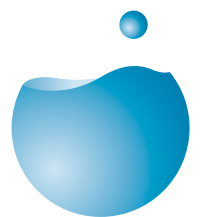




WATER SECURITY FOR WORLD HEALTH

ANNUAL REPORT 2020



WORLD
WATER
COUNCIL



The World Water Council is an international multi-stakeholder platform organisation, the founder and co-organiser of the World Water Forum. The Council's mission is to mobilise action on critical water issues at all levels, including the highest decision-making level, by engaging people in debate and challenging conventional thinking. The World Water Council, headquartered in Marseille, France, was created in 1996. It brings together 400 member organisations from more than 50 different countries.

www.worldwatercouncil.org

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2020: A VERY SPECIAL YEAR



The year 2020 was a very special year, marked by the outbreak of a pandemic that has affected much of the world.

It has disrupted the entire planet, caused the loss of so many lives, closed many borders and slowed the flow of goods. The year 2020 came to an end without COVID-19 having disappeared, nor its consequences of death and illness.

The consequences have been multiple, with a world full of restrictions, lack of medicines in many countries, dramatic food shortages for the poorest, and landlocked countries. In parts of Africa, South Asia and Latin America, hunger has killed more than the pandemic.

And water in the middle of all this? Yes, we can say “in the middle”, because in such a pandemic, water

remains the first protection. Washing your hands and body and cleaning everyday objects is the first and best defence against the spread of the virus. This is why the World Water Council, in a symbolic gesture, presented around 80,000 bars of soap to Senegal and the City of Dakar for the most deprived populations.

Throughout the year, our Council has been mobilised to support the detection of the virus through the analysis of wastewater. At the instigation of our colleague Ahmet Saatçi, President of the Turkish Water Institute, we have created an international group to exchange the expertise of more than 50 countries and cities.

This experience has enabled rapid progress to be made in monitoring the increase or decrease in the presence of COVID-19 in wastewater treatment plants as well as primary and secondary sewerage networks. This work is continuing with more and more participating organisations and may include other viruses and pandemics in the future.

Facing the pandemic and its links to water, the Council has justified one of its “*Raison-d’être*”: addressing today’s issues to implement tomorrow’s solutions.

Our action, of course, has continued in many ways. Our travels have been reduced, and like so many others we have improved our ability to work in virtual meetings using our digital capabilities and tools.

Water security has remained both our top priority and objective. Quantity and quality of available water, use by use, region by region, were at the heart of our work in each of our meetings. Whether due to the influence of demographic pressure, the weight of urbanisation, agricultural and industrial demand or climate evolution, we have proposed responses that always aim to improve access to water and sanitation for the greatest number.

Two concepts have emerged. The first is to emphasise the need for a better balance between water for Man and water for Nature. Securing water to protect ecosystems and biodiversity has gradually become a necessity equivalent to securing water for human development.

The second is the recognition of a cross-cutting approach to water uses, which complements the

exclusivity given to a vertical “monohydric” analysis based on a single model of “the cycle of water”.

The World Water Council has been expressing for years that water, electricity, food, health and education – the Five Fingers Alliance – require mixed and joint approaches.

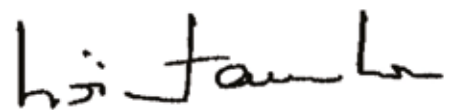
Siloed solutions are no longer sufficient, where multidisciplinary is becoming increasingly important.

Both concepts include a double obligation that the World Water Council expresses in the long term. The first is summarised in our slogan “water is politics”. The water community provides technological and institutional solutions thanks to the three pillars of “Innovation–Finance–Governance”. But their implementation, management and control are a matter of political choice and decision.

The second concept is the integration of our action into the process of achieving the Sustainable Development Goals by 2030. These too involve a multidisciplinary approach in which access to water is a key issue.

All of this continuous work has only been made possible by the participation, commitment and enthusiasm of our 366 member organisations. From the most renowned to the most discreet, they have, each in turn, each in their own place, contributed their experience, their know-how and their determination to make access to water and the right to it a global priority.

In conclusion, I would like to extend my warmest thanks to the members of the Board, the Council, and the entire staff who, during this very special year of 2020, have made it possible for the World Water Council’s action to be more widespread.



Loïc Fauchon
President, World Water Council



WORLD WATER COUNCIL

WHO WE ARE

The World Water Council has been a respected voice for water for 25 years. As an international multistakeholder platform organisation, the Council has united expertise from diverse sectors, regions, disciplines and professional fields to mobilise action on critical water issues at all levels, including the highest decision-making level. That mobilisation has grown year after year, building recognition for water on the global agenda.

Established as an international not-for-profit organisation with its headquarters in Marseille, France, the Council is independent, impartial and not bound to any special interests. It represents more than 360 member organisations in 57 countries, who help shape its strategy and programmes and take an active part in its various working bodies.

Through collaborative efforts, these members commit to advancing the water agenda while dedicating their skills, experience and time to help solve complex water challenges all over the world. This is all guided by a singular strategic vision, realised through four levels of governance:

The **General Assembly**, consisting of all Council members, endorses the annual financial accounts and authorises the budget. Every



three years, the General Assembly approves the Council's strategy and work programme. Each active member organisation holds one vote to elect the Board of Governors.

The **Board of Governors**, representing a balanced set of stakeholders from every sphere, oversees the Council's mission and values and guides its activities. Governors ensure proper use of budgets and appropriate implementation of programmes. Thirty-six Governors are proportionally distributed according to the number of active members in each of the Council's five colleges.

The **Bureau**, consisting of the President and five other Board members, is responsible for preparing and executing the decisions of the Board of Governors and the General Assembly. The members of the Bureau assist the Board in realising the Council's strategy.

The **Task Forces** advance work in specific areas over finite timeframes. Their activities are generally led by Governors and engage the wider membership.

GENERAL ASSEMBLY | 366 Member Organisations*

BOARD OF GOVERNORS | 36 Organisations

COLLEGE 1 Inter-governmental organisations (4 Governors)	COLLEGE 2 Government and government promoted organisations (8 Governors)	COLLEGE 3 Commercial organisations (7 Governors)	COLLEGE 4 Civil society organisations (7 Governors)	COLLEGE 5 Professional and academic organisations (10 Governors)
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BUREAU				TASK FORCES
PRESIDENT Loïc Fauchon, Société des eaux de Marseille, France				
VICE-PRESIDENT Lalla Asma El Kasmi, Office National de l'Electricité et de l'Eau Potable, Morocco				
TREASURER Rui Godinho, Portuguese Association of Water and Wastewater Services	Qiuchi Shi, International Economic & Technical Cooperation and Exchange Center, China	Jorge Lima Werneck, Regulatory Agency for Water, Energy and Basic Sanitation of the Federal District, Brazil	Ahmet Mete Saatçi, Turkish Water Institute	
Water Security Global Changes Financing Water IWRM and Transversality				

*Membership is determined as of 31 December 2020

WHAT WE DO

Mobilise political action

The Council engages proactively in hydro-diplomacy and raises the awareness of high-level decision makers on water issues. It also promotes policies that help authorities develop and manage water resources and encourage efficient water use. By providing concrete responses in relation to knowledge, finance and governance, the Council mobilises political action on a global scale across national governments, parliaments, local authorities and United Nations bodies.

Confront critical issues

Seeking to challenge accepted wisdom and to stimulate new thinking as a force for change, the Council takes the initiative on emerging issues likely to affect water security. It deepens, synthesises and shares knowledge around critical thematic issues, while carefully considering all of the social, environmental and economic dimensions of water sustainability. Together with members and other stakeholders, the Council strives to make a distinctive contribution by creating alternative approaches to global water challenges.

Co-organise the World Water Forum

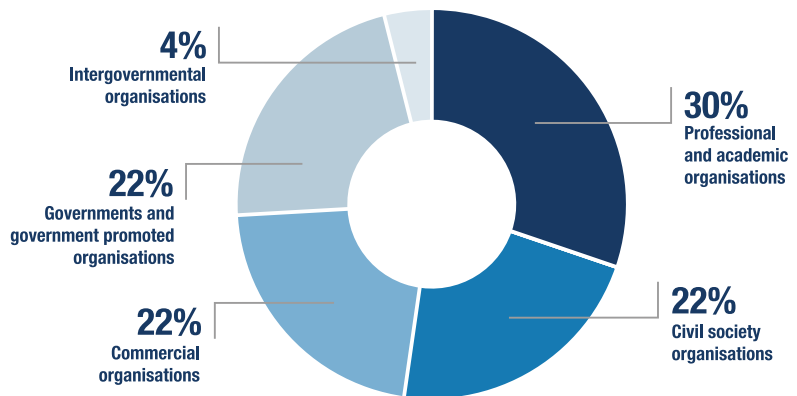
The World Water Forum is the largest global gathering on water. It takes place every three years and is co-organised by the World Water Council with a new host country each time. The event catalyses collective action for water and provides a unique platform where the water community and key decision makers can collaborate. The Forum brings together participants at all levels and from all spheres, embracing politics, multilateral institutions, academia, civil society and the private sector.

MEMBERSHIP

As of 31 December 2020, the World Water Council had 366 member organisations from 57 countries around the world. Every single one of these members brings to the Council its unique experience and strong commitment. Together, they represent the Council's greatest asset.

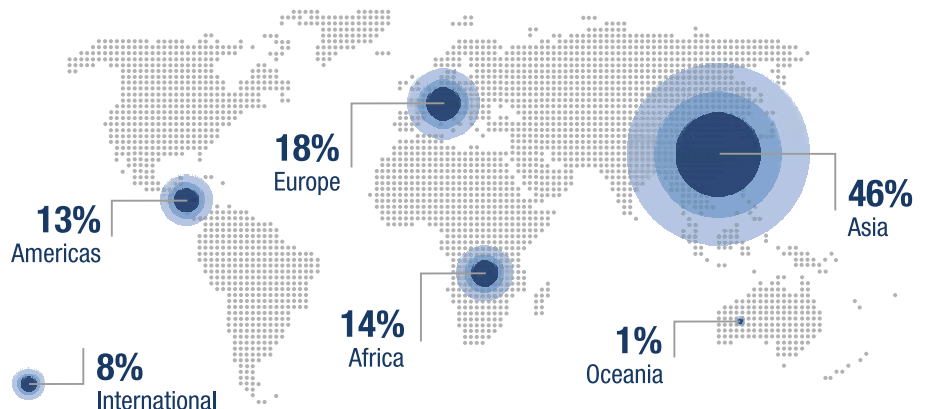
The Council's membership is a remarkable network that links different sectors, regions, disciplines and professional fields with wide-ranging expertise and interests. This diversity is one of the Council's most important assets and plays an essential role both in its governance and its endeavours. All members enjoy the same rights, benefits and an equal vote in strategic decisions.

College Distribution



366
Member Organisations in **57** countries

Geographic Distribution



Membership is determined as of 31 December 2020

2020 HIGHLIGHTS

INITIATING ACTION

APRIL

Combatting COVID-19

The pandemic highlighted the importance of personal hygiene around the world, with soap and water playing a central role in the fight against COVID-19. To show solidarity with Senegalese partners and to join global actions to combat the disease, the Council donated two separate batches of soap to the country – the first arriving just after the start of the pandemic.

Governor of the World Water Council, Mamadou Dia, on behalf of President Loïc Fauchon, presented around 80,000 Marseille soap bars to the Minister of Water and Sanitation, HE Serigne Mbaye Thiam, and to the Mayor of the City of Dakar, Soham El Wardini, who thanked the World Water Council for the timely and meaningful gesture.



5 FEBRUARY

Political engagement in Wallonia

At the 71st meeting of the Board of Governors in Liège on 5 February, the Walloon Minister for the Environment, Nature, Forests, Rural Areas and Animal Welfare, Céline Tellier, expressed her region's international commitment to the water agenda by officially announcing Wallonia's participation in the 9th World Water Forum. The day before, the Mayor of Liège, Willy Demeyer, announced the entry of his city into the Council's members' network.

6 FEBRUARY

Fostering dialogue at the European level

In Brussels, Council Governors engaged with EU parliamentarians and representatives.

- The first meeting was held in February at the European Commission with Soraya Rodriguez, Member of European Parliament within the Committee on the Environment, Public Health and Food Safety.
- A second meeting was then organised at Water Europe's headquarters with Veronica Manfredi, Director for Quality of Life in the Directorate-General for Environment, to discuss water security and better management of water resources.



ON THE ROAD TO DAKAR



24 FEBRUARY

A strong message to water operators in Africa

At the opening of the Symposium of the 20th African Water Association (AfWA) International Congress in Kampala, Uganda, President Fauchon addressed African water operators, highlighting the importance of water security as a vehicle for peace.

Abderrahim El Hafidi, President of AfWA and WWC Governor, signed a partnership agreement with the WWC and the Secretariat of the 9th World Water Forum to collaborate fully during the Forum's preparatory process.

27 JULY

Water security in the Islamic world

In July, the Islamic World Educational, Scientific and Cultural Organization (ICESCO), the National Office of Electricity and Drinking Water of the Kingdom of Morocco (ONEE) and the Secretariat of the 9th World Water Forum organised a joint virtual conference. In his opening speech, President Fauchon insisted on the need for political solutions to water challenges. World Water Council Vice-President Lalla Asma El Kasmi and Board Member Ahmet Mete Saatçi both participated in the conference, offering valuable input on water issues in the Islamic world.

1 SEPTEMBER

Presidential meetings in Paris and Dakar

The importance of the 9th World Water Forum was jointly affirmed by the President of the Republic of Senegal, HE Macky Sall, and President Fauchon in Paris in September and reaffirmed in Dakar in November. Both agreed that the Forum represents a major opportunity to identify solutions to enhance access to water and sanitation for the most deprived populations around the world.



21–24 SEPTEMBER

Addressing global changes in Nairobi

In his opening speech at the virtual Congress on Water Security hosted in Nairobi, Kenya, President Fauchon pointed out that enormous additional pressure on service provision and water resources is being driven by galloping population growth, increasing urbanisation and ongoing climate change.

18 OCTOBER

Water security in arid regions

President Fauchon delivered a virtual speech during the opening ceremony of Cairo Water Week 2020, held in Egypt. He highlighted the pressing need to increase water resources in arid regions to cope with the combined effects of climate change and population growth.

26 OCTOBER

Water and sanitation for all in Latin America

During the opening ceremony of the 2020 Brazil Water Week, organised by the Brazilian Association of Sanitary and Environmental Engineering (ABES), President Fauchon emphasised the importance of water and sustainable sanitation in preventing contagious diseases such as COVID-19.

2–5 NOVEMBER

Postponement of 9th Forum

After monitoring the pandemic for several months, President Fauchon travelled to Dakar for meetings with the Ministers of Water, Sanitation and Infrastructure, as well as the Mayor of Dakar and the country's President. Following consultation, and to guarantee the best conditions for participants, the President of the Republic of Senegal, HE Macky Sall, and President Fauchon issued a joint announcement officially postponing the 9th World Water Forum to March 2022.

JOINING FORCES WITH PARTNERS AND MEMBERS

9–10 JANUARY

OECD Water Governance Initiative

The Council, represented by its Bureau member Rui Godinho, participated in the 13th Water Governance Initiative meeting, held at the Organisation for Economic Co-operation and Development (OECD) Headquarters in Paris. The meeting gathered more than 80 members and partners and allowed participants to share knowledge and experience on recent water governance reforms and research.



9 SEPTEMBER

Asian parliamentarians commit to water security

During the 2nd Asia National Assembly Water Consultative Board (AAWC) Meeting, President Fauchon addressed 28 parliamentarians from 13 Asian countries to discuss

solutions addressing water challenges in the region. The President offered congratulatory remarks to Jae-ill Byun, new Chairman of the AAWC Consultative Board and member of the National Assembly of the Republic of Korea.



17 SEPTEMBER

Water as a vehicle for peace at Holy See Forum

Organised by Encuentro Mundi and the Pan Amazon Ecclesial Network (REPAM), the Holy See Virtual Water Forum featured a range of renowned panellists. In his contribution, President Fauchon emphasised that the right to water is meaningless without its prerequisite: access to water.

6 OCTOBER

Urgent collective action for water security

President Fauchon, together with other high-level panellists, discussed practical solutions and recommendations to drive collective

action towards water security. This virtual event was organised by the Civil Society Engagement Group C20, a G20 official engagement group.

18 OCTOBER

Joining world engineering experts in Asia

In his address, President Fauchon highlighted the urgency of designing ‘smart countrysides’ to counterbalance ‘smart cities’ during the virtual International Association for Hydro-Environment Engineering and Research (IAHR) and the Chinese Hydraulic Engineering Society (CHES) Annual Conference.

10 NOVEMBER

Global Water Leaders Forum

President Fauchon delivered the opening speech at the Global Water Leaders Forum, which was organised virtually by K-water, Korea’s national water company and a long-time member of the Council.



DELIVERING ON OUR PROGRAMMES

Despite the pandemic slowing down some aspects of their workplans, the World Water Council's four Task Forces continued their activities during 2020. The 9th World Water Forum will be an important milestone for the outputs of the Task Forces as their work bears strong linkages with Forum priorities.

WATER SECURITY

Water security refers to the availability of an adequate quantity and quality of water to sustain socioeconomic development, livelihoods, health and ecosystems, everywhere.

Continued collaboration on ‘Global Water Security’

The Chinese Ministry of Water Resources and the World Water Council made strong progress on the Chinese translation of the book ‘Global Water Security’, which highlights the relationship between the water sector and various other

sectors. This collaboration was further enforced in August 2020 by the signing of an addendum to the Memorandum of Understanding between the Council and Ministry, which supports the activities of the Task Force on Water Security and Sanitation.

OECD Africa programme

The Council continued to cooperate within the Organisation for Economic Co-operation and Development (OECD) Programme on Water Security for Sustainable Development in Africa, which was formulated by the OECD as a follow-up to the King Hassan II Great World Water Prize received during the 8th World Water Forum in 2018. The OECD

pledged to invest the funds of the prize to in-depth work dedicated to Africa, in view of the 9th World Water Forum to be held in Dakar in March 2022. In this respect, a webinar on ‘The Governance and Economics of Water Security in Africa’ took place in September 2020.



WATER FINANCING

In recent years, the challenge of financing water has been met with advanced thinking around new and innovative ways to attract more funding for water.

Building a framework of activities

The Task Force’s framework of activities was presented to the Board in Liège in February 2020 and outlined three principal activities. Developing tangible outputs for these activities included continuing analytical work on blended finance and new activities on nature-based solutions. The Task Force also discussed future work on enabling environments.

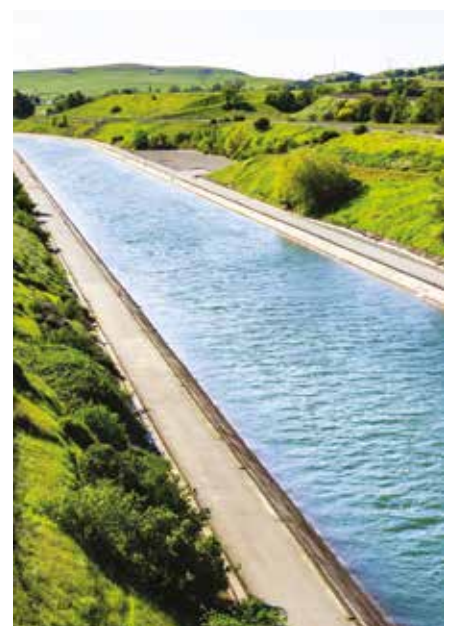
Clarifying blended finance

The finalisation of the Terms of Reference (ToR) on blended finance was an important step for the Task Force’s work. The ToR focused on clarifying the term ‘blended finance’ to identify what it is and what it is not. In addition, a report to be launched at the 9th World Water Forum will highlight case studies where blended finance has worked and will also provide lessons learned and recommendations.

6th Roundtable regional meeting

The sixth meeting of the Roundtable on Financing Water, a regional meeting focused on Europe, took place virtually in December 2020. It was co-convened by the European Investment Bank and the OECD. The

meeting is part of the Roundtable on Financing Water global initiative, a joint programme of the OECD, the World Water Council, the Netherlands and the World Bank.



GLOBAL CHANGES

Large-scale forces are reshaping the world of water – including changes in the climate, which are affecting water resources globally.

World Water Day focuses on climate change

The Council contributed to the United Nations World Water Development Report 2020, 'Water and Climate Change', launched in March on World Water Day. A chapter in the report highlighted the challenges and opportunities relating to climate finance and contained references to the Council's co-published report, 'Water Infrastructure for Climate Adaptation: The Opportunity to Scale Up Funding and Financing' (2018) as well as 'Water: Fit to Finance? Catalyzing National Growth through Investment in Water Security' (2015). The Council also relayed the important messages that were issued by the global water community on water's crucial role in relation to climate change.

HELP on water and disasters

The High-level Experts and Leaders Panel on Water and Disasters (HELP) met for the 15th time in May. The meeting was held online due to the pandemic, with President Fauchon giving a keynote address that covered the lessons that could be learned from COVID-19. During his speech, he highlighted the need to break the vicious cycle that disasters entail by placing water at the core of disaster risk reduction frameworks and policies.



WASAG initiative

To help raise the awareness of the role of water in agriculture and to ensure global food security in a changing climate, the Council continues its engagement as Steering Committee member of the Global Framework on

Water Scarcity in Agriculture (WASAG) led by the Food and Agriculture Organization of the United Nations (FAO). A series of nine webinars was held throughout 2020 under the WASAG initiative. The Steering Committee also elected a new Chair of WASAG in September.

IWRM AND TRANSVERSALITY

The Council is committed to refining integrated water resources management (IWRM) and the governance of water as a resource that traverses every domain of sustainable development.

Towards a systemic approach

In 2020, a ToR was drafted which provided a strong first approach as to how the objectives of the Task Force would be met. After reviewing the ToR, the Board suggested the document should be reworked to give it a more transversal approach with a focus on energy, food, education and health.





WORLD WATER FORUM

Every three years a different country hosts the World Water Forum, the world's largest event on water. It is a single platform where the water community and its many decision makers can meet and define collaborations for long-term progress, seeking water security and adaptability on a global scale.

The World Water Council has co-organised all eight past Forums in cooperation with host countries. The events have grown ever larger, from a few hundred attendees gathering in 1997 to more than 100,000 at the 8th Forum in 2018. Due to take place in Dakar, Senegal, the 9th World Water Forum will be the first large-scale international water-related event to be held in sub-Saharan Africa.

Although 2020 was a challenging year, the preparatory process continued for the 9th Forum, while the selection process for the 10th Forum also took place.

9TH WORLD WATER FORUM

Despite the multiple disruptions in 2020 caused by the global pandemic – including the postponement of the 9th World Water Forum – the World Water Council ensured that progress on Forum groundwork was maintained, with a range of online meetings and events resulting in a very busy and productive year for the Forum teams. Throughout 2020, preparatory work and collaboration continued between the Council and the Republic of Senegal.

Meetings between Council representatives and Senegalese authorities kicked off in January, when the International Steering Committee (ISC) co-chair Patrick Lavarde and World Water Council Counselor Guy Fradin met important political stakeholders, including the Association of Mayors of Senegal, 18 members of the National Assembly, key NGOs, and the Vice-Mayor of Dakar. Four ISC Bureau meetings were held remotely throughout the year.

Forum Groups gain momentum

The Council received an overwhelming response to its call for Expressions of Interest to participate in the Working Groups of the 9th Forum, which was launched in January, with almost 600 organisations answering the call. The Groups are based on the four priorities of the Forum: water security and sanitation; rural development; cooperation; and means and tools (including financing, governance and



Council representatives meet Parliamentarians from the Senegalese National Assembly, Dakar, Senegal, 17 January

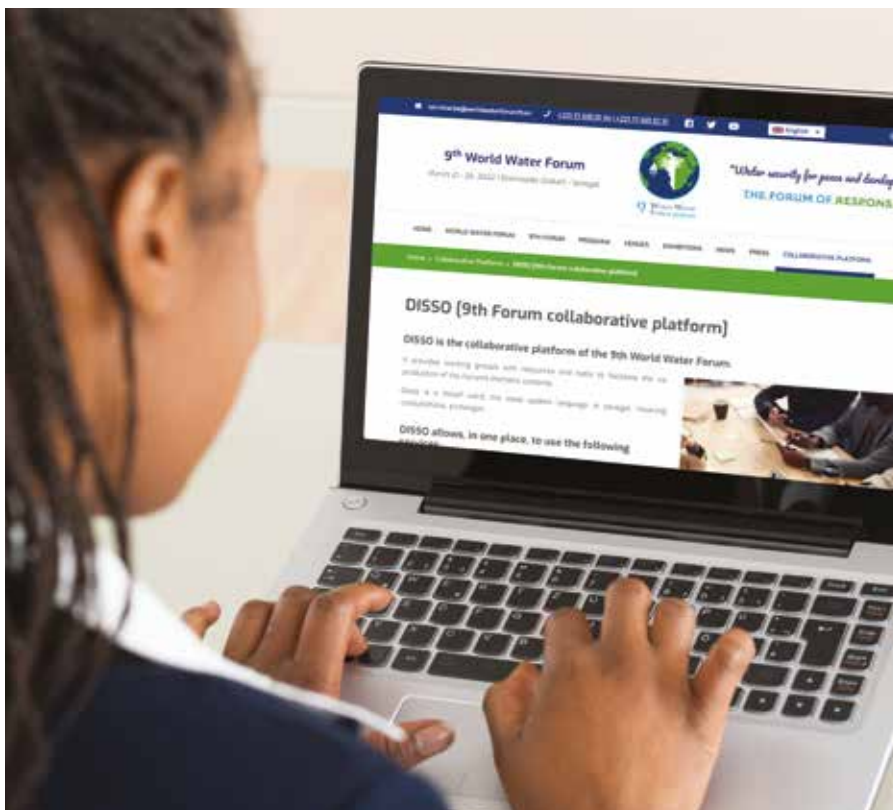
knowledge). After consideration and consultation, more than 300 organisations were selected to participate in a range of Pilot Groups, Action Groups and Consultative Groups.

Group work began in April 2020, with a series of teleconferences taking place to provide participants with all the necessary information about the Forum development process and to enable them to start working together.

To facilitate exchanges between these Groups, an online collaborative platform named DISSO, which means ‘consultations and exchanges’ in the Wolof language, was launched at the beginning of May 2020, thanks to support from Microsoft. The platform allows all Working Groups to access resources and tools to facilitate exchanges concerning Forum activities, and provides a space for discussion



The 9th World Water Forum International Steering Committee (ISC) meets to talk about progress and upcoming priorities, Liège, Belgium, 4 February



Home page of DISSO, the collaborative platform for the 9th World Water Forum working groups

and simultaneous modification of documents. From June, Pilot and Action Groups worked together to define action plans which formed the basis of discussions during the consultative process on DISSO. Preliminary action plans were approved at the end of 2020.

The second Stakeholders Consultation Meeting, initially scheduled for July 2020, was postponed to a later date due to ongoing travel restrictions.

Postponing the Forum

In early November, President Fauchon met with HE Macky Sall, President of the Republic of Senegal, in Dakar to discuss the 9th World Water Forum in light of COVID 19 and international travel restrictions. Following the meeting, an official joint announcement was sent to all

Council members and Forum-related organisations informing them that the event had officially been postponed until 21–26 March 2022.

Forum sessions go online

Despite the pandemic, the Council maintained a presence on the global water stage by attending and contributing to a range of online milestone events for the Forum, such as the meeting organised by the Islamic World Educational, Scientific and Cultural Organization (ICESCO).

The Council and the Forum Secretariat also co-organised special Forum sessions for Stockholm World Water Week in August and Cairo World Water Week in October, sharing the call to action to ‘Join us on the road to Dakar 2021’ and maintaining momentum on the progress of the preparatory process.

10TH WORLD WATER FORUM

Preparing for a large event such as the World Water Forum requires long-term planning, so work is well under way for the 10th Forum.

In February 2020, the Forum Guidelines were approved by the Board of Governors. Due to the pandemic affecting travel, planned face-to-face Forum meetings and information sessions had to be transformed using video conferencing. Following sessions with candidates during June and July, they were informed by email that their final bids to host the 10th World Water Forum should be submitted to the Council Secretariat by September. The committee met several times by video conference to discuss the examination procedures and the content of the proposals.



ORGANISATION

The World Water Council's Board of Governors met three times in 2020 – twice virtually, due to the pandemic – to provide guidance on Council activities. During the peak of the COVID-19 crisis, the Council continued to host Bureau meetings every three weeks to closely monitor the situation and follow the progress of the Council's work globally.

71st Board of Governors meeting

In February, the Board of Governors of the World Water Council met in Liège, hosted by the Compagnie Intercommunale Liégeoise des Eaux (CILE), for what would be the last face-to-face meeting for many months due to COVID-19

travel restrictions. The meeting was opened by the Walloon Minister for the Environment, Nature, Forests, Rural Areas and Animal Welfare, Céline Tellier. The evening before, Council Governors were invited to a welcome ceremony at Liège's City Hall.



World Water Council 71st Board of Governors meeting, Liège, Belgium, 5 February



Mayor of Liège, Willy Demeyer, welcomes Council Governors for the 71st Board meeting, Liège, Belgium, 4 February



Virtual meeting of the World Water Council Governors brought together experts from around the world, 17 June

Virtual Governors meeting

Held in June by video conference, the virtual Governors meeting was an opportunity to reconnect after more than two months of lockdown, and to share testimonies on the impact of the pandemic. Various topics related to the 9th World Water Forum and the advancement of the selection process for the 10th World Water Forum were discussed.

72nd Board of Governors meeting

A packed agenda awaited the World Water Council Governors as they gathered online in late October. The meeting saw the participation of the Minister of Water and Sanitation of the Republic of Senegal, HE Serigne Mbaye Thiam, as well as other notable specialists to discuss emerging challenges such as COVID-19 detection and monitoring through sewerage systems, water and ecological security, and the financing of nature-based solutions.

Reorganising the Secretariat

For improved efficiency, the Secretariat has been organised into three bodies: a Cabinet to oversee political and communications matters; a Secretariat-General to oversee administrative, legal and financial matters; and a Programme Directorate to oversee the World Water Forum preparation, the implementation of the Task Forces' agendas, and other projects.

COMMUNICATIONS AND SHARING MEMBERS' NEWS

In 2020, the World Water Council campaigned proactively and participated in a range of high-profile global events. In response to COVID-19, the communications department developed a newsletter which became an important communications tool for staying in touch with members.

Global media coverage

The Council received widespread press coverage in 2020 that raised its profile both in France and internationally. President Fauchon gave interviews to international

media outlets such as Argentina's *La Nación*, Serbia's RTS1 News, China's ITV and *OOSKANews*.

The Council also issued several press releases within the framework of the organisation of the 9th World Water Forum in order to generate interest for the Forum in Africa and awareness of its postponement to March 2022. Finally, to increase the Council's visibility at the local level in Marseille, President Fauchon gave several interviews in the daily newspaper *La Provence* and on the news site *Gomet*'.

Frequent newsletters

In response to the pandemic, the Council launched an emergency newsletter in March 2020 that allowed members to share their COVID-19 experiences and activities, while providing the opportunity to reach out to them across closed borders. Thirteen newsletters and five special newsletters were sent out between April and December. Member news and updates were also promoted across the Council's social media platforms in order to increase the visibility of member activities and work.



Throughout 2020, the Council was invited to comment on water-related news and events



World Water Council communications: Key figures

Total website page views

317,000

Library pages: **70,464**
 News pages: **8,791**
 Events pages: **7,816**

15,748

 Facebook and
 Twitter followers

Total number of Twitter impressions

192,357

 Number of Facebook followers

11% Increase

JAN 2020: 5,355 / DEC 2020: 5,926

 Number of Twitter followers

24% Increase

DEC 2019: 7,921 / DEC 2020: 9,822

 **13**

Newsletters

Special newsletters | **5**

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Page 5: Société des Eaux de Marseille

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Page 11 (top to bottom): Cheikh Tidiane Fall; Thierry Dricot; World Water Council

Page 12 (left to right): World Water Council; World Water Council

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Page 14 (left to right): OECD, AAWC, K-Water

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Page 18: 9th World Water Forum

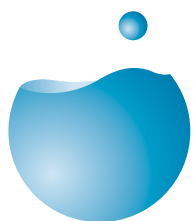
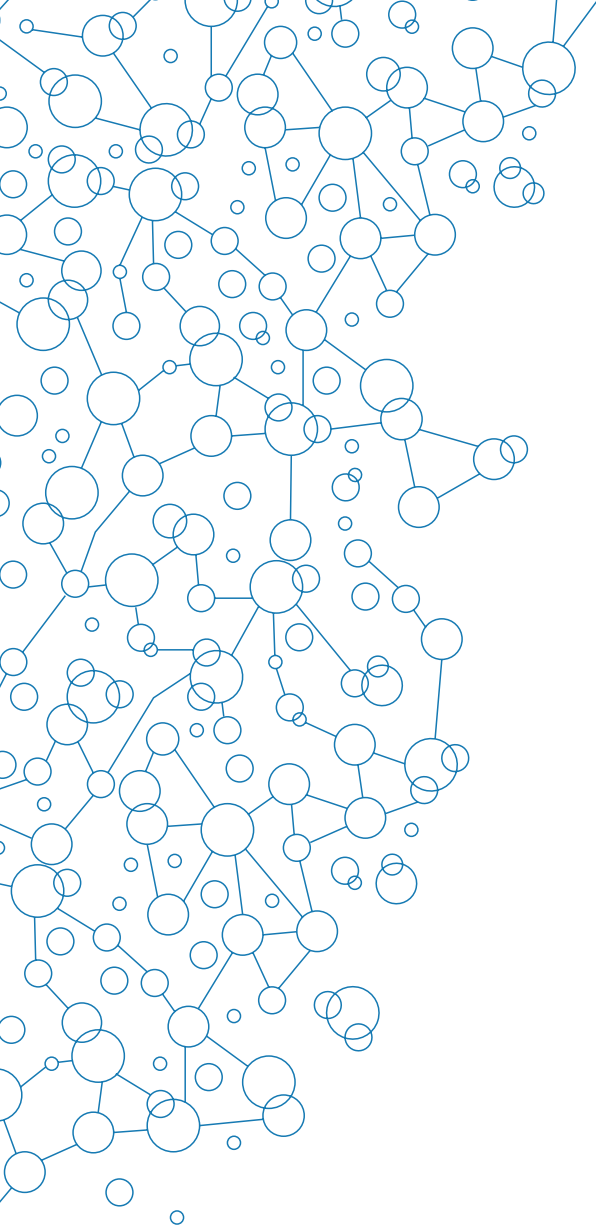
Page 20 (top to bottom): 9th World Water Forum; 9th World Water Forum

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Page 22 (top to bottom): Thierry Dricot; World Water Council

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