua, GPW Bern)
- HEKS / Swiss Blue Communities
- 2030 WRG
- WMO HydroHub
- Switzerland Global Enterprise / Société Générale de Sécurité
- Geneva Water Hub

3. List of Participating Organizations at the World Water Forum

List of Participating Organizations at the Expo (the thick ones are Swiss organizations)

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|---|--|
| 1. ABDIB (Brazilian Association of infrastructure and basic Industries) | 33. Mútua (Brazilian entity that represents engineers and agronomists) |
| 2. ADASA | 34. Nature Based Solutions (IUCN, Conservation Intl, The Nature Conservancy, WWF, Forest Trends and Wetlands Intl) |
| 3. African Development Bank | 35. Nestlé |
| 4. AMBEV | 36. Netherlands Water Partnership |
| 5. ANA - Agência Nacional das Águas | 37. OTCA - Amazon Cooperation Treaty Organization |
| 6. ANTEA GROUP (sustainable development) | 38. Palestine Pavillon |
| 7. Australian Water Partnership | 39. Pavilhão da China |
| 8. Banco Mundial | 40. Pavilhão de Israel |
| 9. BID (Inter-American Development Bank) | 41. Portugal Pavillon |
| 10. BNDES | 42. QATAR |
| 11. British Consulate | 43. ROTARY |
| 12. CAESB (Environmental Sanitation Company of the Federal District) | 44. Sahara and Sahel Observatory (Tunisia) |
| 13. CAF (Development Bank of Latin America) | 45. Senegal Pavillon |
| 14. CNA | 46. SUEZ GROUP (environment) |
| 15. CNI | 47. SWISS WATER PARTNERSHIP |
| 16. Dolce Gusto | 48. Turkey Pavillon |
| 17. EBC | 49. UNESCO |
| 18. Eletrobras | 50. USGS |
| 19. EPAL (Angola) | 51. Water for Food |
| 20. ETV (Empresa húngara) | 52. WWC (World Water Council) |
| 21. FAO | |
| 22. FIEMG | |
| 23. French Water Partnership | |
| 24. Ixex España (exports and investments) | |
| 25. IPE - Instituto de Pesquisas Ecológicas | |
| 26. IUCN (International Union for Conservation of Nature) | |
| 27. IWRA (International Water Resources Association) | |
| 28. Japan Water Forum | |
| 29. Kingdom of Morocco | |
| 30. Korean Government | |
| 31. LESOTHO HIGHLANDS | |
| 32. Ministério do Meio Ambiente | |

List of Participating Organizations at the FAIR

1. ABAR
2. ABDIB (Brazilian Association of infrastructure and basic Industries)
3. AESABESP
4. APERAM
5. Banco do Brasil
6. BRK Ambiental
7. CAESB (Environmental Sanitation Company of the Federal District)

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| 8. Caixa Econômica Federal | 24. Hobeco |
| 9. CBHSF - Comitê da Bacia Hidrográfica do rio São Francisco | 25. Itaipu |
| 10. CEDAE | 26. Kev Energy |
| 11. Clean Environmental | 27. Ministério da Integração |
| 12. Coca-Cola | 28. Ministério do Meio Ambiente |
| 13. Consórcio PCJ | 29. Ministério Público |
| 14. COPASA | 30. MPF/CNMP- Ministério Público Brasileiro |
| 15. Corumbá Concessões | 31. Mútua (Brazilian entity that represents engineers and agronomists) |
| 16. CPRM - Companhia de Pesquisa de Recursos Minerais | 32. NM2 TECNOLOGIA |
| 17. Engecorps | 33. PARANÁ |
| 18. FUNASA (National Health Foundation) | 34. Reed Manufacturing (pipe tools and vises) |
| 19. Fundação Agências das Bacias PCJ | 35. SABESP |
| 20. Fundação BB | 36. SEBRAE |
| 21. Fundação Renova | 37. SOS Mata Atlântica Foundation |
| 22. Globo | 38. Tajikistan Pavillon |
| 23. Hidrogeron | 39. TPF Engenharia |
| | 40. Youth WWC |

4. Summary of Feedback from Swiss Pavilion Participants

Overall Impression Forum	Swiss Pavilion (Design, Slot, Visibility)	Swiss Pavilion (Organization, Communication, Staff)
<ul style="list-style-type: none"> + contact and networking opportunities with people from different backgrounds + concentrated information + interesting experience, big & diverse event + exciting, effective sharing and knowledge exchange platform + useful event to get exposed to current trends in the water sector + slowly new development of new partnerships with academia and civil society (citizen process) - unsatisfied with the overall organization and management of the forum / disappointment due to intransparent, inefficient preparation and weak information flow by the org. comm. made it difficult to prepare for the WWF - opening ceremony was too long - enormous power disparity (e.g. btw. WWF and FAMA) - WWF was dominated by Public/ Government Organizations, corporations and Brazilian actors - expensive entry prices for local and regional participants 	<ul style="list-style-type: none"> + very good + excellent facilities and top infrastructure + excellent performance + sitting opportunity, food and drinks (water and nuts besides extra catering) + clean, beautiful, discreet design + nice color combination and set-up + open doors concept (island) + variety of daily presentations / participants showed the range of Swiss expertise + Blue Peace Corner conveyed the key message of the blue peace movement + the daily blue peace talks were a success: attracted many people + the stand projected the Swissness (Swiss geography + water sources) very well + high quality presentations and speakers + attractive design and well visited + dynamic, lively and (inter-) active stand + Pavilion as meeting point /HUB appreciated 	<ul style="list-style-type: none"> + well organized Swiss Pavilion + highly satisfied with the organization and the permanent presence and support of staff + friendly and approachable staff + appreciation of the organization committee/hostesses + good information flow (regular contact and smooth communication) and efficient organization and preparation + variety of participating organizations is enriching and creates potential to enter into dialogue - deadlines were very shortly announced (dependent on the different processes from the involved parties – CH and BRA) - hostesses: could have been more representative (appearance) and unify the staff outfit to identify them in the crowd - Swisscam (our direct partner) had some reserve regarding the general organization through Brazilian authorities. - last minute changes and short amount of time available made it challenging to adapt (e.g. change the location of the event from the

<ul style="list-style-type: none"> - some considered the WWF more like a tourism tour than a forum - Hard for businesses to engage due to domination of NGO's (business perspective) - very limited inclusion and underrepresentation of the civil society (NGO perspective). - Civil society process was the weakest and the post fragile process (faced a lot of challenges such lack of governance, coordination, mismanagement and financial support) - Hydrocafé (part of the citizen process) was not included in the official forum agenda - civil society was not enough represented and had little chance to give inputs into the formal WWF since the high-level forum is business oriented - wish that SDC and SWP is present at both, WWF and FAMA (alternative forum) 	<ul style="list-style-type: none"> + stand as space for meetings and effective discussions + strategically well positioned attracting the visitors but too noisy (air-conditioning) - rather small size of the pavilion, especially the presentation area - lack of info related to CH projects in CH - loud noise from the air-conditioning right next to the stand created difficult conditions for presentations and discussions - poor quality of material used by stand constructor (floor, seats) - potential to increase even more effective knowledge exchange among the participants - Pavilion almost too crowded at times - design layout can be improved to create stronger / more concise key message - design: wish to include more the multidimensional aspect of Switzerland's work on water instead of focusing always on the similar topics and the Swiss geography - increase the permanent visibility of the booth participants (additionally to flyers and slide presentations) - 30 min. slots are too short (last slot available due to last minute interest of a participant) - 09:00 am slots (first of the day) are not recommended as visitors tend to arrive later 	<p>previous soccer stadium to a temporary structure)</p>
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5. Lessons Learned and Recommendations

The 8th World Water Forum confirmed Switzerland's strategic priorities in the water sector. The perception Switzerland left in Brazil was "transboundary, young people and business diplomacy". It also confirmed that Switzerland is considered as a credible, experienced and innovative partner with a comparative advantage in the water sector – trending themes such as water stewardship, nature-based solutions, social entrepreneurship etc. were also associated with Switzerland.

Although the general positive feedback and impression, there are a few recommendations that could be useful for the next World Water Forum in 2021 in Senegal.

Following recommendations and ideas for the Swiss Pavilion were identified based on the feedbacks:

- create a more closed presentation area and more private f2f-meeting space

- use a better sound system or make sure the presentation area is not so noisy
- choose a strategically well-located stand
- bigger size & strong core message: the pavilion could be slightly bigger and convey a specific message that reflects Switzerland's strength with regard to water
- hostesses could be more representative in terms of appearance and staff could wear the same outfit to identify them in the crowd
- maybe increase the size to allow permanent visibility of each participant
- create a clear and strong key message /slogan of the Swiss pavilion
- organize a speed-dating session to connect the participants among each other or with new organizations
- think more out-of-the-box & have fun: e.g. create an app/digital game to learn more about the Swiss solutions in the field of water during and after the forum and in this way increase interaction between visitors and speakers
- start the first slots not right at the opening of the expo but at least 1 h after the opening as it takes time until the first visitors pass by the pavilion
- try to make minimum 45 min- 1h slots and avoid 30 min. slots (a lot of effort to organize and plan the slot – keep the balance between in-and output)
- emphasize even more the importance for participants to promote their booth event to create an audience
- possibility to include also local staff from participating organizations (e.g. SDC Bolivia) and involve the participants stronger into the preparation of the pavilion
- try to communicate deadlines within a longer lead time
- SDC and SWP could be present in both forums (FAMA and WWF)
- Add info related to Switzerland's projects
- Wish from SWP participants to focus more on synergies and joint collaborations
- Advertise the sessions more actively (e.g. sending out a staff member with a sign detailing the upcoming event to stand at the entrance would better inform people)
- Wish: Giving a slot to present the poorest people of the world to tell us about the development reality in their countries without influence of anyone and with no political orientation; To see the poorest people voice presented well and to link or bridge the gap between civil society and Academia from one Side, and the gap between civil society-academia and government from the other side (GIWEH)
- More holistic approach of good governance and equity where everyone can participate to join all Swiss initiatives in one package to support this vision from SDC (GIWEH)
- Swiss Booth Location, design and visibility: Seek a more advantageous emplacement (less noisy and less in the margins) and dare to be more experimental and collaborative (SBTB)

Forum:

- It was recommended to actively engage as SWP by e.g. being involved in the forum as topic or session coordinator (in the thematic or civil society process). The advantages are 1) the ability to influence and specifically promote SWP members for certain sessions and to have an insight view and information
- Push for civil society inclusion as this is the weakest and a critical arm of the forum

6. Documents

6.1. Swiss Messages



Messages by the
Swiss Delegation Fir

6.2. Sustainability Declaration

Background: The Sustainability Focus Group prepared an additional declaration that was prepared by an editing team (including Samuel Barreto, TNC Brasil; Tatiana Dos Santos Silva, Youth Delegate WWF, Brasil; Danupriya Harish, member of WWC Board of Governors, India; Lucio Renno, President of Codeplan, Brasil; Pierre Alain Roche, member of the WWC Board of Governors, France; Abdoulaye Sene, President of the 9th WWF Organizing Committee (Dakar 2021), Senegal). The Sustainability Declaration was widely consulted with and discussed among Forum participants and comments could be sent to the editing team via an online tool.

The Swiss Water Partnership together with different national water partnerships tried to influence the sustainability declaration by presenting a consolidated version including all key elements was presented at the final discussion round regarding the Sustainability Declaration on March 22nd, 2018. According to the latest update, the main elements were integrated in the declaration (even though the exact wording was diluted compared to what was proposed initially by the SWP). The main points added by the SWP were the following:

- Emphasis on cooperative alliances including the [national water partnerships](#)
- The need that [nature based solutions](#) should be recognized by policy makers as part of the core themes (besides science, information and technology)
- Emphasis on strong collaboration in respect of the [human rights to water and sanitation](#) and in the field of [youth](#)
- [Water as a source of peace and cooperation](#) has to be promoted by expanding water diplomacy efforts which facilitate dialogue and mediation between stakeholders and by encouraging transboundary water cooperation
- Emphasis that water cannot longer be considered separately (e.g. only terrestrial part of water cycle). This especially counts for [groundwater](#)

From the organizers, it was announced that the Sustainability Declaration will be taken to the High-Level Political Forum on Sustainable Development of the United Nations in July 2018 in the United States. The idea is to ensure cooperative alliances, water reforms and financial innovations.

Further, the final Declaration takes up some of the issues that were not or very weakly mentioned in the Ministerial Declaration (transboundary, water and peace, gender etc.), and in that sense reflected the actual discussions that were held in the different sessions of the Forum (thematic, regional, citizen forum).