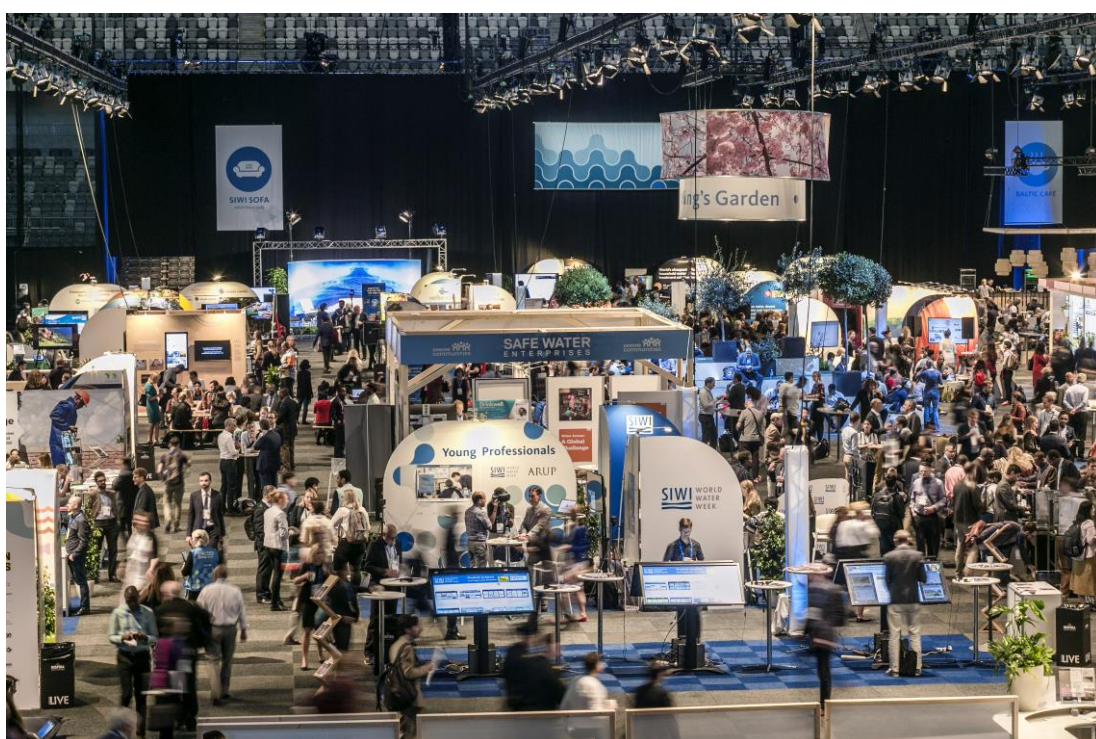




World Water Week 2019

“Water for Society: Including All”

25-30 August 2019 | Stockholm, Sweden



Final Report

November 2019

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1. World Water Week Stockholm 2019

With 4,000 participants, 277 sessions, 74 exhibitors and 578 convening organizations from 138 countries, the World Water Week (WWW) broke several records and experimented with new formats. One of the most noticeable trends in the water world is growing interest among young people. This was very evident at WWW, with one third of participants under age 35.

THE THEME of World Water Week 2019 was **Water for Society: Including all**, seeking to draw attention to the fact that humanity's major challenges are interlinked and can only be solved through broad solutions. The escalating water crisis has increased focus on the importance of good water governance, to make sure that there is enough clean water for the many competing needs. It is of particular importance that marginalized groups are not left behind and that they can influence decision-making. How this can be achieved was explored from various angles throughout World Water Week 2019. Many sessions were dedicated to sharing the knowledge of different groups, such as people living with disabilities, ethnic minorities, slum-dwellers, the young and the elderly. Other activities focused on how gender roles and power relations impact who gets what water, reminding participants that efficient water governance may require the challenging of traditional stereotypes.

THE WORLD WATER WEEK VILLAGE | In 2019, World Water Week relocated to a new venue, the Tele2 Arena in Stockholm, making it possible to create a collaborative and even more inclusive learning experience. Tele2 Arena allowed for greater flexibility and more networking opportunities, with a World Water Week village at its centre. Several sessions were opened to the public and young professionals could join one day for free and, for the first time, they had three days to choose from.

GOLD STANDARD | This year, 73 per cent of all sessions adhered to the Gold Standard, meaning that at least 40 per cent of presenters were female, at least one presenter was under 35, and the session was designed to encourage audience participation.

BACKGROUND | 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.

This year, [20 SWP Members](#) were involved in the SWWW (SWP stand and/or session). The Swiss Water Partnership's central elements were the booth with the Swiss reception and the [daily presentations](#), Switzerland's participation in the international competition [Stockholm Junior Water Prize](#), one co-convened a [session](#) together with 5 SWP members, and 1 exclusive high-level side event outside the official conference hosted by the Embassy of Switzerland in Sweden.



2. Summary of the Swiss Presence

The Swiss presence can be summarized as follows:

- ✚ **Booth Size and Setting:** The booth was in a new location, very accessible and large enough to include a presentation area, a lounge and a meeting corner with tables (the size was 30 m²). The design was kept as in the past years – clean and bright. As a networking hub, the place served for interaction, discussion, meetings. Compared to the former years, the booth had less sessions but gave more room to young people to present their initiatives (such as intergenerational talks between senior and junior water professionals and sharing lessons learned from the scientific expedition from glaciers to Aral). As the lightning and setting of the booth were different (1 open island booth in a large dark hall) the branding should be even stronger next year (the logo could be placed more prominently).
- ✚ **High visibility of the SWP booth events:** There was a min. of 25 people at SWP booth events (1 x even over 70 people). Compared to the past years, the audience almost tripled (10-15 people at the SWP booth in 2018). This indicates that the location of the SWP Booth is key. The fact of indicating early enough the wish of a **strategically well-located booth** proved beneficial to the Swiss water community since the SWP booth served as a **networking HUB** and a place for meetings. It is recommended to continue to **focus on quality and innovative ways to present (market place, games, networking aperitifs)** and the key messages that we, as Swiss water community want to transmit to the audience, rather than having a dense program at the booth, which poorly visited (quality before quantity).
- ✚ **The Swiss Events** (Swiss Reception at the booth and the high-level political Dinner-Discussion at the Residence of the Ambassador) were both appreciated by the audience, very popular and well attended, same as in the past.
- ✚ **Special event:** The exclusive SWP high-level event in collaboration with the Swiss Embassy in Stockholm as well as the Geneva Water Hub and the Swiss Agency for Development and Cooperation was well attended with over 70 people. Thanks to the unique collaboration with the Swiss Embassy in Stockholm, the private dinner-discussion with high level speakers (water ministers and experts from different regions of the world) was a success. It created increased political awareness on the challenges faced in securing access to basic water related services due to violence in conflict zones or when hosting population fleeing violence in neighbouring countries, and it underlined the importance of water as an instrument for dialogue and peace.
- ✚ **The Swiss water expertise was shared prominently** at the daily sessions with an average of 11 events per day where SWP members were involved. Out of the 70 SWP members, over 20 participated in this year's WWW. **In total, over 50% of all sessions during the WWW involved a SWP member.** It was also mentioned that in The SWP co-convoked one session (*"Addressing discrimination and neglect in WASH: An uncomfortable conversation"*) and received very positive feedback related to the content: it was perceived very specific, "unconformable", honest, authentic and high quality. It was live streamed and can be accessed here [part 1](#); [part 2](#); read the summary of the event [here](#)). Read the conclusion of the event [here](#).
- ✚ **Innovation:** Some aspects that were used to increase the innovative approach were 1) to go as paperless as possible (business cards with QR codes) through the reduction of print material, 2) the achievement of the Gold Standard for the SWP session (min. 40% of women; min. 1 young professional for each seminar), and 3) daily interactive sessions at the booth (intergenerational dialogues, youth platform, film screening).



- ✚ The topic of **youth** was very present – during the conference itself but also in this years' Swiss program. This trend is a positive development, despite there is a danger that youth can be instrumentalized or that as a young person it remains a challenge to really change things and be more disruptive. Further, there is also still exclusion from youth around the world. While last year, the SWP focused mainly on the Swiss Junior Water Prize, this years' activities were more diverse: **The Youth scientific expedition** from glaciers to Aral (SDC funded program) allowed the **Central Asia Youth for Water Network** to present its documentary on IWRM and Climate Change. The Geneva Water Hub organized **intergenerational water talks** (between senior and junior experts) at the booth and cewas gave the stage to **young entrepreneurs from all over the world**. Further, the SWP member Skat sponsored a **young professional from Sierra Leone** to attend the conference. The SWP held a session at the **SIWI young professional's booth** aiming at presenting the youth strategy and strengthen its network with other youth groups/young professionals. The youth led organizations such as **WYPW and the Young Water Solutions**, which are linked to SWP partner *International Secretariat for Water*, were key actors at the SWP Booth but also created noise during the conference. The **Swiss Junior representative, Zamir (SJWP Winner 2019)** had a dense daily schedule ranging from project presentations in front of a jury to sightseeing and he proudly represented Switzerland in the international final for the Junior Water Prize. All his activities were well coordinated by the Swiss Toilet Organization.
- ✚ **Strategic meetings:** The strategic meetings are key and were fruitful this year. The SWP has strengthened its relationship with ADB, the WB and national water partnerships, connected through the NowNet platform. All partners expressed their interest to deepen the collaboration for 2020 - especially the Dutch, French, Global and German Water Partnership. The World Bank is generally interested in the SWP study tour offer but a specific entry point needs to be found. Further, the **ADB confirmed a study visit for summer 2020**. The planning process will start in January 2020. These development show that there is high interest in the Swiss expertise by international key sector actors.
- ✚ The word **"Blue Peace"** (*standing for hydrodiplomacy/hydropolitics*) was the buzz-word and even mentioned at the closing plenary. Most Swiss events were centered around this topic, which created a nice red thread thorough the week that could be picked up easily by the audience. Besides **hydropolitics**, the word **"transboundary"** and **"Water Stewardship"** were key words.
- ✚ **Media/Social Media:** The SWP members' dynamic activities attracted a lot of attention and a SWP partner **landed on the front page of the official daily newspaper "the Water Front Daily"** (Antonella Vagliente, Young Water Solutions). The Swiss Junior Water Prize Winner 2019 Zamir Borojevic was featured in the Swiss local newspaper "Aargauer Zeitung" ([access article here](#)). Further, the SWP session on Addressing Discrimination and Neglect in WASH, an uncomfortable conversation was live streamed and can be accessed here [part 1; part 2](#). A summary of the event is accessible [here](#). Further, during the whole week the SWP events were mostly announced with a teaser through [Twitter](#) and [Facebook](#).
- ✚ The overarching conclusions from the Swedish organizers can be accessed [here](#).

3. Achievement of Goals and Objectives

3.1 Timeframe

The project timeframe takes one year. The first information on the call for engagement at the Stockholm World Water Week 2019 (SWWW 19) was shared with the members of the Swiss Water



Partnership (SWP) in November 2018. The preparation for the activities at the SWWW started in December 2018 with a discussion on potential topics for thematic events. The SWP secretariat coordinated the preparatory meetings and submitted one proposal for the events by the end of January 2019, which was 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 took place from August 25 to 30 August 2019. The last bills were sent out to the participating SWP member organisations in November 2019.

3.2 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.

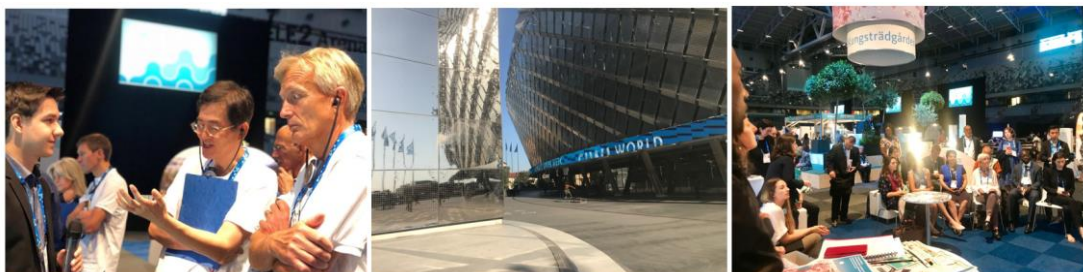
The main objective for the participation at the SWWW 19 was to **create visibility of Swiss water solutions internationally**, to **foster the promotion of the SWP members' knowhow** and to provide a **hub for networking** for the members.

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 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](#).

3.3 SWP Activities at the World Water Week 2019

The Swiss Water Partnership outputs, lessons learned and perspectives for the next editions 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 thematic event on *"Addressing discrimination and neglect in WASH: An uncomfortable conversation"*.



Zamir Borojevic SJWP winner 2019 | Entrance of the SWWW | Swiss Reception at the SWP Booth

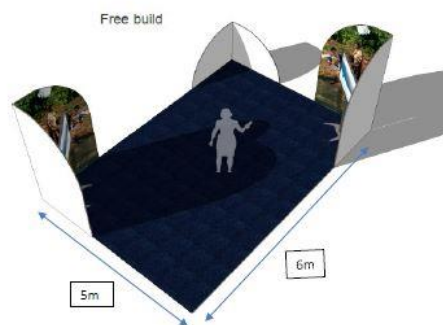
3.3.1 Swiss Water Partnership Booth



The SWP member dinner created an informal space for the Swiss participants to exchange and get to know each other to kick-off the week.

The Swiss Water Partnership booth was **co-convened by 4 member organisations** of the partnership (Cewas, eawag, Geneva Water Hub, Swiss Agency for Development and Cooperation) and **4 partners** (Swiss Embassy, Young Water Solutions, International Secretariat for Water, **Central Asia Youth for Water Network**). 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 and highlighted the youth focus.

Free build stand (minimum 30m2) SEK 2,250/m2 excl. VAT



This year, the Swiss booth had to deal with new regulations, such as restriction with the catering (serving aperitif only at certain hours of the day) and the sound was only allowed after 5pm. This made it also less attractive for SWP members to book a slot at the booth, because usually, it is the networking aperitif and the noise that attract the audience. Nevertheless, the SWP found a way to conduct its presentations, by going through a special headset for each visitor participating in the booth session guaranteeing no noise emission.

Besides these new rules, the SWP was well visited. Not only did the Swiss experts attract the crowd, but it was also a great location, which should be asked for again the coming year 2020 as it was very accessible to the conference participants.

The interior of the booth (free built, 30 m2) was similar to the past years. However, the booth was open on all sides (island format) with 4 cardboard corners (see picture). The advantage was that the booth was inviting the guests and the 4 corners could be designed freely on both sides. Daily coffee could be ordered via the official catering and unlike the other years, this was only dedicated to SWP members and visitors of a session. It reduced the maintenance of the coffee machine that was previously offered of the SWP staff considerably.

The clean, attractive booth with 2 animated screens, daily dynamic networking sessions and a friendly atmosphere was a highly appreciated and thus a well-visited booth. There was a min. of 25 people at SWP booth events (1 x even over 70 people). Compared to the past years, the audience almost tripled (10-15 people at the SWP booth in 2018).



SWP Booth 2019

Tips for Swiss Booth 2020:

- A larger space could be considered
- More space and surface for flyers and more storage room (for backpackers and bags from SWP members) should be planned for 2020
- The cardboard corners should be printed on both sides (inside and outside of the booth walls), maybe including the booth participants to print their own wall



- 2 screens were beneficial
- Branding needs to be more dominant
- Location needs to be the same
- The sound system from the embassy can be used and was helpful for the Swiss reception
- encourage to bring display material and use QR codes to access information (instead of big publications and flyers)
- The goal of the booth is to be a place for meeting, networking and creating business opportunities. It is a central Hub for visitors.
- Dynamic event formats at the booth (ideally including an aperitif) are highly encouraged as they attracted quite a few visitors, making the SWP one of the best visited stands.
- 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.
- Key should be 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 2020 edition, maybe even in a kick-off meeting together with the interested members, so they can shape their presence.

3.3.2 Swiss Reception – Launch of the Blue Peace Index

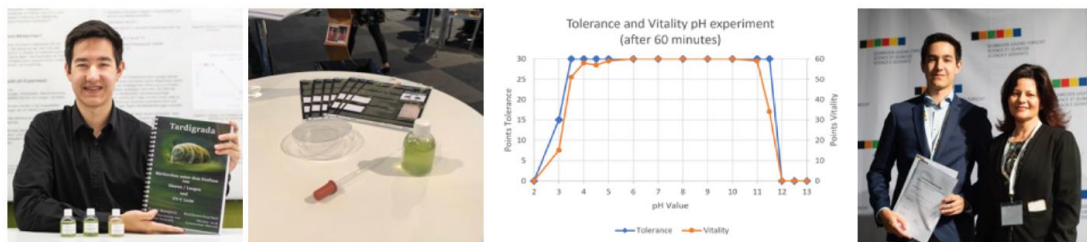
The Swiss Reception was organized traditionally on the Monday. It was another highlight of the week and attracted many visitors (over 120 people). The booth location proved advantageous as it was very accessible to all the people that wanted to stop by. The event was supported and co-organized by the Swiss Embassy. Welcome addresses were shared by Claudia Fontana Tobiassen, Chargée d’Affaires a.i., Embassy of Switzerland in Sweden, and Olga Darazs, Chair of the Swiss Water Partnership. This was followed by the **launch of the Blue Peace Index** by Stéphanie Piers de Raveschoot, Global Programme Water, Swiss Agency for Development and Cooperation (SDC) in partnership with the Economist Intelligence Unit (EIU). The jointly developed “[Blue Peace Index](#)” is an innovative tool



benchmarking transboundary freshwater basins. This mechanism measures countries’ and basins’ use of water for promoting peace and highlights potential improvements across water management, cooperation and investment. The reception provided a good opportunity for the SWP members to connect and extend their network in an informal atmosphere.

3.3.3 Switzerland at Stockholm Junior Water Prize 2019

The Swiss Junior Water Prize (Swiss-JWP) was awarded for the third 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.



Zamir Borojevic, his research and Karla Schlie, Coordinator of the SJWP

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 2019 was awarded to Zamir Borojevic for the project “Tardigrada – Bärtierchen unter dem Einfluss von Säuren/Laugen und UV-C Licht”. Tardigrades are animals that can adapt to some of the more extreme environmental conditions. The Jury has commented the following: “Given the fact that *the Tradigara* have the remarkable ability to circumvent such problems and are able to survive complete dehydration, freezing and other extreme environmental conditions such as changes in pH, UV radiation, etc., future research on tardigrades could provide fundamental understanding about the interactions between life and water, leading to better ways to cope with environmental and climate changes.”

This year, a total of 56 finalists from 35 countries submitted written projects to enter the 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. The Swiss contestant was interviewed on Monday 26th August in the second group of finalists. Besides the interviews by the jury and the projects’ exhibition framed within the World Water Week, the contestants attended a series of events that encourage intercultural exchange and strengthen friendship bonds among the participants. They were also the main actors during Malin Falkenmark’s Young Scientists Symposium on Climate Change, where the finalists submitted a common Youth Statement on Water and Climate Change to be included in the final review of the World Water Week. The highlight event 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. [Read the full SJWP Report here.](#)



Swiss Finalist Zamir Borojevic presenting his research work using an iPoster along with samples of experimental material to the Jury.

3.3.4 Thematic Event



This year, after a highly competitive selection process, the thematic SWP proposal was accepted, earning the gold standard (requiring min. 40% of women and min. 1 young professional for each seminar). The SWP together with Skat and 4 other members and partners were actively involved in the event (preparation, outline and announcement in the programme, presentation and moderation, support in communication and advertisement). [Read more about the event here.](#)

3.3.5 Strategic Meetings with Key Partners and Donors



Strategic meetings prove extremely valuable. The SWP secretariat was able to meet the main key actors of the sector, not counting the informal meetings and contacts made during networking events. On the initiative of a SWP member that organized a closed match-making event “enablers meeting” out side of the official program under the “Global Water Entrepreneurs Pact” that brought together entrepreneurs and donors. The event was very well received and will be continued in 2020.

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 (e.g. study tour planned for summer 2020).

3.3.6 Dinner-Discussion on Water & Armed Conflicts



Panel Discussion on Water and Armed Conflict

The work of Geneva Water Hub on the review of the international legal framework for the protection of water infrastructure was presented “[Geneva List of Principles on the Protection of Water Infrastructure and its Commentaries](#)”.

Representatives from Afghanistan and Jordan shared the struggle they are facing in securing access to basic water related services due to violence in their country or when hosting population fleeing violence in neighbouring countries. ICRC celebrating the 70 years of the Geneva Conventions gave an insight of their long-standing expertise in the provision of water in

increasingly complicated context. UNICEF is pushing forward the agenda of water and peace by publishing a series “[water under fire](#)”. It calls for stopping attacks on water and sanitation infrastructure and personnel. The Stockholm International Peace Research Institute SIPRI shared its observation on the interrelated agendas of peace and development. Finally, the Nederland through its special envoy for Water Ambassador Ovink Henk and Switzerland closed by calling for coordinated political engagement for pushing forwards the agenda of water 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.

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 coordination between SDC, the Embassy, the Geneva Water Hub and the SWP. The collaboration with the Swiss Embassy and SDC Team was excellent and will continue next year.

3.3.7 Conclusion

Overall, the objectives of the participation of the SWP at the SWWW 19 have been reached. The SWP activities are consolidated and the Swiss presence at the SWWW is strong. The SWP continues to have a high recognition value due to its popular booth events, the high quality sessions and the participation at the Stockholm Junior Water Prize.

Practical experiences, such as networking aperitifs, film screenings and youth events at the booth should further be encouraged as they attract the people.

The goal for the next edition will be to further foster successful elements and focus on innovation, dynamism, stronger branding, to explore more sponsorship opportunities.



Finally, the main goal will be to further consolidate the SWP activities for a positive recognition of the Swiss water sector, proposing innovative high quality solutions. Further, it should be thought of ways on how the SWP members can have even a better experience at the booth (by making the format or the conditions of co-owning the booth even more attractive). 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 overall. This will be achieved by creating unified messages that the Swiss sector as a whole wants to formulate.

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 and define the long-term goals clearly.

4. Contributions from the SWP

The total costs related to the outcomes described above were **CHF 73'511.20** of which **79 %** were covered by the SWP (+19 % compared to 2018), and **8 %** (- 16 % compared to 2018) by the members. The share of the Switzerland Global Enterprise contribution amounts to **13 %** almost the same share as last year. Further details on the financial contribution are presented in section 6. 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. 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).

5. Criteria

5.1 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 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 and exclusive events allow to establish ground for collaboration.

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.



5.1 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 2020.

Different marketing / communication measures though (social) media contributed also to the visibility aspect. An effective communication tool remains the Swiss program flyer, which should be printed again from 2020, as in the past years. Activities were also promoted and livestreamed on the [twitter account of the SWP](#), youtube and on [Facebook](#). Social Media has proven useful for the outreach. 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 app was used as main program guide and for event announcements.

3.3 National Reach

The SWP currently represents 70 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.

This year, among the co-convening member organisations (booth and sessions) most were from the German speaking part while only 20% were from the Romandie. 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.

6. Finances

The overall costs for the coordination of the Swiss presence at the SWWW 19 were 14% higher compared to last year and consisted of a total of **CHF 73'511.20**. 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 positive but it was mentioned that the SWP guiding role is key in the preparatory process for SWP members.

The expenses are slightly lower than expected. The budget was calculated more generously due to the change in location, which implies a new setting (hotel, logistics, new regulations of the arena, new pricing for services, etc...). However, it turned out that the renting material for the booth was less expensive than expected, since the company has changed. Further, the expenses for the seminar were lower due to the acquired "gold standard" and the hotel stay was cheaper than expected due to a special offer (very early bird booking). The marketing costs were considerably reduced due to the decision to reduce the communication material (no special roll-up and no official Swiss flyer, only QR codes linking to the online program on the SWP website).

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 with a reduction of 40% due to the generous offer from SGE. This discount is explicitly mentioned on the final bills sent to the co-convening organisations. The income from co-convenors for the SWP booth and the joint events is **8 %** (-16 % compared to 2018) of the total costs.

The cost repartition is detailed in the two financial tables in the annex: 79 % (+19 % compared to last year) were covered by the SWP while the members contributed with 8%. The amount received from Switzerland Global Enterprise makes 13 % of the total costs, almost the same as last year.

7. Date and Signature of the Applicant

Zurich, 25.11.2019

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