

# World Water Week 2019

“Water, Ecosystems and Human Development”

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## Final Report

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## 1. About the World Water Week in Stockholm



Since 1991, the Stockholm World Water Week (SWWW) provides an annual focal point on global water related issues. The week-long annual conference gathers water experts from different fields (scientific/academic, business, policy and civil community) and features plenary sessions, panel debates, scientific workshops, poster exhibitions, side events and seminars. Parallel to the thematic conference, convening organizations can take part in a non-commercial exhibition that allows them to show their water expertise and solutions while organizing discussions, networking aperitifs or launching publications to enlarge their international network and find new partners for joint project proposals.

The SWWW 2018 was centred around the theme “*Water, Ecosystems and Human Development*”. World Water Week (WWW) 2018 was attended by more than 3'600 participants from 135 countries, representing over 1'000 organizations. Almost 1/3<sup>rd</sup> of all participants were under the age of 35, while 70% of sessions met the criteria of Gold standard (meaning that at least 40% of presenters were female, at least one presenter was under 35, and the session was designed to encourage audience participation). What became clear was the growing sense of urgency to act to tackle the world's growing water challenges. Besides emphasizing good governance, during several sessions it was highlighted that ecosystems are key to wise water management and water is key to ecosystems. Further, there was a strong call to learn to work with nature to find the solutions that make societies stronger and more resilient. Finally, the water community should be more transparent and inclusive to encourage new groups to join and engage in the water sector.

This year, [16 SWP members](#) and [6 initiatives](#) were involved in the SWWW (SWP stand or session). The Swiss Water Partnership's central elements were the stand with the Swiss reception and the [daily presentations](#), Switzerland's participation in the international competition Stockholm Junior Water Prize, the two sessions, and 1 exclusive side event outside the official conference.

## 2. Summary

Based on the feedbacks and impressions during the WWW 2018, it can be summarized that the Swiss water sector had a strong presence with 16 members of the SWP that were involved and the strategic meetings advanced the dialogue and the opportunities for joint collaborations. The SWP is considered and being approached as the water platform from different key actors.

**Booth Size and Setting:** The booth was considered as ideal size (no smaller booth wished) with a clean and bright design. The SWP booth has become a networking hub primarily for its members, but also for other visitors. It is a place of interaction, discussion, meetings. At times, it was even too crowded.

**Key Topics:** The topics of water and peace, youth, entrepreneurship and financing were key topics discussed and linked to the SWP.

**Media/Social Media:** The SWP members' dynamic activities attracted a lot of attention and got featured in the official daily newspaper the Water Front Daily ([Title: Women's enterprise drives water access, gender equality](#), p.3). The Swiss Junior Water Prize Winner Laura



Bauer was featured in the Swiss local newspaper “Südostschweiz” (see Annex (B)). Further, the SWP market place session on NbSW and DRR got live streamed and video recorded by the official organization committee Stockholm International Water Institute (SIWI).

Links: Event: Nature Based Solutions: a smart approach to disaster risk [PART I](#) and [PART II](#).

**Special event:** The unique SWP side event was well attended and the target of 65 people was reached. Thanks to the unique collaboration with the Swiss Embassy in Stockholm, the very exclusive dinner-discussion with over 5 high level speakers (water ministers and experts from different regions of the world) was a success and increased political awareness of the importance of the water as an instrument for dialogue and peace. The engagement of the Swiss Embassy is highly appreciated and the collaboration is planned to continue for 2019.

**Joint events:** The two dynamic and interactive SWP events were fully booked. Special tools like Slido and the market place format were well-received by the audience.

**Strategic meetings:** The strategic meetings were very fruitful. It can be observed that the national water partnerships, connected through the NowNet platform, are interested and willing to deepen the collaboration. Through this platform, the SWP was approached by the Japan Water Forum to share Swiss expertise on river restoration projects. Further, the workshop from the Asian Water Council gave space for exchange on the field of work and strategy of the different water platforms and networks to identify potential. Considerable advancement and concrete ways for collaboration were identified during the meetings with key strategic partners like the ADB and AfDB. Both showed high interest in the Swiss expertise.

**Innovation:** Some aspects that were used to increase the innovative approach: As paperless as possible (QR codes), the use of a special Q&A and polling platform tool (Slido), the format (market place), and the fact that events respected the Gold Standard (min. 40% of women; min. 1 young professional for each seminar), water-art screening at the booth.

## 3. Achievement of Goals and Objectives

### 1.1 Timeframe

The project timeframe takes one year. The first information on the call for engagement at the Stockholm World Water Week 2018 (SWWW 18) was shared with the members of the Swiss Water Partnership (SWP) in November 2017. The preparation for the activities at the SWWW started in December 2017 with a discussion on potential topics for thematic events. The SWP secretariat coordinated the preparatory meetings and submitted three proposals for the events by the end of January 2018. This year, two out of the three thematic events were approved. The next steps consisted in preparing the event together with the SWP members and partners, planning the program and the coordination at the Swiss booth and setting-up the plan for communication materials. The SWWW 18 took place from August 26 to 31 August 2018. The last bills were sent out to the participating SWP member organisations in October 2018.

### 1.2 Output: Goals and Objectives

The SWP's main objectives are based on three main pillars: Strong Swiss Voice, Water Dialogue and Dynamic Learning. The various activities under these objectives promote the Swiss knowhow on water internationally, feed Swiss innovations and expertise into the global water dialogue and create a dynamic learning environment amongst members by working together on specific topics. [Details of these three objectives are described in the action plan 2018-19 of the SWP.](#)

Members of the Swiss Water Partnership (SWP) identified the SWWW as a key annual water event. It is therefore a priority to represent the Swiss high-quality solutions and expertise in this international environment.



The main objective for the participation at the SWWW 18 was to create visibility of Swiss water solutions internationally, to foster the promotion of the SWP members' knowhow and to provide a hub for networking for the members.

The event is the place to meet with key players such as the World Bank, Asian Development Bank, further regional banks and strategic partners. Thus, participating at the SWWW allows the SWP members to strengthen their network, establish strategically favourable partnerships and to get to know other organisations with complementing expertise. This, in turn, increases opportunities to submit competitive offers and access funding for projects internationally.

The detailed program of the Swiss presence in Stockholm can be accessed [here](#).

## 1.3 SWP Activities at the World Water Week 2018

The Swiss Water Partnership activities, as well as their outputs, lessons learned and perspectives for the next editions during the SWWW 18 will be described in the following sections and are divided into the following elements: SWP Booth, the special event and strategic meetings, the participation at the Stockholm Junior Water Prize and the two thematic events where the first session addressed the [challenges to unlock financing for Nature Based Solutions for Water \(NbSW\)](#) and the second session was a market place showing [5 smart approaches of NbSW that contribute to Disaster Risk Reduction](#).

### 1.3.1 Swiss Water Partnership Booth

The week was kicked-off with a SWP member dinner. It was supported by the Embassy of Switzerland and the SWP and created an informal space for the Swiss participants to exchange and get to know each other.

The Swiss Water Partnership booth was **co-convened by 9 member organisations** of the partnership (Caritas Switzerland, Cewas, eawag, Swiss Toilet Organization, Brugger und Partner Ltd., Nestlé, Geneva Water Hub, Antenna, Swiss Agency for Development and Cooperation) and **3 partners** (Swiss Embassy, Young Water Solutions, International Secretariat for Water). Coming from different fields (public, private, academia, civil society and governmental organisations), the mix of SWP booth participants reflected very well the multi-stakeholder approach of the SWP.



*Impressions from the SWP Booth at SWWW 2018*

### Location

The Swiss booth was located at the same place as last year. The 32 sqm booth featured two tables with enough sitting opportunities for up to 15 people, a lounge area with a sofa and puffs, a welcome desk and a coffee corner.

Like last year, special attention was given to the **visibility of the SWP members**, especially for those who participated in the Swiss booth as co-conveners. Therefore, the flat screens and a high-quality sound system were important tools for presentations and events at the booth. The screen showed animated power point presentation with all the logos from the participants as well as the Swiss program. One morning was dedicated to a Swiss photographer ([Fritz](#)





Berger), who presented his pictures of global water topics as an art-exhibition. A special roll-up was additionally highlighting the presence of SWP members, besides the regular ones that decorated the corners. Further, the light installations were improved to create a bright, inviting atmosphere. Compared to last year, there was neither the special website nor the iPads, which created more space on the booth for the visitors. The result of the clean, attractive booth with its animated screens and friendly atmosphere was a highly appreciated and well-visited booth (see Annex (A)).

The welcome desk (2 s-formed bar tables) served as display for communication material. Since the whole conference put the emphasis on going paperless, the SWP strongly encouraged to only show display material and use QR codes to access information. This was also the reason, why this year there were no flyer holders available. The desk was an ideal spot to announce the daily happenings organized by the SWP and its members. Further, this spot served as a place of encounter where people started discussions on specific topics that were presented on the counter. The advantage was that the two tables forming the welcome desk could be separated and used for different purposes depending on the happenings at the booth.

The principle of **rotating ownership** was applied meaning the booth was owned by SWP members for a max 2-hours slot.

As the Swiss booth was located at the same place as last year, people knew already where to find the Swiss Water Partnership. The booth had constantly around 20 people filling up all the space. The booth was considered very inviting and one of the most attended. Compared to other booths, the location was, although a bit hidden under the stairs, advantageous as it was close to the main entrance of the hall and thus very accessible. Overall, it can be argued that the SWP got the best possible location, and optimally exploited its potential once more this year. Next year, the location will be in the Tele2 arena. For 2019, the SWP intends to keep the SWP booth concept similar to this year.



*Swiss Reception 2018 | Laura Bauer SJWP winner 2018 | Dinner Discussion on Water + Peace*

### 1.3.2 Swiss Reception – BLUE PEACE & YOU(TH)

A highlight at the booth is the yearly Swiss Reception. Blue Peace & You(th) was this year's slogan. In close collaboration and with valuable support of the Swiss Embassy in Stockholm and the Swiss Agency for Development and Cooperation (SDC) the yearly welcome reception was organised at the SWP booth, like tradition has it, on Monday evening. The Chair of the SWP, Olga Darazs, opened the reception by welcoming the audience. Afterwards, the ambassador of Switzerland and Head of Mission of Switzerland to Sweden Christian Schönenberger gave a welcome speech, introducing the topic of the evening and its importance for the global water sector and for Switzerland. SDC took over presenting the Blue Peace movement and emphasized the importance of integrating youth. Therefore, the president of the World Youth Parliament for Water, Lindsey Aldaco Manner, was invited and interviewed as special guest of the evening sharing her opinion from a youth perspective. After this intergenerational exchange the Swiss reception was opened. The event was very well attended with approx. 120 persons. While such an audience is the perfect occasion to talk about water as a tool for peace on the one hand, on the other hand, it is also an ideal opportunity for the SWP members to connect and extend their network in a more informal atmosphere.



## **Lessons Learned and Perspectives**

The clean design of the booth, the visibility for the SWP members and the coordination work of the SWP Secretariat were much appreciated by the members. The booth served best as a meeting place for the SWP members and other Swiss as well as international partners to discuss potential business opportunities, especially nearby the highly appreciated coffee corner near the lounge area. The coffee machine needs constant maintenance due to the extensive use.

The goal of creating a booth as a place for meeting, networking and creating business opportunities was reached. It is a central Hub for visitors and a key place to spark discussions. This year's member contributions were especially interactive and served as an incubator of new ideas. There was a young entrepreneurs' water solutions market place, the intergenerational talk or presentations of initiatives, launches and games such as Russian Roulette. The SWP booth events were mostly announced with a teaser through Twitter and livestream (FB and Twitter). Such dynamic formats (ideally including an aperitif or snack) are highly encouraged as they attracted quite a few visitors, making the SWP one of the best visited stands. In general, the rate of the audience during events at the booth was slightly higher than last year with 14 people on average. Since participants of the conference follow presentations the entire day, they appreciate the different formats in the exhibition area.

The welcome desk was the perfect place to display communication material. Compared to last year, the flyer management has much improved and the emphasis on going as paperless as possible will be further encouraged.

Since the SWWW has an official app and the special SWP website had only very few links last year, the regular SWP website was used instead for sharing information. The special website was not mentioned nor missed by any of the recurrent participants. It proved that the regular SWP website, which is also much more known, is the best option to upload and promote project and document links about the SWP members. Also, this year the program was not printed on roll-ups and iPads anymore. The gained space at the booth, allowed to accommodate a large audience (e.g. Swiss Reception) and to introduce special formats like a market place at the stand. Moreover, the visual and technical improvements (light and sound system) contributed to a much better acoustic and attracted the attention during events at the booth. These improvements ideally supported SWP member presentations. Finally, the key was to offer as much visibility as possible to the members without overloading the booth and keeping a clear and clean design. Further possibilities on how to optimize the visibility can be explored for the 2019 edition.

### **1.3.3 Switzerland at Stockholm Junior Water Prize 2018**

The Swiss Junior Water Prize (Swiss-JWP) was awarded for the second time this year. The main objective of the prize consists in incentivizing youth to grow an interest in water aspects and to foster the exchange between promising young talents and professionals in the Swiss water sector. The national competition is open to young people between 15 and 20 years old, who have conducted school projects related to water and sanitation with proven environmental, scientific, social or technological significance. The winner is entitled to participate in the international final in Stockholm.



The partner institution [Swiss Toilet Organization](#) coached the winner of the Swiss-JWP in the preparation process for the final contest in Sweden (translation of the written project into English, review of the display materials, contact person, etc). The Swiss Junior Water Prize 2018 was awarded to Laura Bauer from Rapperswil-Jona for her research work «Littorella uniflora on the upper shore of Lake Zürich – Human impact on the ecology and distribution of an endangered species». Laura Bauer performed an excellent scientific research focused on a water plant whose population in Switzerland and in many other European countries has been drastically reduced due to human activities, a subject particularly relevant under this year's World Water Week main topic. After the evaluation by an international committee of water experts, the international winner was announced at the official ceremony.



*Laura Bauer doing her research on the plant Littorella Uniflora on the shore of lake Zurich*

This year, contestants from 32 countries submitted written projects to enter the Stockholm Junior Water Prize (SJWP) at the beginning of June. During the contest week in Stockholm, each finalist was interviewed by the 7 members of the jury who had previously read and evaluated the submitted projects. Besides the interviews by the jury and the projects' exhibition framed within the World Water Week, the Swiss contestant attended a series of events that encourage intercultural exchange and propitiate friendship bonds among the participants. A highlight was the award ceremony of the SJWP, where the finalists had the opportunity to meet H.R.H. Crown Princess Victoria of Sweden, patron of the prize.



*Swiss Finalist Laura Bauer and the H.R.H Crown Princess Victoria of Sweden*

Further, Laura Bauer was given the possibility to present her project during a slot at the Swiss booth. The presentation was followed by a discussion about the importance of the engagement of youth in the water sector with the presence of one of the main sponsors (Xylem) and SIWI, the official organizer. There was a lot of positive reaction from the audience, which shows that there is an interest from the public to listen and learn from but also exchange with youth and vice versa. Finally, the participation in Stockholm offers the young winner to take part in a series of different (intercultural) activities for one week, allows to network, to explain and expose her project to experts and practitioners. [Impressions can be seen here](#). Back in Switzerland, she was featured in the newspaper (article in the Annex (B)). [Read the teaser here](#).

*"Making valuable connections in the water sector was one of the main added values. Because I am thinking of working in this sector later on, it will definitely be a big benefit"*  
(Laura Bauer, August 2018).





## Lessons Learned and Perspectives



*Group picture of all the finalists of the Stockholm Junior Water Prize 2018*

The attendance of Laura Bauer at the international final in Stockholm allowed her to connect with other dedicated young people active in water from all over the world. Such a unique experience broadens the horizon and motivates young people to continue working in that field. Her well-attended presentation at the Swiss booth shows that her research incited interest not only of other young people but also experts. It is thus recommended to integrate this presentation into future SWP Booth editions. Fostering youth in the water sector is embedded in the SWP long-term strategy

and a task force has been created this year to develop a SWP strategy aiming at strengthening the young Swiss water voice in the coming years.

### 1.3.4 Thematic Event

This year, after a highly competitive selection process, two out of the three thematic SWP proposals were accepted, earning the gold standard (requiring min. 40% of women and min. 1 young professional for each seminar). The SWP was actively involved in these events (preparation, outline and announcement in the programme, presentation and moderation, support in communication and advertisement). Both sessions integrated an innovative aspect to enrich the event: For the Event on NbSW and DRR (seminar 1) the format of a market place was chosen, while in the second event that addressed challenges to unlock financing for NbSW (seminar 2) used the Q&A and polling platform tool “Slido” to interact with the audience. Both events therefore created a lot of dynamism and interaction and were fully booked (75 people). More info about the events can be read here:

1. Seminar: [Addressing challenges to unlock financing for Nature Based Solutions for Water \(NbSW\)](#)
2. Seminar: [5 smart approaches of NbSW that contribute to Disaster Risk Reduction.](#)

## Lesson Learned and Perspectives

The organisation of these well attended, joint thematic events represented an excellent place for dialogue and knowledge exchange between the different co-convening organizations, which is one of the objectives of the partnership. Especially, choosing the interactive format and tools allowed also the participants to be actively involved.



*SWP  
Thematic  
Events (1)  
NbSW and  
Financing | (2)  
NbSW and  
Disaster Risk  
Reduction*



### 1.3.5 Strategic Meetings with Key Partners and Donors

A proposed indicator for the achievement of the objectives was the number of meetings with key potential partners or donors held by the SWP secretariat, chair or members. On the longer term, these meetings and contacts may result in achieving one of the above mentioned objectives.

The SWP secretariat was able to meet at least five key actors of the sector, not counting the informal meetings and contacts made during networking events. This implies that the target has been met. The SWP secretariat has conducted meetings with the following five main organisations: African Development Bank, Asian Development Bank, World Water Council, Asian Water Council, [Northern Water Network](#) (regrouping most of the northern national water partnerships). Although the number of meetings conducted by members is not monitored but based on the feedbacks further partnership opportunities have been established. Another novelty this year was the initiative of a SWP member that organized a closed match-making event “enablers meeting” out side of the official program under the “Global Waer Entrepreneurs Pact” that brought together entrepreneurs and donors. The event was well received and will be continued in 2019.

### Lessons Learned and Perspectives

Strategic meetings prove extremely valuable to maintain personal contact with key partners of the SWP. Especially this year, the fact that SWP had the opportunity to meet them in March at the World Water Forum and again a few months later at the WWW led to a quick follow-up and advancement of possible collaborations (e.g. study tours). Most of the encounters resulted in either concrete propositions for collaboration or the identification of common topics of interest for the coming years. A follow-up has been done and concrete actions are currently being considered.



*Strategic Meetings (1) NowNet Meeting | (2) Japan Water Partnership & SWP Member Direction Générale de l'Eau Genève*

### 1.3.6 Dinner-Discussion on Water & Peace

The SWP special event was well attended. Thanks to the unique collaboration with the Swiss Embassy in Stockholm, the very exclusive dinner-discussion with 5 high level speakers (water ministers and experts from different regions of the world) was a success and increased political awareness of the importance of the water as an instrument for dialogue and peace and identified challenges and success factors for advancing cooperation in the field of climate change, water with outstanding examples at the global as well as the regional level in West Africa, the Middle East and Latin America. It was also emphasized that for Switzerland, the collaboration on good water governance between transboundary watershed makes it possible to generate mutual trust, guarantee better access to water for the population and more sustainable economic and social development, as well as contribute to stability and peace. The event combined the panel discussion on water and peace with the opportunity for networking, good food and live music by [Åsa Larsson](#). guests had the chance to meet experts



from multiple sectors. Around 65 people consisting of SWP members and key strategic partners attended the invitation-only event.

### **Lessons Learned and Perspectives**

This privileged networking and knowledge exchange space is a very promising complement to the Swiss presence at the SWP booth. As this event was on invitation only, it was ensured that all of the SWP members present in Stockholm and interested in the topic got access to it. The goal of creating a more exclusive event was reached and the invitation management was streamlined. Further, the organized shuttle bus was key to transport the guests. The high level panel required a lot of formal invitations in different languages (spanish, english, french) and coordination between SDC, the Embassy and SWP. Besides the valuable insights from high level speakers, the invitation of a Senegalese politician allowed to create stronger links in regard to the World Water Forum in Senegal 2021. Branding was increased compared to last year with screening the logos and the creation of a flyer. The collaboration with the Swiss Embassy and SDC Team was excellent and will continue next year.

#### **1.3.7 Conclusion**

Overall, the objectives of the participation of the SWP at the SWWW 18 have been met. The SWP activities are consolidated and the presence at the SWWW has reached a state of maturation.

The SWP brand has become stronger over the last years contributing to a high recognition value. Besides the booth and the thematic event the participation at the Stockholm Junior Water Prize creates additional reach out. The inclusion of new event formats, tools and approaches (paperless) contributes to the innovativeness of the Swiss presence. The interest from the Ambassador in increasing the Swiss engagement at the WWW but also the openness of the organization committee to new ideas are good preconditions to further strengthen the SWP presence in Stockholm, especially with the new format in the Tele2 arena, giving space for more flexibility and creative ideas.

Practical experiences, such as games at the booth or market places at the booth attracted people and curious minds. More of such elements should be included as it creates a great contrast and a place for informal interaction besides the main blocks of the conference. Finally, the SWP is a recognized actor at the WWW and has the potential to further increase its presence.

The goal for the next edition will be to focus on the successful elements, on innovation, dynamism, branding, media relations, to explore more sponsorship opportunities and to explore the potential to increase collaboration between Switzerland and SIWI (the degree of the involvement of Switzerland needs to be discussed e.g. the possibility of becoming official partner). Moreover, possibilities for a better guest management for 2019 should be examined with SIWI (Badges guests/staff from the Embassy) to create a more flexible participation for specific and unique events (e.g. allowing the invitation of special guests to the Swiss Reception without needing to buy a full day pass). Finally, the main objective remains to further consolidate the SWP activities for a positive recognition of the Swiss water sector, proposing innovative high quality solutions. While implementing the suggestions for improvement mentioned above, the SWP Secretariat will mainly strive to continue ensuring the joint and qualitatively strong contribution and presence of the SWP in Stockholm.

While some of the objectives and outcomes of the participation at the SWWW are already met, others need to be understood as mid- to long-term goals. This implies a steady participation of the SWP in Stockholm over several years.



## 2. Contributions from the SWP

**60 %** out of the total costs related to the outcomes described above were covered by the SWP, and **24.7 %** by the members. The contribution of Switzerland Global Enterprise amounts to the same percentage as last year with **15.3%**. The main expenses consist of the remuneration of the SWP Secretariat of which most working hours are used for the **coordination** for the above mentioned activities. Another main part of the expenses are related to the Swiss booth, which allows the SWP members to gain visibility for attractive financial conditions. Besides financial advantages, the SWP members 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. Finally, the organization of special events can be facilitated thanks to privileged partnerships of the SWP Secretariat (e.g. with the organisers of the conference and the Swiss Embassy of Switzerland in Sweden).

## 3. Criteria

### 3.1 Value Creation for Switzerland

The activities at the SWWW create a value for Switzerland through several aspects. Both, the participation in this major water conference in general and the coordinated exposure of Swiss water actors at the Swiss booth in Stockholm is a cost-efficient solution to create **visibility** for the Swiss water sector.

Uniting several organisations from different sectors on the booth and organising thematic events allows to foster valuable **synergies**, which potentially may lead to new business opportunities. Not only can the SWP members present themselves, meet and exchange at the SWP booth but they also benefit from each other's network. The organisation of joint thematic events such as the *Addressing Challenges to unlock Financing for NbSW or the NbSW and Disaster Risk Reduction* obliges members to work more closely together and to further strengthen their collaboration.

Another important aspect that generates value is the presence of many important players of the water sector in one place allowing to deepen strengthen strategic partnerships with key players. The continuous meetings allow to establish ground for market for the SWP and its members (e.g. the SWP has shared its training offer and areas of Swiss expertise at the Asia Water Council Workshop and during bilateral meetings with the AfDB and ADB).

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

### 3.2 Visibility

As mentioned previously, the visibility obtained through the organization of a joint booth at the SWWW is optimal on several aspects (brand recognition through visual presence, networking, exchange of ideas and creation of business opportunities). Further, the organization of thematic events (seminars) is an additional opportunity to offer visibility to high quality solutions for water security developed by Swiss organisations. The high quality booth and the seminars are two complementary ways for the SWP to present and be recognized in the global water sector. However, there is always potential to increase visibility and promote the SWP more.





The question remains how the branding can be strengthened with the available means for 2019.

Different marketing / communication measures though (social) media contributed also to the visibility aspect. An effective communication tool was the Swiss program flyer. Activities were also promoted and livestreamed on the [twitter account of the SWP](#) and on [Facebook](#). Social Media has proven useful for the outreach. The tweets and tweet impressions but also the FB likes have almost doubled compared to last year. The SWP website assembles key information and the Swiss program at the SWWW, which is useful for the SWP Members and their network in the preparation phase and during the conference. This SWWW edition showed that social media is key for outreach and for event announcements and that the channels were well used during the week.

According to the feedback, 63% consider it would be useful to invite media (local and Swiss journalists). This will be explored further for the 2019 edition. Further, 90% of the SWP participants were very satisfied with the branding and visibility while only 10% of the SWP members considered it was not enough (see Annex (A)). The twitter account grew by 20% during the WWW 2018 (period July-Oct). The SWP account gained on average two likes per day between August and October. The SWP newsletter related to the SWWW was opened with a satisfying (average) rate of 47% and 1/5 out of 206 recipients clicked on it. The Facebook interaction has increased with new likes: 76 (+ 20% > 376 likes (20 august) and 452 likes (17. October).

### 3.3 National Reach

The SWP currently represents 72 Swiss organisations working internationally on water, sanitation and water resources management issues. They come from various fields such as public, private, academia and civil society.

Among the 16 co-convening member organisations (booth and sessions) 6 were based in the Romandie, 10 in the Swiss German part (of which one is a governmental agency based in Berne). In total, the SWP members represented all the four sectors (public, private, academia/research and civil society) and thus evenly distributed the impact across sectors.



SWP Booth Participants at SWWW 2018

## 4. Finances

The overall costs for the coordination of the Swiss presence at the SWWW 18 were by 34% lower compared to last year. The cost repartition is as follows: 60% were covered by the SWP while the members contributed to 24.7%. The amount received from Switzerland Global Enterprise makes 15.3% of the total costs, same as last year. An estimate has been made in the repartition of hours invested for the preparation of the booth and the ones used for the thematic events. However, no separate monitoring of the working hours regarding these two activities are in place as the work often overlaps (e.g. same organisations to be contacted for the booth and the thematic events). The feedbacks regarding this year's SWWW presence were very positive and the fact that the SWP had a restricted budget, did not affect the overall quality of the Swiss presence. The frame could be kept the same more or less. However,



considerable support from members was necessary to be able to coordinate all elements of the Swiss presence in Stockholm.

The expenses are slightly lower than expected, which is due to the following reasons: The production of the booth was lower due to the exceptional opportunity to re-use part of the pre-installed booth. Thus, less walls had to be produced and set-up, which considerably reduced the costs for the booth infrastructure. Another aspect were the reduced prices for the seminars due to the acquired "gold standard". The marketing costs could also be reduced due to the re-use of the last years' designs for the booth and due to the reduction in communication material (by limiting the products to 1 roll-up, the Swiss flyer and the QR codes). Finally, the expenses for travel and accommodation were reduced due to the decision to reduce the core team from 4 to 3 people.

All the bills were paid by the SWP. The costs for the thematic events were divided evenly between all co-convenors, the SWP counting as a co-convenor as well. The costs for the booth (CHF 1'950.- for a two hour slot) were billed to the co-convenors. The income from co-convenors for the SWP booth and the joint events is 24.7% of the total costs. Due to the budget restrictions, reductions to the SWP members for the participation in the SWP booth could not be as large as last year. This year's reduction was mainly possible thanks to the contribution of Switzerland Global Enterprise. These discounts are mentioned explicitly on the final bills sent to the co-convening organisations.

## 5. Date and Signature of the Applicant

Zurich, 26.10.2018

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## 6. Annex

### A) Article in the Swiss Newspaper Südostschweiz (29.09.2018)

Freitag, 29. September 2018

REGION | 5

# «Meine Generation hat die Aufgabe, Lösungen zu finden»

Die 19-jährige Laura Bauer aus Jona hat seit Kurzem die Matura im Sack – und traf sich erst gerade in Stockholm mit Forschern aus aller Welt. Dort durfte sie ihre Maturaarbeit präsentieren und konnte wichtige Kontakte knüpfen. Nach einem Zwischenjahr will sie ihre Forscherkarriere an der ETH Zürich weiterverfolgen.

von Daniel Graf

**F**orschen, tauchen, analysieren, Probleme lösen – das sind nicht unbedingt typische Hobbys für eine 19-Jährige. Doch Laura Bauer aus Rapperswil-Jona findet genau das faszinierend. «An ein Problem, eine Fragestellung heranzugehen, sich eine Strategie auszudenken und so Lösungen zu finden – das macht mir Spass», sagt Bauer, die diesen Sommer die Kantonschule Wattwil abgeschlossen hat.

Für ihre Maturaarbeit, in der sie die Verbreitung einer seltenen Wasserpflanze im oberen Rorschacher Untersee untersucht, hat sie das Praktikum «Umwelt» erhalten – und obendrein einen Sonderpreis von Schweizer Jugendforscher gewonnen (die «Jugendforscher» werden jedes Jahr eine junge Seele aus der ganzen Welt auswählen, um ihr Interesse an Wasser- und Nachhaltigkeitsfragen zu fördern).

**Prinzessin die Hand geschüttelt**  
41-jährige Wissenschaftler aus 32 Ländern aus allen Ecken der Erde verbrachten die Woche gemeinsam in Stockholm. «Die Kontakte, die wir knüpfen konnten und der Austausch mit den anderen Jungforschern waren sicherlich Highlights dieser Woche», erinnert sich Bauer. «Aber auch die Freizeitaktivitäten wie ein gemeinsamer Bowlingabend haben grossen Spass bereitet.»

Doch wenn sie von dem Highlight spricht, ist natürlich auch der Besuch von Kronprinzessin Viktoria zu erwähnen. «Die überreiche im Rahmen der SWP-Jeremias die Preise und schüttelte jedem von uns persönlich die Hand – ein sehr spezieller Moment», schwärmt die Jungforscherin. Hauptächlich war sie aber in Stockholm, um ihr Projekt einer Jury zu präsentieren. «Es ging mir bei meinem Projekt weniger um die Wichtigkeit einer einzelnen Art, sondern um die Aufrechterhaltung des fliegenden japanischen Ökosystems. Die Themen Wasser und insbesondere dessen Knappheit werden uns in naher Zukunft stark beschäftigen», ist Bauer überzeugt. Sie erwähnt verschiedene Wasser- und Witterungsbedingungen, die Biomasse an den Rotor, die Verschmutzung der Meere und vieles mehr. «Wasser ist ein sehr umfassendes Thema, von dem man unzählige



Im Kleid an die Gala, war für die Präsentation Laura Bauer aus Jona macht in Stockholm verschiedene spannende Erfahrungen.



Bilder: Karin Tschäli-Betz, Anne-Maria Pösch

«Gerade Probleme im Bereich Umwelt werden meine Generation stärker betreffen.»

## Patronat der Kronprinzessin Schwedens

Der Stockholm Junior Water Prize (SJWP) ist ein internationaler Wettbewerb für Schüler zwischen 16 und 20 Jahren, die herausragende Projekte im Bereich Wasser oder Nachhaltigkeit haben. Die Finalisten sind jeweils Gewinner der im eigenen Land stattgefundenen nationalen Wettbewerbe. Bei der Schweizer Finalisten Laura Bauer hat die Gewinnerin des «Swiss Junior Water Prize»,

welcher im Rahmen des nationalen Wettbewerbs «Schweizer Jugendforscher (SJF)» zwischen 16 und 20 Jahren wird. Mitte Juni wurden alle teilnehmenden Projekte in Stockholm eingereicht. Eine Jury von sieben Wissenschaftlern aus verschiedenen Ländern beurteilte die Projekte zunächst anhand der schriftlichen Arbeit. Als die Finalisten nach Stockholm kamen, wurden sie von allen Mitgliedern der Jury interviewt. Diese beurteilten die mündliche Präsentation und stellten inhaltliche Fragen zum Projekt, aber auch zur Motivation, zum Prozess, zu weiteren Zusammenhängen und zu anderen Schritten für die Teilnehmer. Der Preis wurde dann an einer Gala-Veranstaltung von Kronprinzessin Viktoria von Schweden persönlich übergeben, denn der SJWP steht unter dem Patronat der Prinzessin. (dgt)

Ausgabe besuchen kann und das die ganze Welt betrifft.»

## Der Forschungstreu bleiben

Für Bauer ist denn auch klar, wie es nach der Kanti weitergehen soll. «Jetzt gehe ich erst eine Weile arbeiten, um Geld für einen Sprachaufenthalt zu verdienen und mache das Proficiency-Diplom, das höchste International anerkannte Englisch-Diplom.» Nach dem Sprachaufenthalt will sie sich an 19 an der ETH Zürich einschreiben. «Ich bin mir bis zu einem gewissen Grad sicher, welchen Studiengang ich belegen soll. Zuerst tendiere ich zu Umweltwissenschaften oder zu interdisziplinären Naturwissenschaften.»

So oder so: Der Forschung will sie treu bleiben. In der Woche nach Schweden war sie mit der Forschungsgruppe «Academia» der Kantonschule Wattwil im Tessin unterwegs. «Wir haben Feldforschung am Lago di Cadagno betrieben.» Dieser reichte sich durch seine einzigartige Beschaffenheit aus. «Der See ist in drei verschiedenen Schichten aufgeteilt. Die oberste Schicht ist wie bei einem See auch sehr sauerstoffreich und Lebensraum für viele Fische sowie von Vögeln.» Der Grund des Sees hingegen sei giftig und deshalb kaum besuchbar, sondern vor allem Schwefel und verschiedene Salze, die von unterirdischen Quellen in den See gesiebt werden. «Ein interessantes ist die Mittelschicht, welche rund 1,5 Meter tief ist und die giftige Untere von der obersten abtrennt. Deshalb, erklärt Bauer, und man spürt, dass die Jungforscherin in ihrem Element ist. «Das Wasser der Mittelschicht ist rosa, weil sich dort viele Schwefelbakterien befinden.» Diese filtern das toxische Wasser aus der Unterschicht und ermöglichen dadurch das Leben in der obersten Schicht. «Ein absolut einzigartiges Ökosystem, dessen Entstehung unglaublich interessant war.»

## «Wir müssen die Probleme lösen»

Die Impression, welche Bauer so bekommen hat, will sie in ihr zukünftiges Berufsleben mitnehmen. «Ich sah viele Projekte, von denen ich dachte: Das ist absolut genial, aber selber darauf gekommen wäre ich nicht.» Im Rahmen ihres Studiums will Bauer ihre Fähigkeiten als Forscherin weiter ausbauen. Denn für sie ist klar: «Gerade Probleme im Bereich Umwelt, Ökonomie und Nachhaltigkeit werden meine Generation stärker betreffen als diejenige der heutigen Tage. Deshalb wird es auch die Aufgabe meiner Generation sein, Lösungen zu finden.»

## Sonne scheint durch das Martinsloch

Wieder kündigt sich hoch über dem Bergdorf Elm auf 2642 Meter über Meer das faszinierende Naturschauspiel rund um das sagenumwobene Martinsloch an.



Zweimal im Jahr, jeweils im Frühling und Herbst, scheint der Lichtstrahl der aufgehenden Sonne genau eine Minute

lang durch das natürliche Felsenfenster und erleuchtet den Kirchbaum von Elm. Während drei Tagen erhalten Gäste Gelegenheit, das mythische Ereignis von Licht und Schatten vor Ort mitzuerleben. Dieses Jahr ist dies der Fall am Samstag, 30. September, Sonntag, 1. Oktober, und Montag, 2. Oktober. Mit ein bisschen Wetterglück strahlt die Sonne jeweils um 9.30 Uhr durch das Martinsloch.

Der Beobachter kann auf der Dorfstrasse in Elm bei der Kirche das einmalige Naturschauspiel direkt miterleben. Damit alle Besucher auch am richtigen Ort stehen, ist eine Richtungsleuchte am 9.15 Uhr vor Ort und kommuniziert das Schauspiel. An allen Tagen findet nach dem Ereignis in der Schietalstrasse eine gemeinsame Führung statt, wie die Ferienregion Elm mitteilt.

## Schüler singen Jubiläums-Popsong

Am 1. Oktober erwartet Besucher des Sommerfestes noch ein besonderes Ereignis. Schüler des Halbjahrganges Zentrums Gärners und Primarschüler aus Riedern singen nämlich nach dem Sommerfest gemeinsam das Lied «Santona Tok To Na». Vor diesem hat der St. Galler Musiker und Kinderpädagog Martin Tschäli einen für das Jubiläum des überaus beliebten Volkstanzes Santona komponiert. Im Song werden die wichtigsten Fakten zum Weibchen in einem Kinder-Popsong gepackt. (rgr)

\* Ansonsten mit dem öffentlichen Bus von Schwanden ins Bahnhofs Dorf oder mit dem Privatbus, Parkplatz bei der Gastwirtschaft, 041 81 11 11.

## Stadttunnel auch in Zürich Thema

Ein Tunnel soll Rapperswil-Jona vom Durchgangsverkehr entlasten. Das städtische Projekt «Stadttunnel Mitte» führt vom Seestadion bis zum Autobahnanschluss Hiltli der A33 (R3/Rapperswil-Jona). Nun beschäftigt sich auch die Zürcher Politik damit. Die Kantonsräte Thomas Michel (SVP, Hombrechtikon) und Ulrich Pflüger (SVP, Egg) haben eine Anfrage an den Regierungsrat gestellt.

In ihrer fünfseitigen Eingabe werten sie Angaben zu den erwarteten Verkehrsmengen und Auswirkungen auf den Verkehr in der Zürcher Oberland. Die Kantonsräte interessieren sich, ob der Stadttunnel Teil der interkantonalen Zusammenarbeit in Verkehrsprojekten ist. Auch wollen sie wissen, wie sich der Tunnel und die geplante Lärmschutzwand der Autobahn A33 zwischen Hiltli und Uster gegenseitig beeinflussen werden. Der Regierungsrat hat drei Monate Zeit für seine Antworten. (d)



Grosses Elze Kronprinzessin Viktoria von Schweden reichte Laura Bauer die Hand.



Fotomontage: Die 48 Jungforscher kommen aus 32 verschiedenen Nationen.

