



U.S. Water Partnership

A “best of U.S.” approach

NGO & Civil Society Information Roundtable

March 7, 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

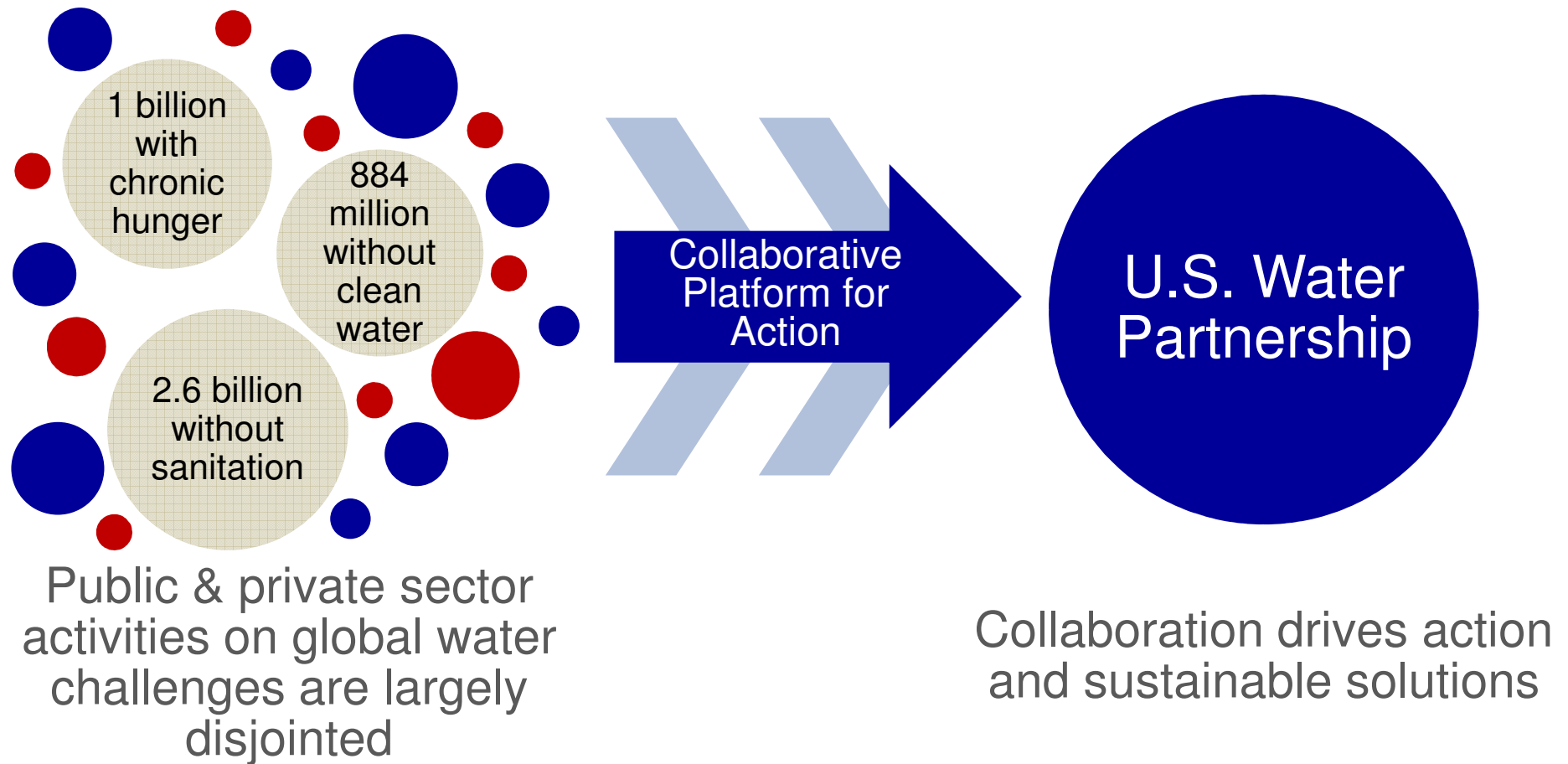
The Mission

The Model

The Partners

The Approach

Timeline



Water as the Connector

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**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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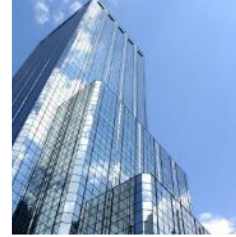
The Approach

Timeline



Government sector

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



Non-government sector

- On-the-ground presence, skills, data/information
- Facilitate relationships for U.S. companies, NGO & universities
- Facilitate cutting edge, holistic solutions

Sample NGO Benefits

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- Serve as platform to launch your priority water initiatives, reducing transaction costs
- Share data and information
- Provide an entry point to engage the private sector and USG
- Build awareness of services and capabilities



Netherlands Water Partnership & Sponsor Involvement

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Domestic

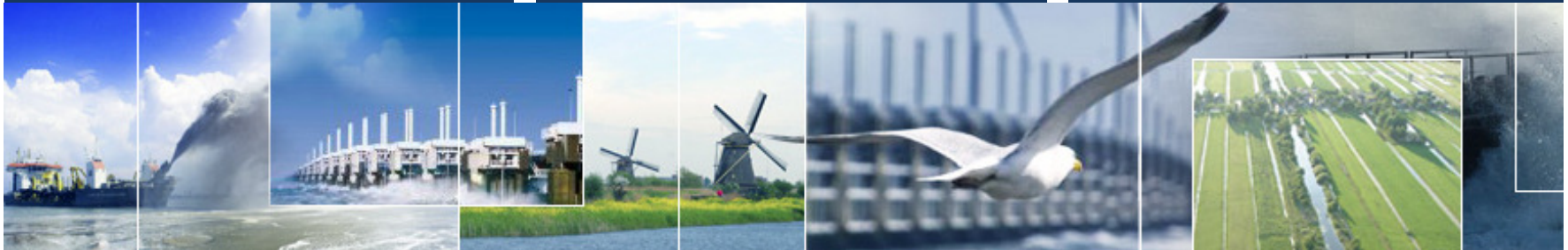
- Provides cooperation and synchronization of all parties of the Dutch water sector
- Facilitates integral solutions using national branding allowing Dutch water stakeholders to increase their position in the world water market

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

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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

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Timeline

NGOs
Academics
Private Sector

U.S. Government



GLOBAL WATER CHALLENGE



UNC
WATER INSTITUTE



19 USG Agencies consulted in design phase.
Commitments forthcoming.

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U.S. Water Partnership Core Functions

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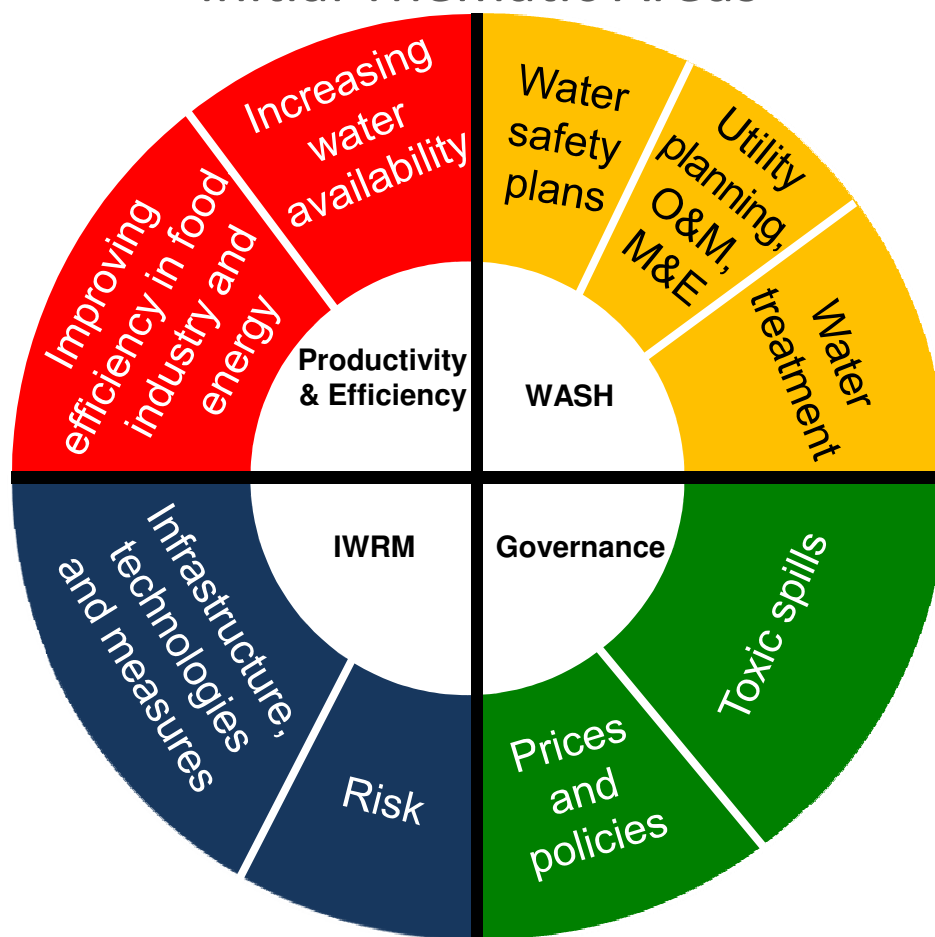
Timeline

Initial Thematic Areas

Knowledge
Sharing

Technical
Assistance
and Training

Rapid
Response



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 Organization | Access Record |
|----------------------------------|--|--|
| 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"/> |

Service Dropdown Menu:

- 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 key USG stakeholders, USAID/Ethiopia 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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Timeline

| | Tasks | Outcomes |
|----|---|---|
| Q1 | <ul style="list-style-type: none"> Develop business and communications plans Form Steering Committee Engage launch partners Select thematic areas | <ul style="list-style-type: none"> March –Partnership launched at World Water Day; begin mock user testing |
| Q2 | <ul style="list-style-type: none"> Select Board of Directors and Executive Director Identify and set budget and funding sources | <ul style="list-style-type: none"> April –Initial database development, data collection and expert roster formation begin; first steering committee meeting; final mock user testing May – Initial interface prototype completed June – Expert roster completed; initial country-specific profiles developed |
| Q3 | <ul style="list-style-type: none"> External convening/road show Early project identification and implementation | <ul style="list-style-type: none"> July – Initial Ask an Expert functionality complete August – Final interface developed September – Data collection finalized; Ask an Expert roster and functionality finalized; portal prototype complete; country specific profiles complete |
| Q4 | <ul style="list-style-type: none"> Execute membership model Board of Directors to identify core initiatives for 2013 Continue to engage and convene partners | <ul style="list-style-type: none"> December – Database development completed; portal launched |

The Opportunity

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Join as a partner

- Second staff and expertise
- Provide in-kind support (equipment, data and information)
- Provide financial resources



Questions?

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Courtesy of TCCC

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