



# U.S. Water Partnership

*A “best of U.S.” approach*

Information Roundtable

February 6, 2012

***“In the United States, water represents one of the great diplomatic and development opportunities of our time. It’s not every day you find an issue where effective diplomacy and development will allow you to save millions of lives, feed the hungry, empower women, advance our national security interests, protect the environment, and demonstrate to billions of people that the United States cares, cares about you and your welfare. Water is that issue.”***

*– U.S. Secretary of State Hillary Rodham Clinton,  
World Water Day 2010*

***The U.S. public and private sectors have an opportunity to unite to protect water resources and promote water security worldwide.***



# The Need

The Need

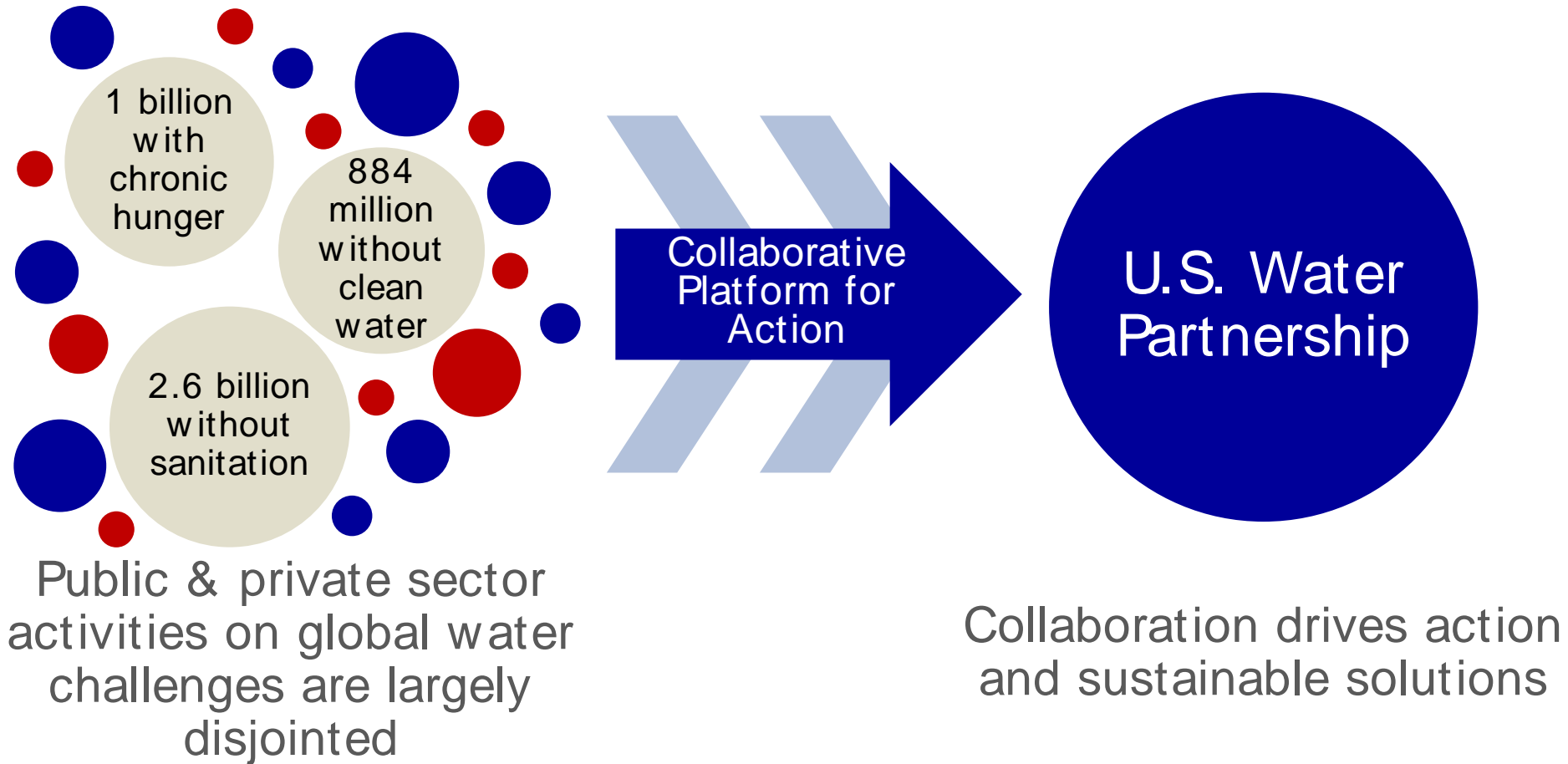
The Mission

The Model

The Partners

The Approach

Timeline



# Water as the Connector

The Need

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Health



Economic  
Development



Environmental  
Sustainability



Policy &  
Diplomacy



Partnerships



**Water risks are on the rise globally;  
the U.S. Water Partnership will facilitate  
sustainable solutions to diverse challenges**



# U.S. Water Partnership Mission

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*To unite and mobilize best of U.S. expertise, resources and ingenuity to address global water challenges, with a special focus on developing countries where needs are greatest.*

# Working Together for Water Security

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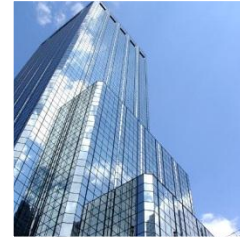
The Approach

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## Public sector

- Global Health Initiative
- Feed the Future
- Global Climate Change Initiative
- The President's National Export Initiative
- World Water Forum and Rio + 20 initiatives
- Millennium Development Goals
- Post 2015 development agenda



## Private sector

- In market presence, skills, data/information, “boots on the ground”
- Open up new markets for U.S. companies
- Provide more effective entry points for current markets, especially through commercial diplomacy
- Facilitate cutting edge solutions



# Netherlands Water Partnership & Sponsor Involvement

The Need

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## Domestic

- Provides cooperation and synchronization of all parties of the Dutch water sector
- Facilitates integral solutions using national branding allowing Dutch water stakeholders to increase their position in the world water market

## International

- Focuses on markets that offer considerable business and cooperation opportunities
- Uses one time trade exhibitions, seminars or trade missions OR public – private consortiums through country platforms

## NWP Model

- 200+ members
- Corporations fund individual projects or country-level platforms.
- Annual contributions based on organization size
- Various Dutch government agencies also fund NWP





# GETF and Water

The Need

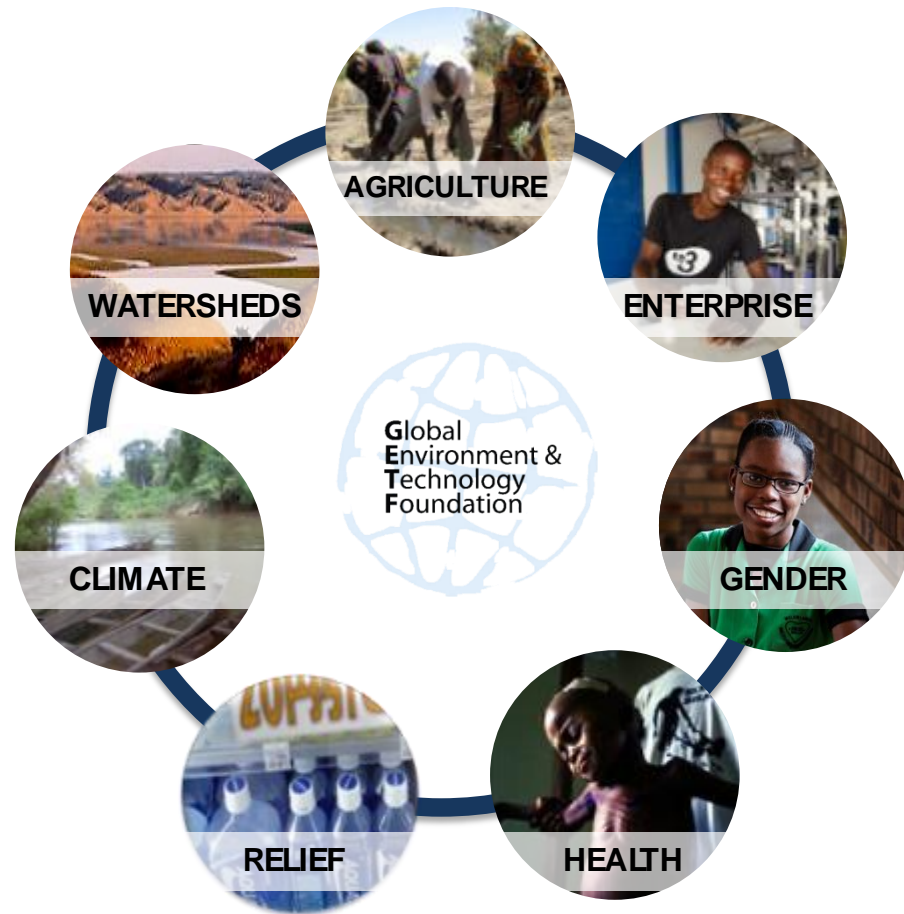
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- GETF develops and manages partnerships that touch on every aspect of global water issues.
  - 24 years developing partnerships for sustainable action





# Charter Partners – Design Phase

The Need

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## NGOs, Academics, Private Sector

## U.S. Government



WORLD  
RESOURCES  
INSTITUTE



19 USG Agencies consulted in design phase. Commitments forthcoming.

# U.S. Water Partnership Core Functions

The Need

The Mission

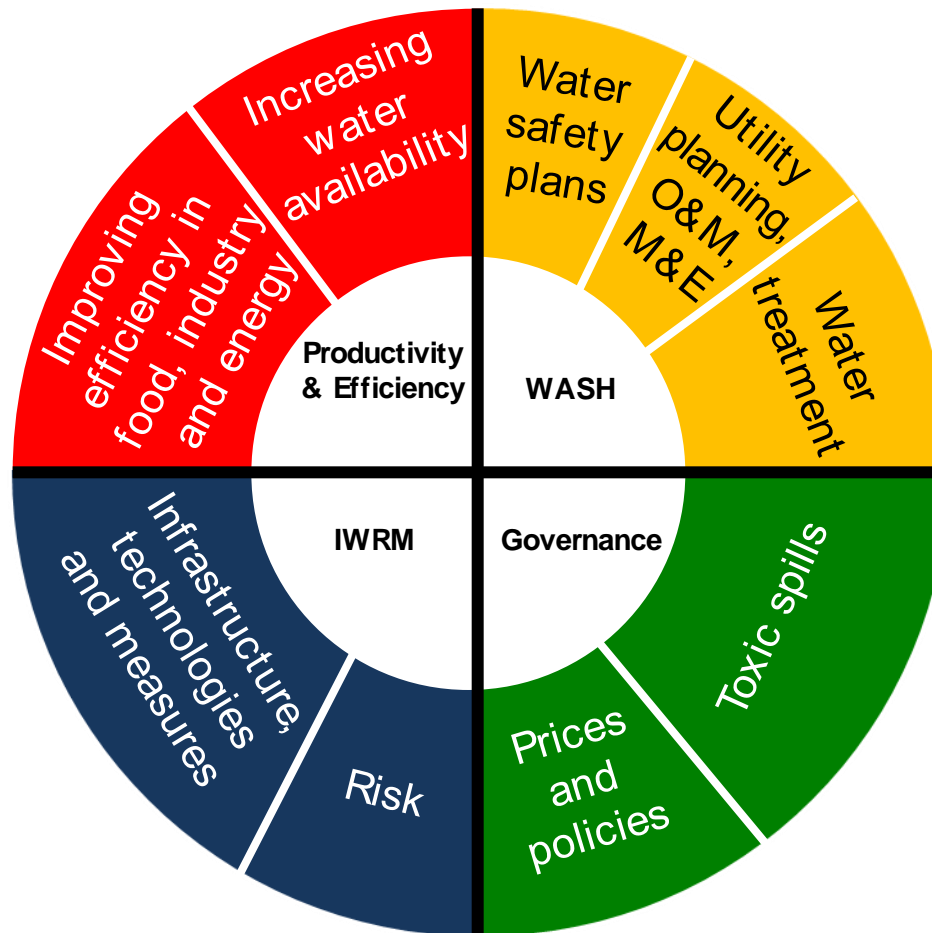
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## Initial Thematic Areas



Water risk identified at country level, local stakeholders reach out to USWP



USWP facilitates convening of stakeholders to address issue



USWP, stakeholders develop and execute plan of action

# Landscape Database

The Need


The Vision

The Partners

The Approach

Sponsorship

Timeline

 Search Database

Search Criteria

Country  Sector  Service  Organization Type

Key Word

Search Results

Name of Organization	Type of Organiz		
CSC	Corporations		<input type="button" value="Access Record"/>
Deloitte	Corporations		<input type="button" value="Access Record"/>
Exxon Mobil	Corporations		<input type="button" value="Access Record"/>
Ford Motor	Corporations		<input type="button" value="Access Record"/>
Gates Foundation	Private Founda		<input type="button" value="Access Record"/>
GE Power & Water	Corporations		<input type="button" value="Access Record"/>
Howard G. Buffet Foundation	Private Foundation		<input type="button" value="Access Record"/>
Kimberly-Clark	Corporations		<input type="button" value="Access Record"/>
Levi-Strauss & Co	Corporations		<input type="button" value="Access Record"/>
One Drop	Non-Governmental Implementing Organization		<input type="button" value="Access Record"/>
Palmer Coates	Corporations		<input type="button" value="Access Record"/>
Parsons Water and Infrastructure	Corporations		<input type="button" value="Access Record"/>

Environmental impac

Design

Engineering, environ

Engineering, mechan

Engineering, process

Environmental audit

Environmental impac

Expert witness

Feasibility

Finance/economics

Human resources

Hydraulics

Hydrology

Legal

Management

Monitoring

Policy and Planning

# Landscape Database

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## The Concept

- A searchable database
- U.S.-based companies, organizations and individuals
- Identify those providing services overseas in the various sectors of the water and sanitation field.

## Current Capabilities

- Hundreds of records
- Searchable by target country, sector, and service
- Profile for each organization

## Development in Progress

- Increasing the number of records
- Refine existing records
- Implementation of additional search fields
- Mock user testing by user groups

## Next Stage of Development

- Secure online database access
- Companies create/update their own profiles
- Enhanced searching and reporting



# Impact Case Study Example: Water Efficiency

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USAID Mission in Ethiopia seeks innovative approaches for **improving agricultural productivity and reducing water use among small scale farmers.**

U.S. Water Partnership arranges an interaction between USFCS, USAID staff and several large and small scale technology companies.

U.S. Water Partnership and Terra Manus, a U.S. agricultural technology company, create a local supply chain for a small-scale soil imprinting device that **increases water retention in soil and raises crop productivity by 40%.**

# Partnership Launch Process

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## Initial Launch: 1 Q

- Develop business and communications plans
- Form Steering Committee
- Engage launch partners
- Develop and execute launch
- Select thematic areas

## Incubation: 2 Q

- Select Board of Directors and Executive Director
- Identify and set budget and funding sources
- Develop portal approach and begin data collection

## Transition: 3 Q

- External convening/road show
- Initiate portal launch
- Early project identification and implementation

## Long Term Operation: 4 Q

- Execute membership model
- Board of Directors to identify core initiatives for 2013
- Continue to engage and convene partners



# The Opportunity

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## Join as a partner

A photograph of a young girl and a younger child looking up at the sky. The girl is wearing a grey sweater over a white collared shirt and has her arms around the child. The child is wearing a red jacket and has their hands near their face. They are outdoors with a large tree and a cloudy sky in the background.

# Questions?