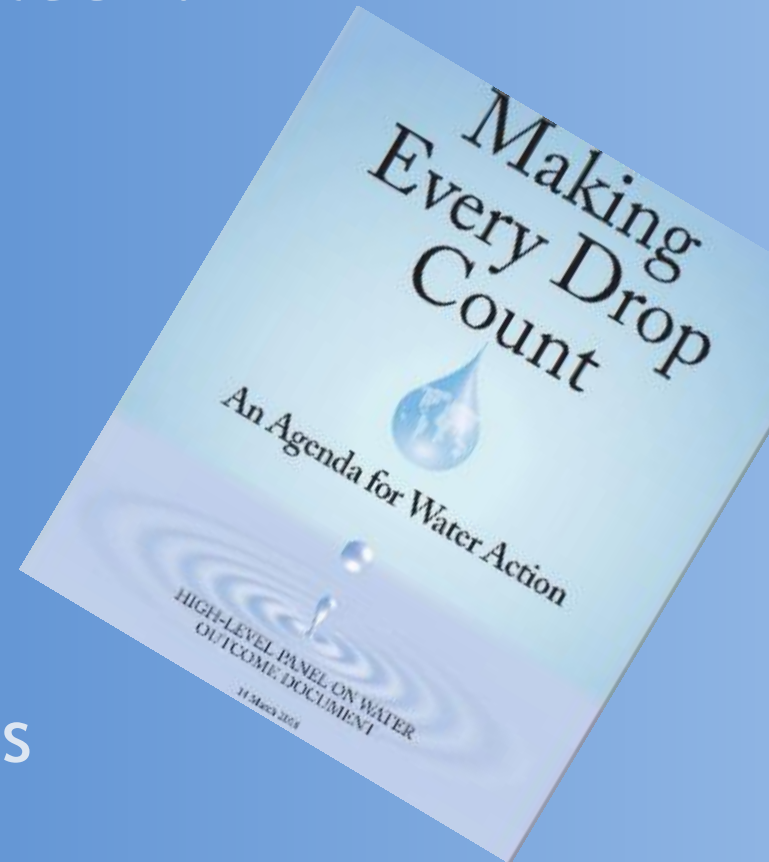




# Can Valuing Water change our attitude towards water? Concrete examples!

Valuing Water  
a *new lens*  
to view & address  
*well-known* water challenges





# Valuing water...

complements existing paradigms:

- IWRM
- Water stewardship
- Water footprint
- Natural capital accounting
- Etc.

it definitely does not try to re-invent these...



# Valuing Water

## in the Face of a Global Water Crisis

**Jennifer Sara**

Director, World Bank Water Global Practice

World Water Week 2018, Stockholm | August 2018

A young girl with dark skin and short hair is shown in profile, drinking water from her hands. She is wearing a yellow dress with a colorful, multi-layered beaded collar. The background is a dry, arid landscape with sparse vegetation and a clear blue sky. A stream of water is falling from above into her hands.

**Water is...**

**precious  
fragile  
dangerous  
multidimensional  
collaborative  
finite  
inclusive  
under pressure**

**...a transformative opportunity**



# Recognize Water's Multiple Values

Consider the multiple values to different stakeholders in all decisions affecting water.

**Ecological**



**Social and spiritual**



**Economic**

Conduct all processes to reconcile values in ways that are equitable, transparent, and inclusive of multiple values.

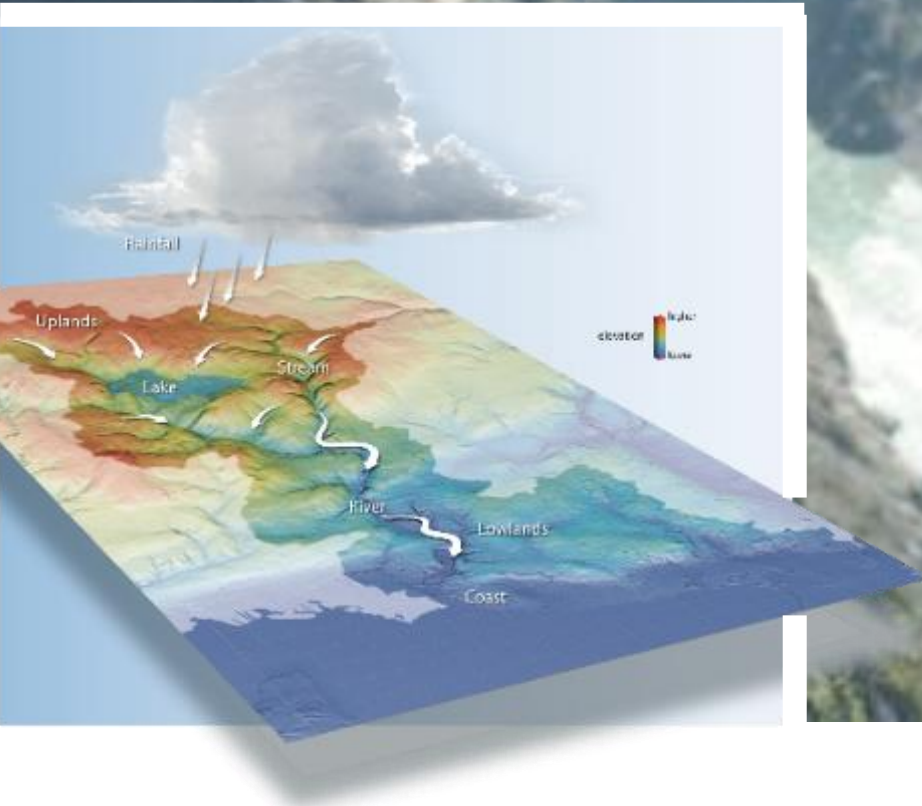


**Build Trust**



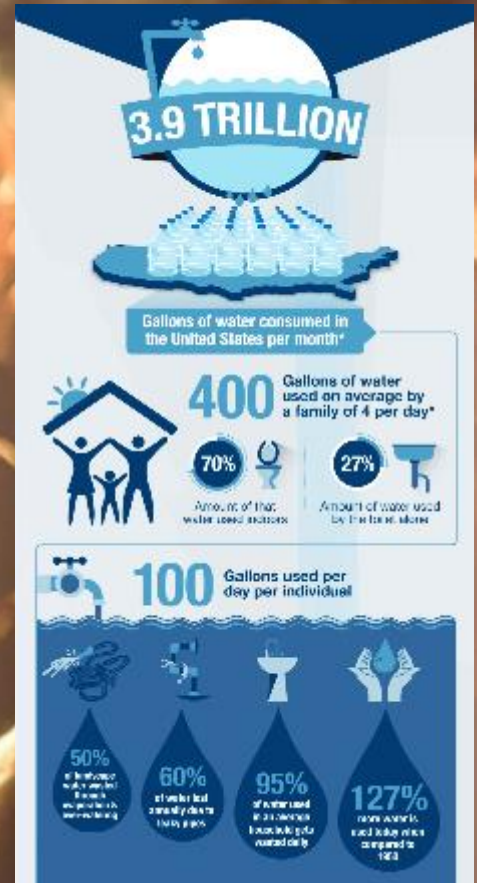
# Protect the Sources

Value and protect all sources of water, including watersheds, rivers, aquifers and associated ecosystems for current and future generations.



# Educate to Empower

Promote education and public awareness about the essential role of water and its intrinsic value.





# Invest and innovate

**Increase investment in institutions, infrastructure, information and innovation to realize the full potential and values of water.**



# So what?

Use the *HLPW Principles on Valuing Water*

- Take the various values of Water into account in political and business decisions; Price water and sanitation services appropriately.
- Reconcile values in ways that are equitable, transparent, and inclusive.
- Value, manage and protect all sources of water.
- Educate, Invest, Innovate





# Thank you!

**Jennifer Sara**

Director, World Bank Water Global Practice

World Water Week 2018, Stockholm | August 2018



# The beginning of change: 3 cases of Valuing Water in practice

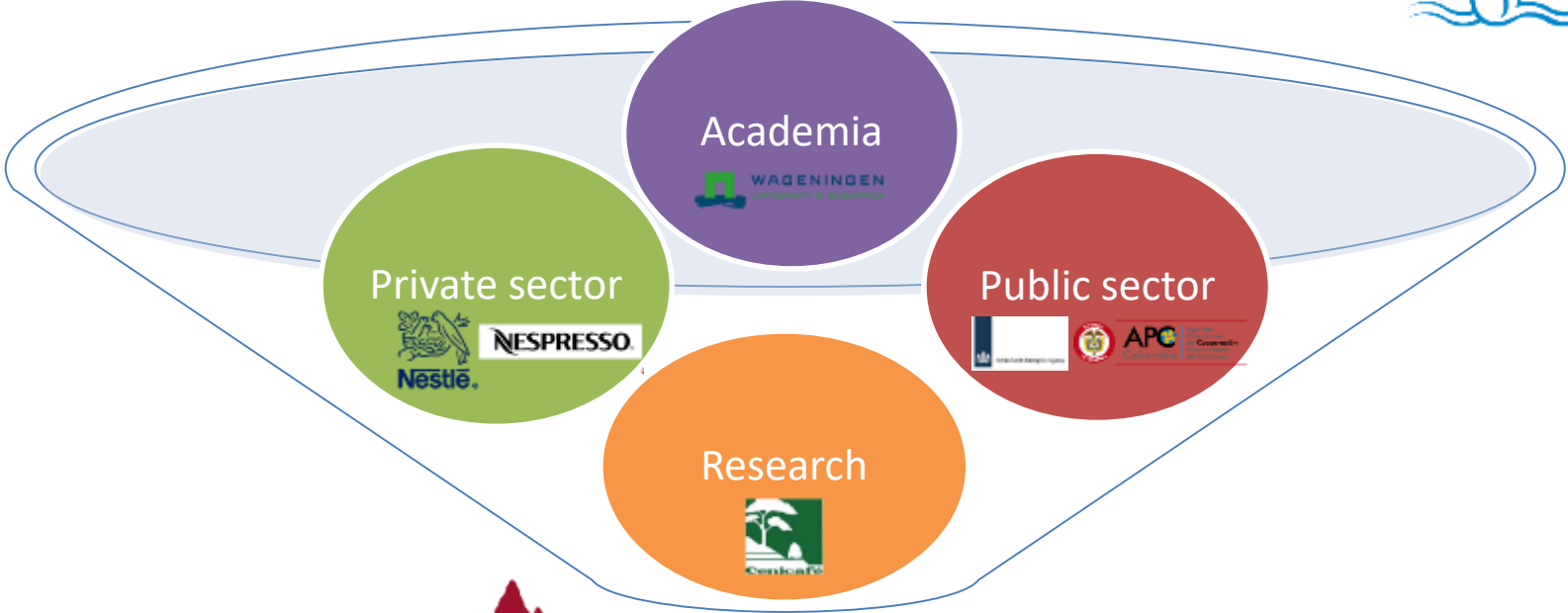
1. Manos al Agua, Colombia -  
Valuing Water in a coffee producing region
2. Cagayan de Oro, Philippines -  
Recognizing all values in a river basin
3. Leak Less Valve, South Africa -  
Innovation and empowerment in the sanitation value chain





**WATER AS THE GREAT CONNECTOR**

# PRINCIPLE 1: Recognize and embrace water's multiple values



**Coffee growers**



**Intelligent Water Management – MANOS AL AGUA**



# The project







Management and Administration  
Good Governance  
Monitoring and Evaluation  
Risk Management and CSR

## PRINCIPLE 2: Reconcile values and build trust





RESPONSIBLE  
WATER  
DECISIONS

## PRINCIPLE 3: Protect the sources





WATER IS EVERYBODY'S BUSINESS

# PRINCIPLE 4: Educate to empower





WATER FOR  
SUSTAINABLE  
COFFEE FARMING

## PRINCIPLE 5: Invest and Innovate





STRATEGIC  
WATER  
ECOSYSTEMS

## PRINCIPLE 5: Invest and Innovate

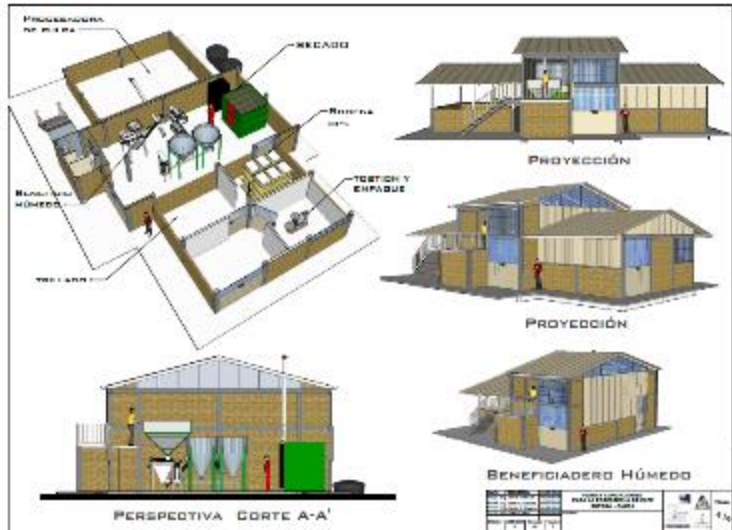




STRATEGIC  
WATER  
ECOSYSTEMS

## All generations, one seed





“When we protect the nature, we breath peace.”



# Theory of change





## Practical application of the principles



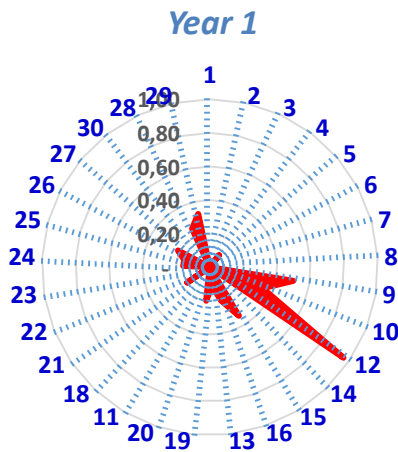
The five principles are the **foundation** for any water project.

# Integrated Landscape Management

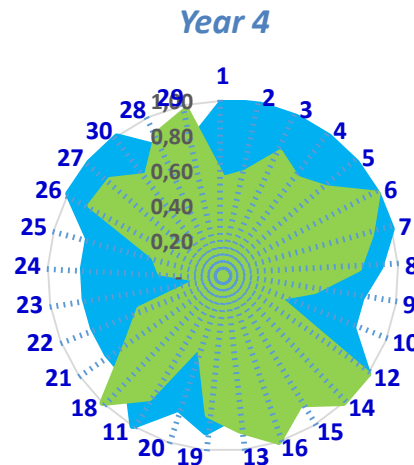


- ✓ 305,300 m<sup>3</sup> of water/year saved by implementation of saving technologies.
- ✓ 167 million m<sup>3</sup> of water/year made available by all the actions undertaken by the Manos al Agua-IWM Project.

## Key Performance Indicators



STATE OF DEVELOPMENT AVERAGE = 0,14



GOAL = 0,90

LEVEL OF ADVANCE = 0,73



GOAL = 0,90

LEVEL OF ADVANCE = 0,95

SCA  
Sustainability  
Award  
2018

We invite you to apply the five principles in the Colombian Coffee region



To join one of our water initiatives please contact

Marcela Vivas: [liliana.vivas@cafedecolombia.com.co](mailto:liliana.vivas@cafedecolombia.com.co)  
Sustainability and International Cooperation Coordinator  
FNC-Amsterdam





**Manos al Agua.**<sup>®</sup>  
Gestión Inteligente del Agua



# Valuing Water in Southern Philippines

**Hilly Ann Roa-Quiaoit PhD**  
**Cagayan de Oro River Basin Management Council**

**Green Livelihoods Alliance- The Samdhana Institute & IUCN Netherlands**  
**Ridge to Coast, Rain to Tap – VEI & Wetlands International**

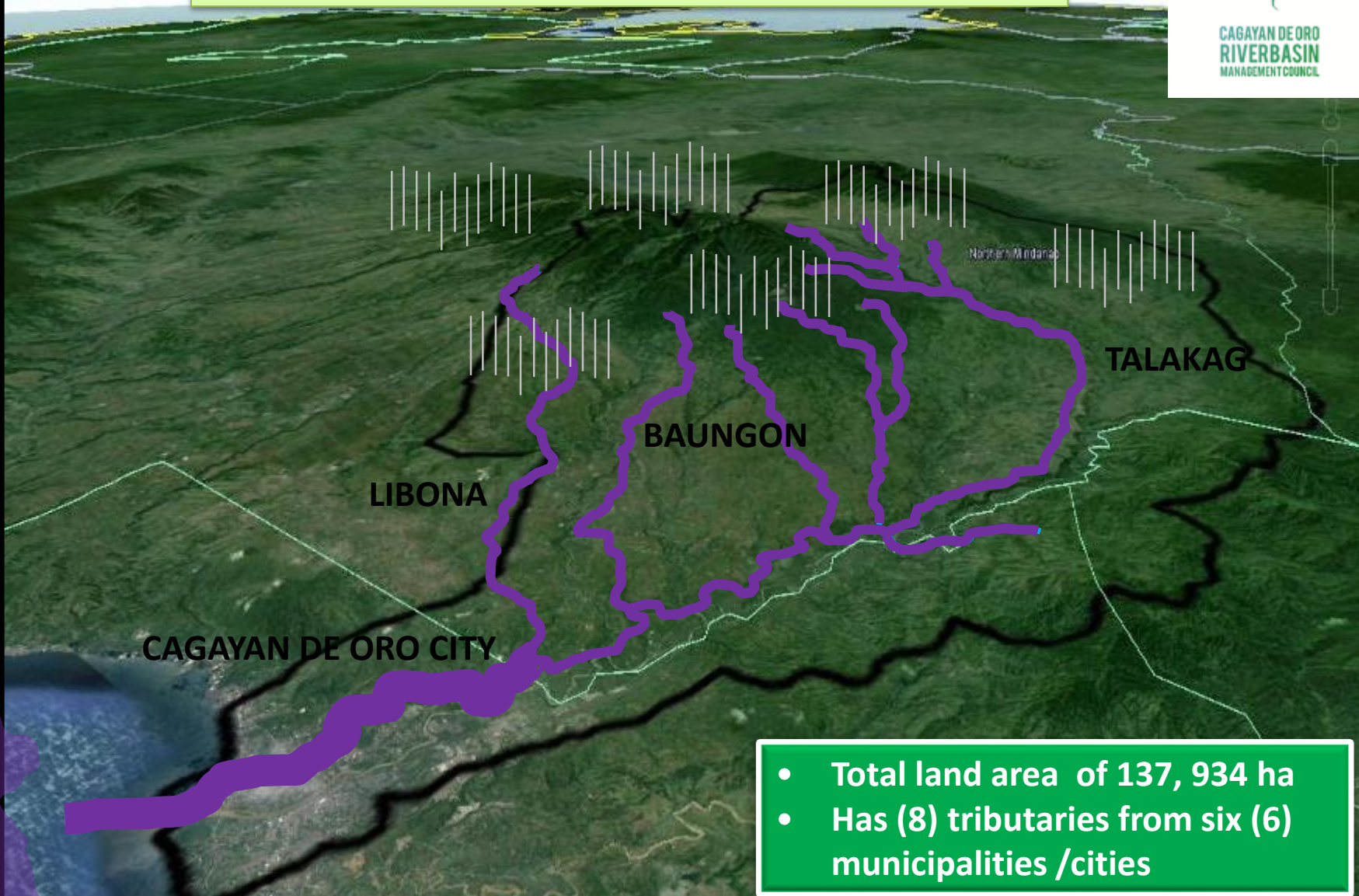


# Cagayan de Oro River Basin



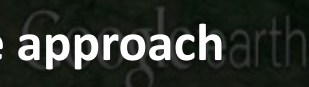
CAGAYAN DE ORO  
RIVERBASIN  
MANAGEMENT COUNCIL

M  
A  
N  
A  
G  
E  
M  
E  
N  
T



- Total land area of 137,934 ha
- Has (8) tributaries from six (6) municipalities /cities

Environmental Governance using the R3 landscape-seascape approach



Principle 1

**RECOGNIZE AND EMBRACE  
WATER'S MULTIPLE VALUES.**

# Water Supply



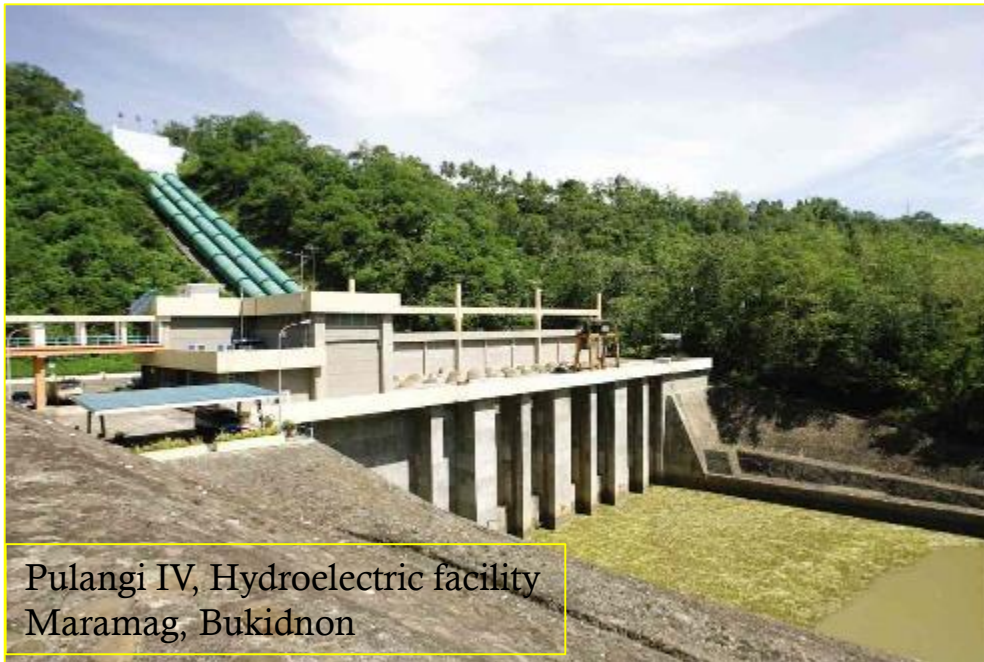
CARETONS IN THE PHILIPPINES



# POWER – Hydroelectric



- Renewable energy
- Energy source
- Industries
- Development & Investment



# AGRICULTURE



Food security Upscaling of Agriculture  
(Del Monte, Dole)

# FLOOD, Erosion & DISASTER



Principle 2

# **RECONCILE VALUES AND BUILT TRUST**

# Cagayan de Oro Riverbasin Management Council (CDORBMC)

- Governing body
- Created on Nov 10, 2010
- Protection, rehabilitation and management of the CDO river basin



# Sectoral Composition

## CDORBMC

### Co-Chairs

- Archdiocese of Cagayan de Oro
- City of Cagayan de Oro
- Department of Environment and Natural Resources, Region 10 (DENR 10),
- Department of Interior and Local Governance, Region 10 (DILG 10)
- Department of Agriculture, Region 10 (DA 10)
- **90 members from 8 sectors**
  - National Government Agency (NGA)
  - Local Government Unit (LGU)
  - Non-Government Organizations (NGO)
  - Security
  - Religious
  - Academe
  - Private/Business
  - Indigenous People/People's Organization (IP/PO)

# Conflicts in Water Use

## CDORBMC - Multi-stakeholder Platform to resolve conflicts



Tourism

- Major Eco-tourism



Hydro dam

- Renewable Energy Source

# Indigenous Peoples

Sacred Link with Nature



Protecting Mountain Forest





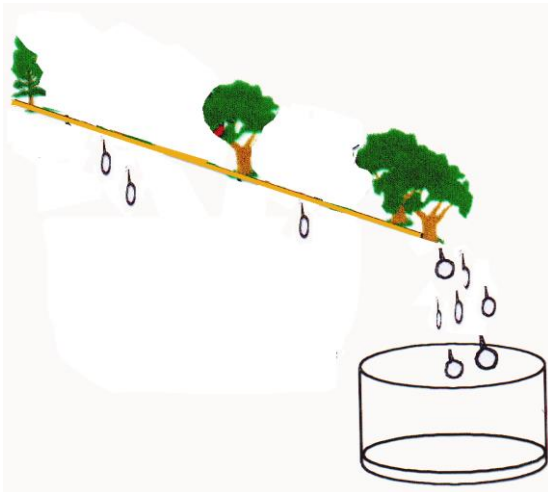
Principle 3

**PROTECT THE SOURCES**

# Restoration

## POOR GROUND COVER

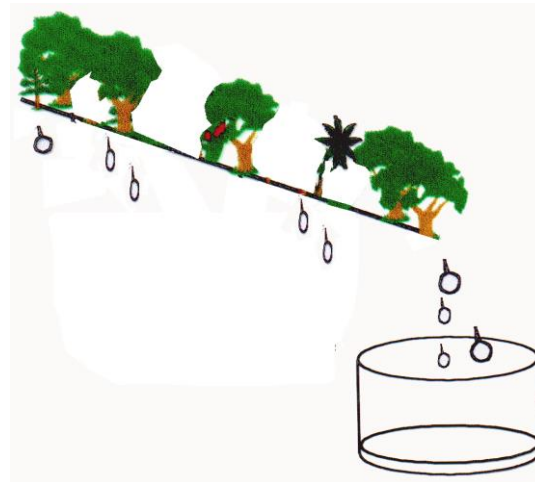
10% of ground covered with plants and litters



Surface run-off  
= 75% of rainfall

## FAIR GROUND COVER

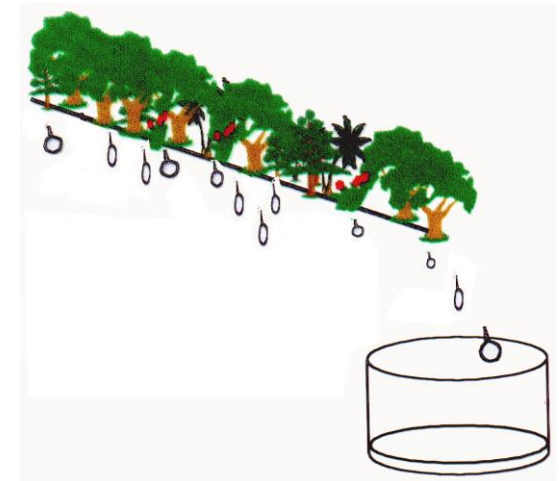
37% of ground covered with plants and litters



Surface run-off  
= 14% of rainfall

## GOOD GROUND COVER

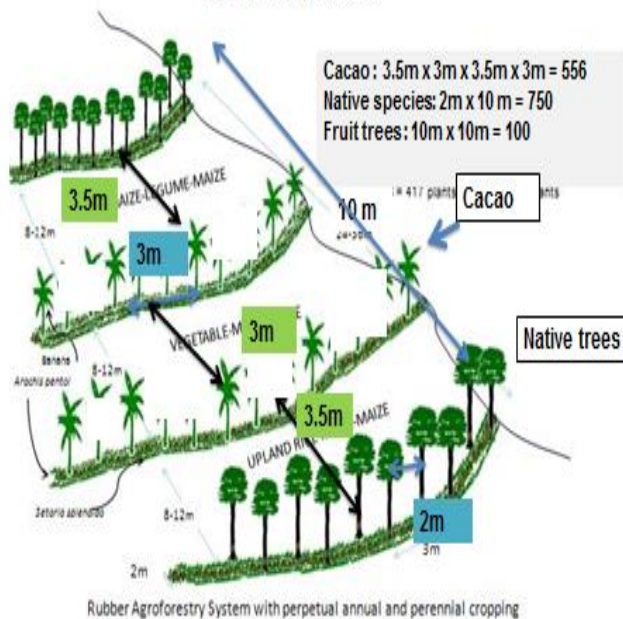
60-75% of ground covered with plants and litters



Surface run-off  
= 2% of rainfall or 12.4 mm

# Slope Forest Species Restoration

Schematic diagram of native tree species x cacao x fruit trees multi-strata agroforestry system

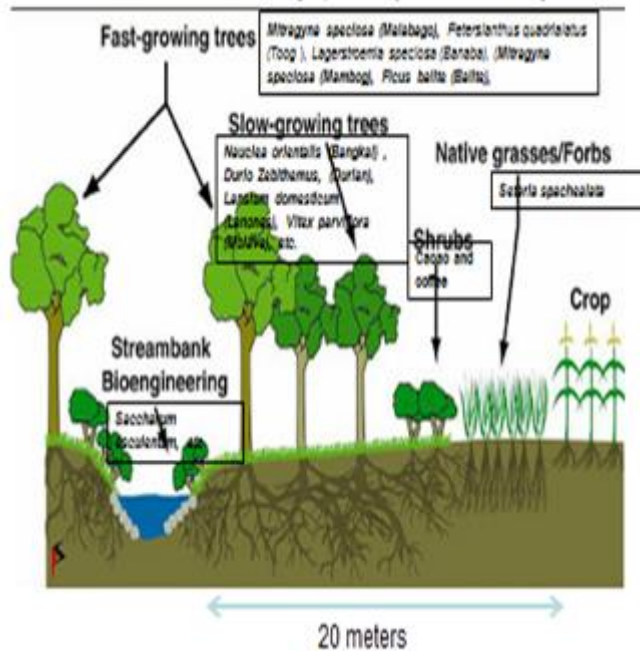


Wetlands International

**Proof of Concept**

Agusan del Norte

# Riparian Buffer Restoration



Wetlands International  
**Proof of Concept**  
Compostella Valley

# Forest Plantation Succession



*Calliandra* as  
nurse trees



Ridge to Coast, Rain to Tap, VEI

**Proof of Concept**

Hineleban Foundation, Bukidnon

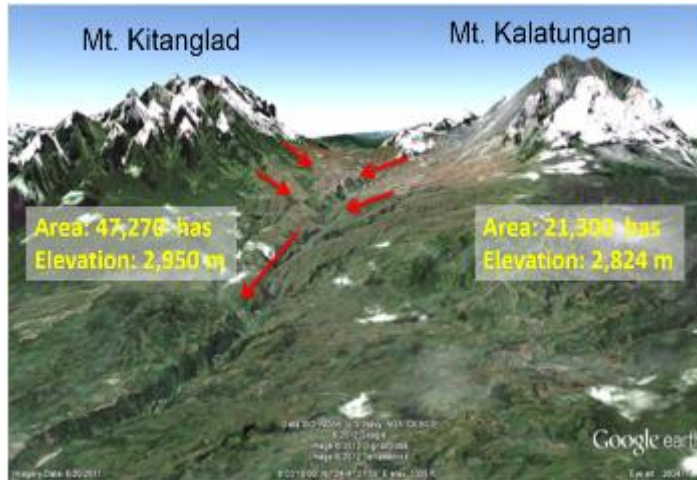
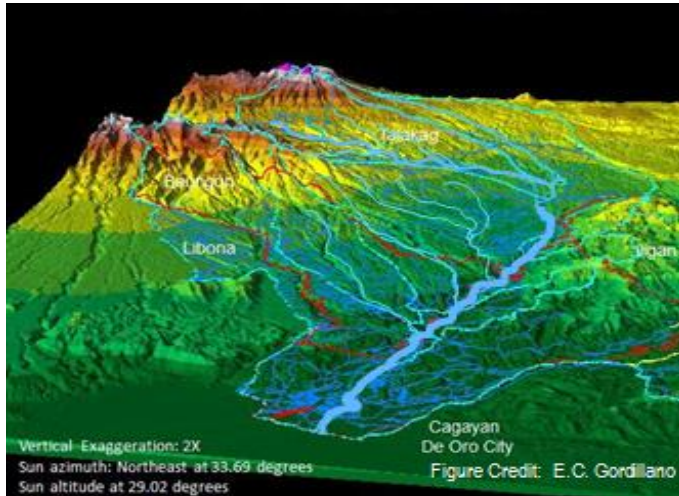
Principle 4

**EDUCATE TO EMPOWER**

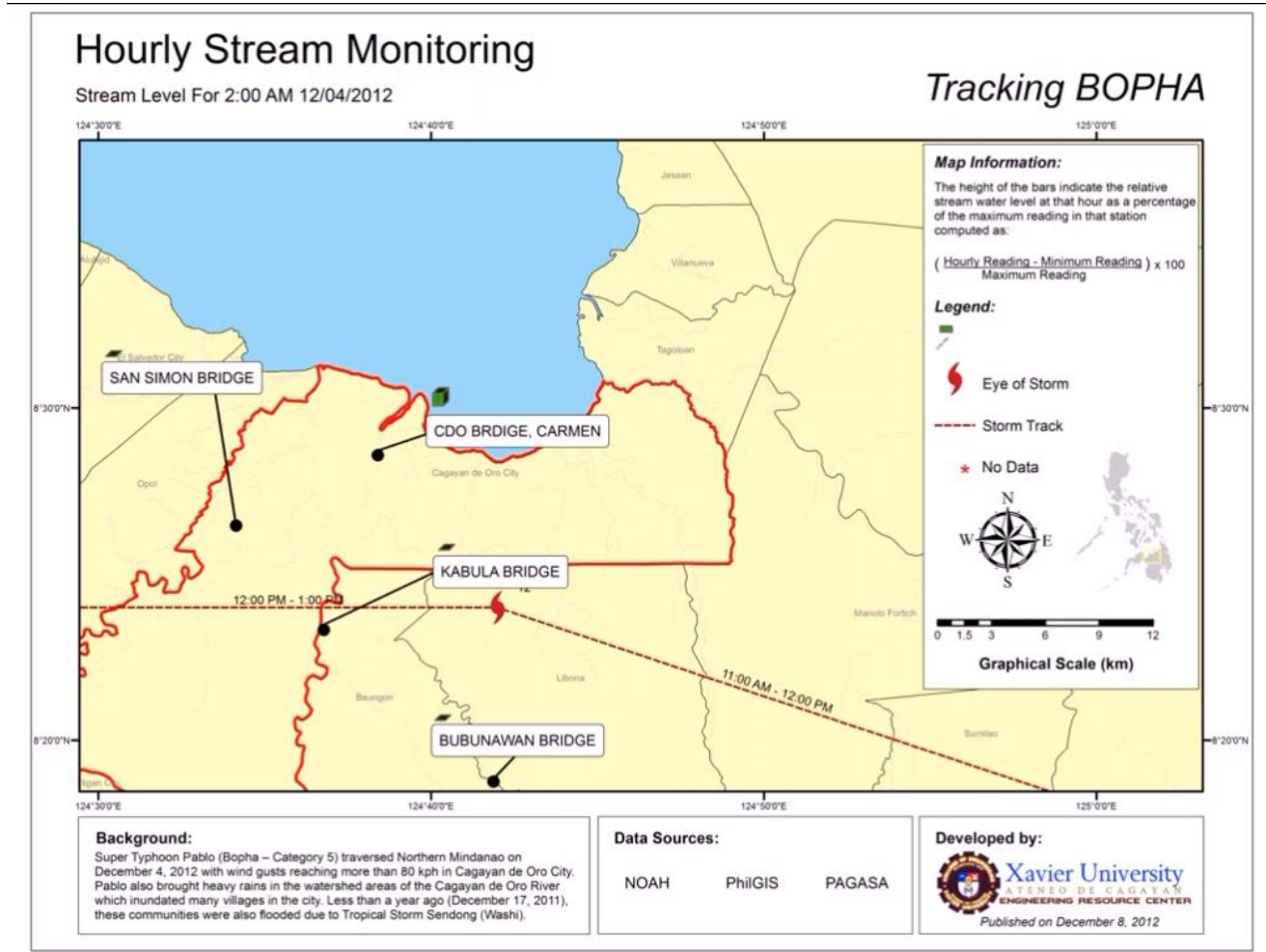
# Perfect Recipe for Disaster



HEAVY RAINFALL



# Inter-Local Government Monitoring Systems





# Interconnectedness of the systems



Elpidio Paras

# Coastal natural systems

strengthening natural filters



Principle 5

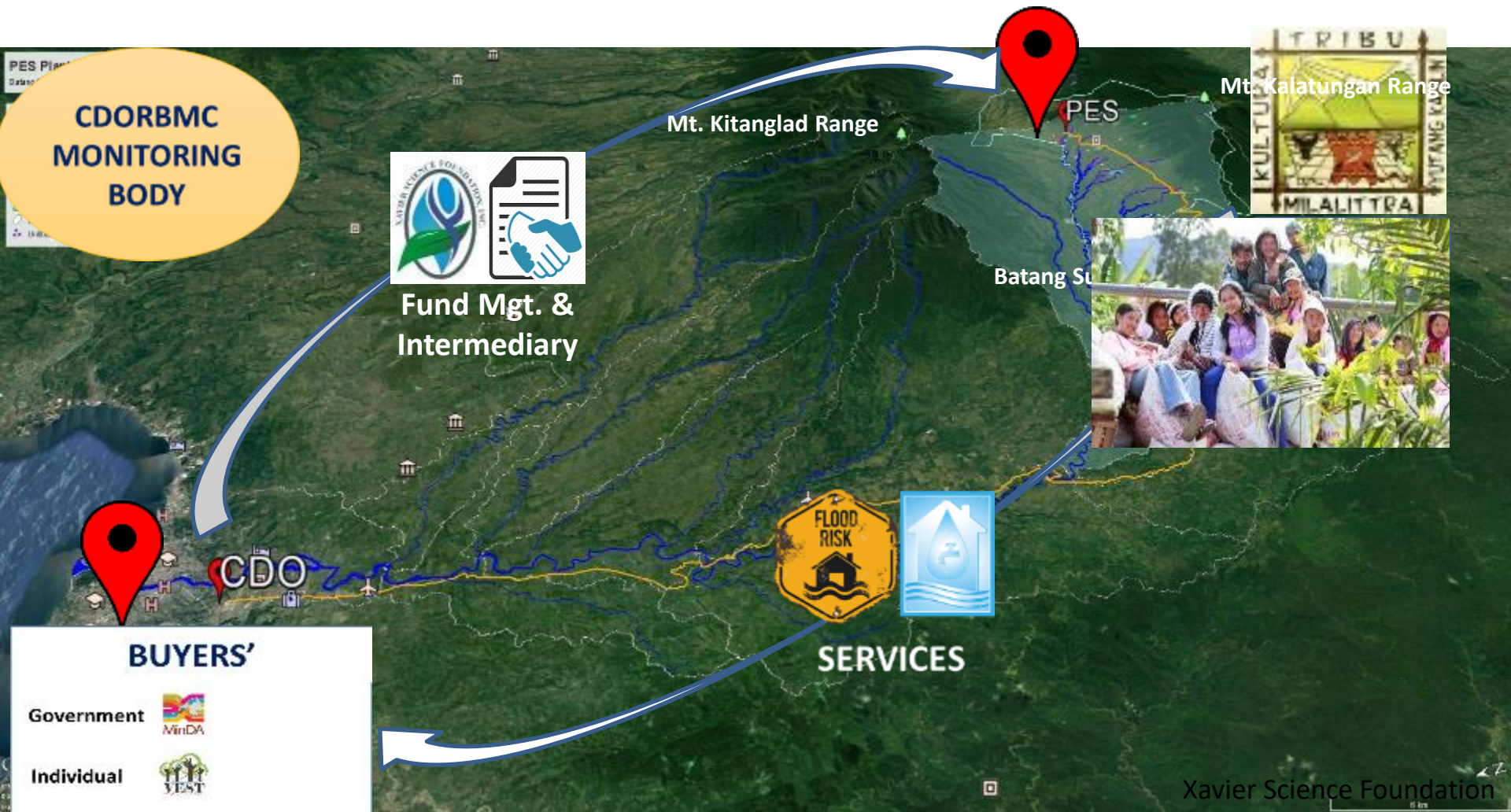
**INVEST AND INNOVATE**



**VEST**

**Valuing Ecosystem Services Together**

# Payments for Ecosystem Services (PES)



**CDORBMC  
MONITORING  
BODY**



**Fund Mgt. &  
Intermediary**

Mt. Kitanglad Range

Mt. Kalatungan Range

Batang Su



**CDO**



**SERVICES**

**BUYERS'**

**Government**



**Individual**



**Business**



**CSO's**



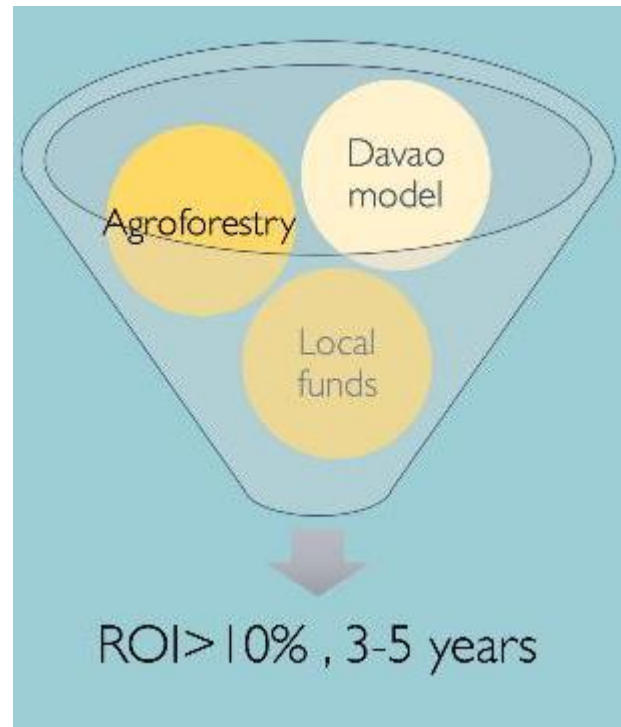
One Savings and Sharing  
Cooperatives

Xavier Science Foundation

**Sustainable financing scheme**

# a gram of cocoa for a gram of soil

*Mitigating flood risk by controlling soil erosion through sustainable livelihoods*





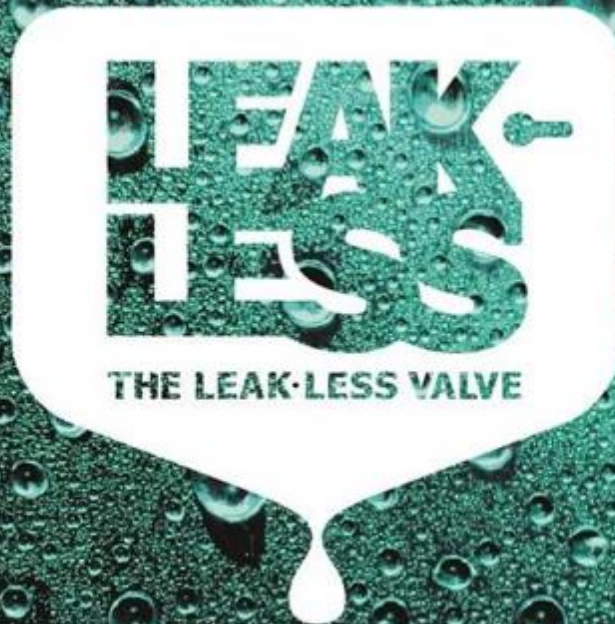
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# SHIELD

---

Sustainable and Healthy Integrated Ecosystems  
through Lobby and aDvocacy

---



# SMART HOME WATER MANAGEMENT

Toilet upgrade program with the WHC Leak-Less Valve™

Valuing Water Event at Stockholm World Water Week 26 August 2018

Paseka Lesolang



water & sanitation

Department:  
Water and Sanitation  
REPUBLIC OF SOUTH AFRICA



**WHC**  
Water Hygiene Convenience





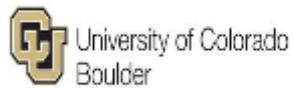
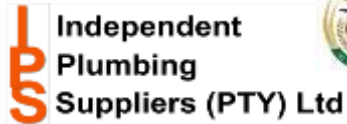
# ❖ Problem: South Africa Is Facing A Water Crisis



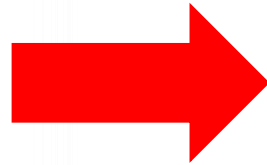
❖ **Problem: High Unemployment; Youth and Women**



# ❖ Principle 2: Reconcile Values and Built Trust



# ❖ Principle 3: Protect the Sources

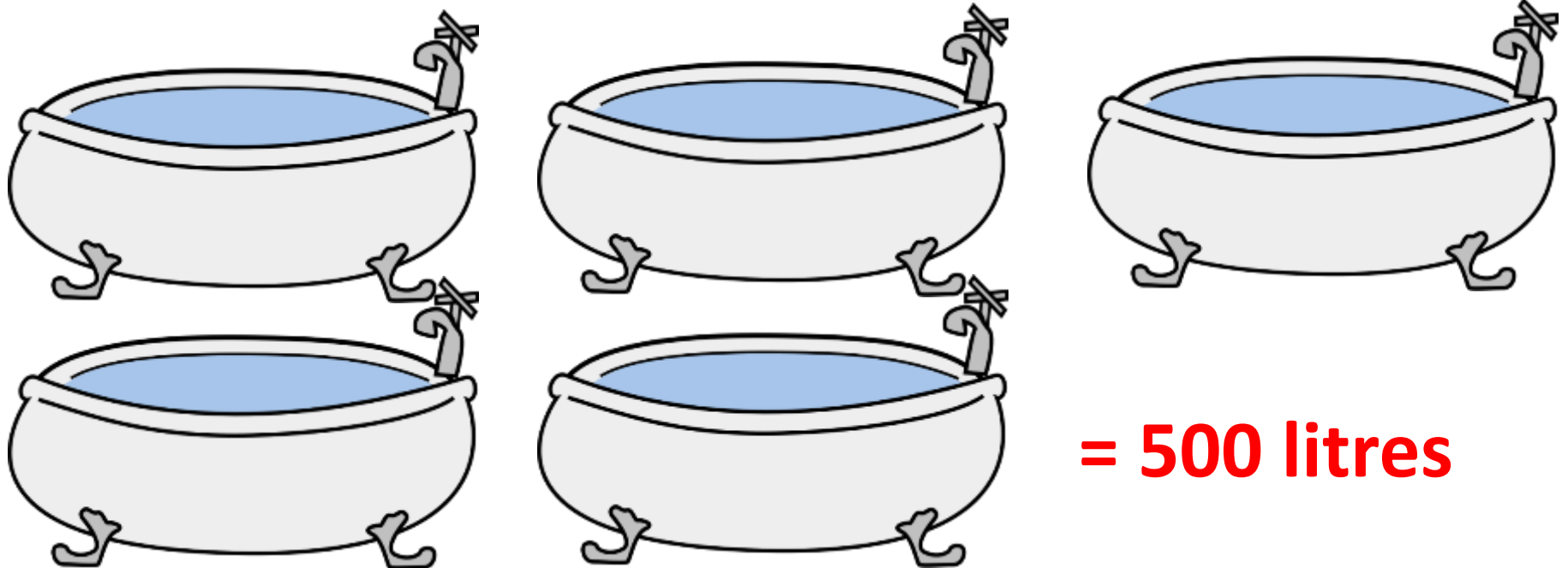


# ❖ Principle 3: Protect the Sources



= 20 litres to 500 litres **SAVED**  
per day, per toilet

**Water Saved**



**= 500 litres**

# ❖ Principle 4: Educate to Empower



# ❖ Principle 4: Educate to Empower



# ❖ Principle 4: Educate to Empower





# ❖ Principle 4: Educate to Empower



# WHC is Aligned with Current National Water Conserving Projects and Related Efforts including Valuing Water event at SWWW 2018



**water & sanitation**

Department:  
Water and Sanitation  
REPUBLIC OF SOUTH AFRICA



[Go to the website](#)

[Click here for more information](#)

**15 000** youth to be trained as  
**PLUMBERS AND ARTISANS**

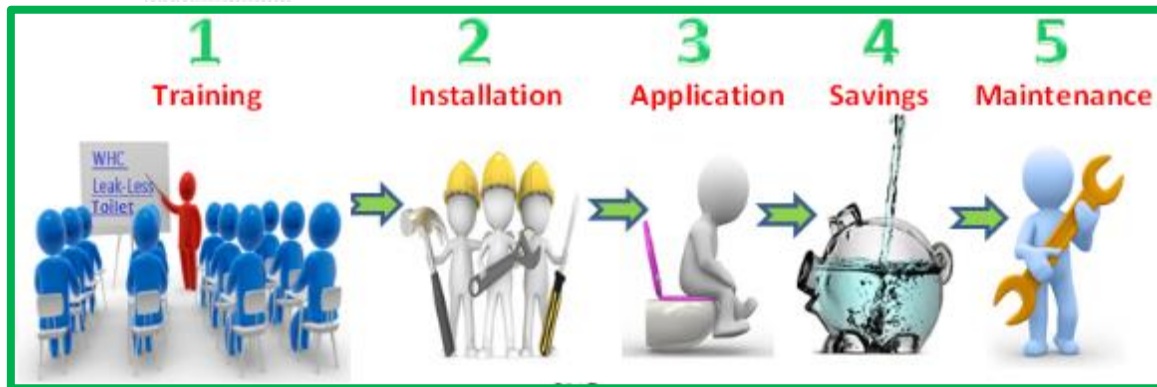


**#SaveWater**

# ❖ Principle 5: Invest and Innovate



**Sponsor / Investment = Innovation**



**>> Reinvest**

**IMPACT:**  
**Job Creation, Water and Money Saving [Principle 1]**



❖ **WHY We  
Value Water**



SAVE WATER FOR THE FUTURE

**Email:** [paseka.lesolang@gwpsaf.org](mailto:paseka.lesolang@gwpsaf.org)

**Mobile:** +27 76 772 4596



# On the Valuing Water Initiative: where do we go from here?



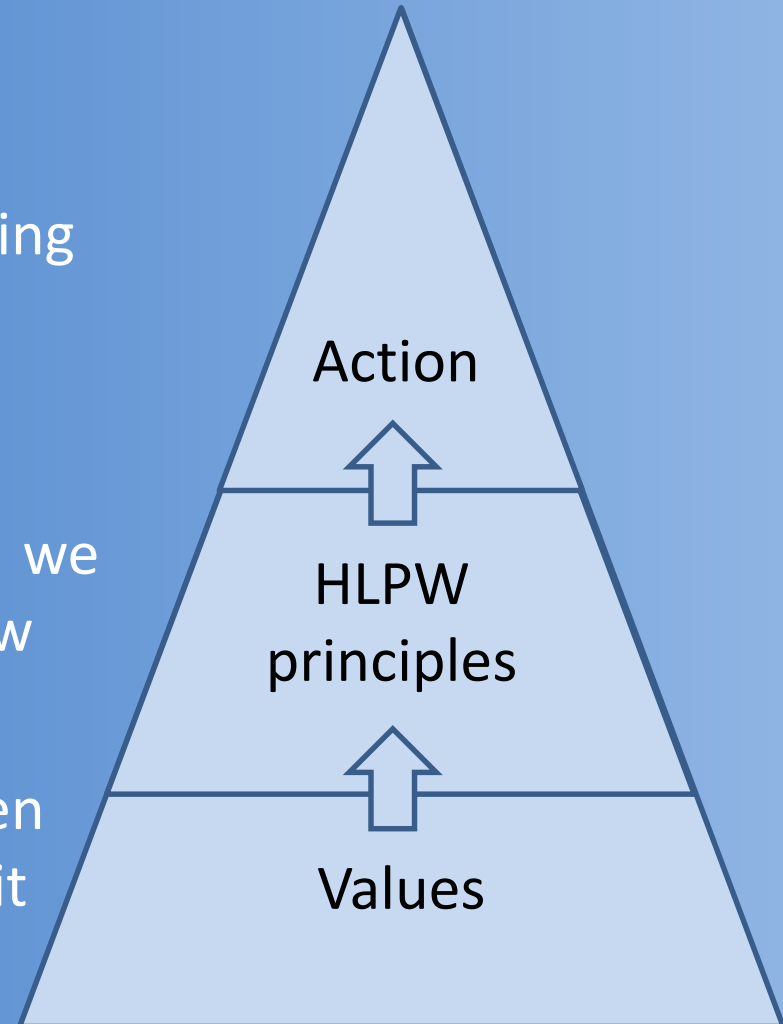
# Valuing water can support/inform

- public policy
- corporate practice
- water resource allocation
- multi-stakeholder processes
- competing claims/trade-offs
- service delivery and pricing
- investment decisions



## Water-related SDGs

- happening in some places, but falling short in many; expand and grow a movement (#ivaluewater)
- formulated in a participatory way; we need to put them into practice now
- vary across stakeholders & between countries; need to be made explicit through surveys (baseline)



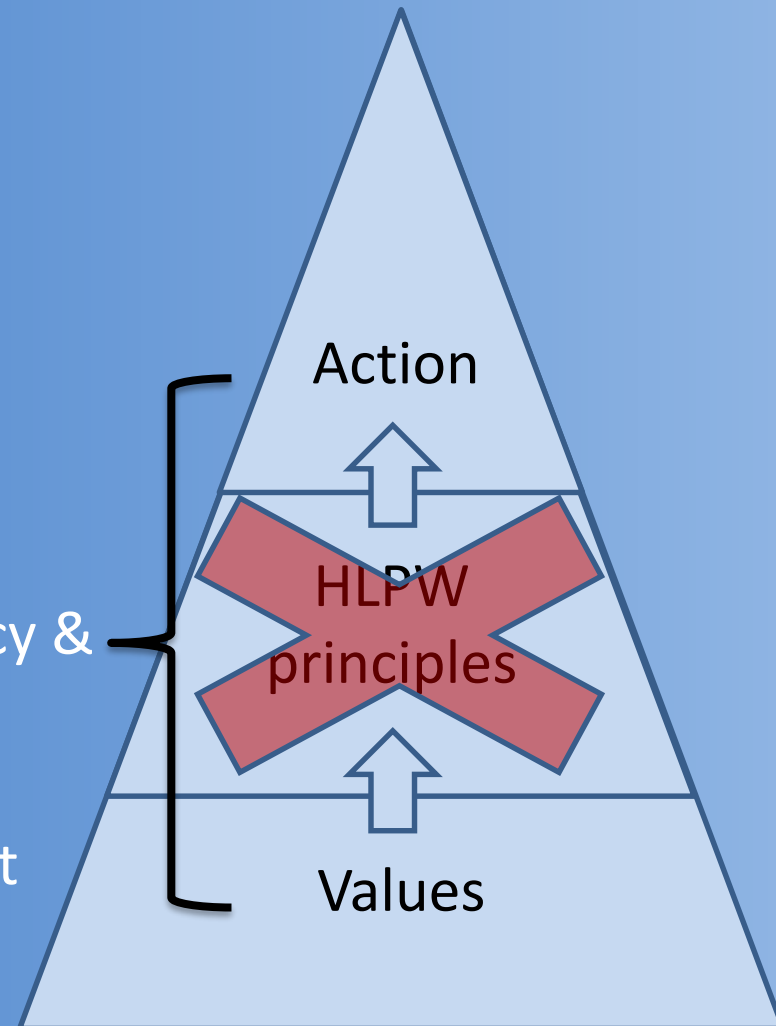


# ~~Water-related SDGs~~

## Large values-action gap

in water management practice, policy & regulation, and their enforcement

If we fail to close the gap, we will not achieve the SDGs







# Deliverables 2030

- Values-action gap reduced across communities of practices
- Mistreating water and destroying values has become a taboo
- Vibrant valuing water movement with a good reputation and track record
- HLPW principles mainstreamed in over 50 countries, 1000s of corporations, etc



# Building the movement:



Government of Bangladesh



Government of Peru



Government of Mexico



Government of South Africa



Government of the Netherlands





Ministerie van Buitenlandse Zaken



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Agency for Development  
and Cooperation SDC

And:



water  
footprint  
network



AquaFed



wbcasd

IUCN

The World Conservation Union



Water Youth Network

CONNECTING YOU ON WATER ISSUES



Federación Nacional de  
Cafeteros de Colombia



WAGENINGEN  
UNIVERSITY & RESEARCH



World Value Survey



OECD

BETTER POLICIES FOR BETTER LIVES



IHE  
DELFT

Heineken



International  
Water Management  
Institute



WWF

SIWI



WORLD  
YOUTH  
PARLIAMENT  
FOR WATER



Global Water  
Partnership



WHC

Water Hygiene Convenience

ING



waternet

waterschap amstel gooi en vecht  
gemeente amsterdam



... and growing,  
who's next?

#ivaluewater



# We have a first draft workprogram;

1. Theory of change, institutional anchor, resourcing
2. Develop conceptual and organizational basis
- 3. Portfolio of cases across sectors/typologies**
4. Values baseline surveys: 5 countries / 10 casestudies
5. Mobilize capacity, develop guidance materials for cases
6. Share knowledge & promote learning, using existing platforms
7. Grow the valuing water community/movement



Ministerie van Buitenlandse Zaken

# Discussion

Shabana Abbas



Kareem Kahled Hassan





# Discussion

Grab your phone and go to [www.menti.com](http://www.menti.com)

Type in the code : **45 25 30**

Vote and the results will appear live on our screen!



# Where are we now?

We have just begun

- In April, June and July exploratory workshops took place
- In July the Valuing Water Initiative was launched at the High Level Political Forum
- Now we are here at the SWWW





# We have a first draft workprogram;

1. Theory of change, institutional anchor, resourcing
2. Develop conceptual and organizational basis
3. Portfolio of cases across sectors/typologies
4. Values baseline surveys: 5 countries / 10 casestudies
5. Mobilize capacity, develop guidance materials for cases
6. Share knowledge & promote learning, using existing platforms
7. Grow the valuing water community/movement



# Next Valuing Water Meeting

March 2019, possibly preceded by regional meetings

In the coming 6 months:

- Collecting first real experiences with the principles
- See how leadership emerges



# Thank you!

Please join us now and continue the discussion at the Dutch Pavilion - booth 1 in Folkets Hus

Or contact [valuingwaterinitiative@gmail.com](mailto:valuingwaterinitiative@gmail.com)

Young professionals who are eager to contribute can also contact the Water Youth Network



# Thank you!

<https://youtu.be/5f PHrykdEs>

**#ivaluewater - do you too?**