



U.S. Water Partnership

A “best of U.S.” approach

U.S. Government Information Roundtable

February 29, 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

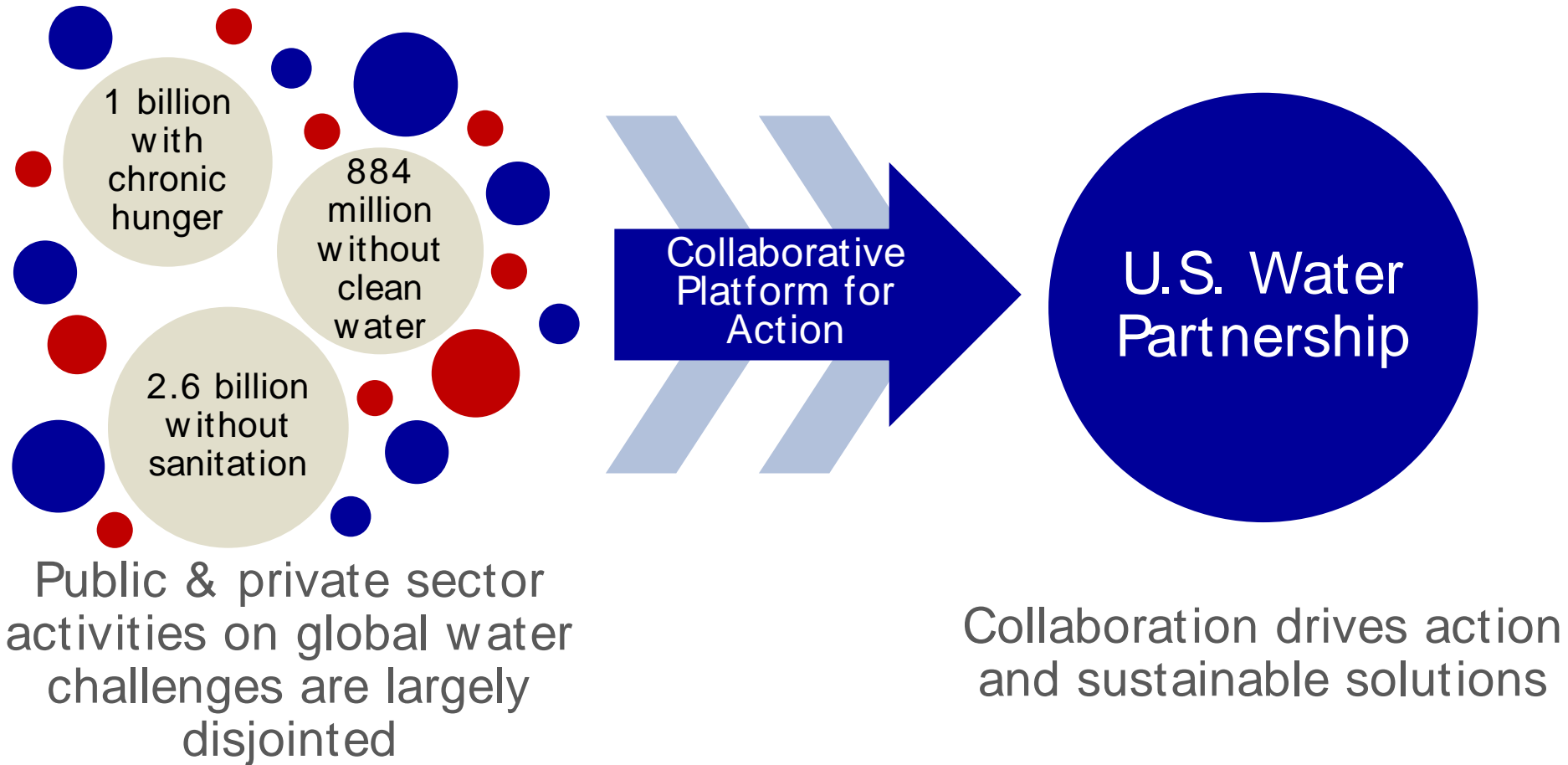
The Mission

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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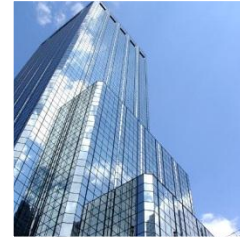
The Approach

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 USG Benefits

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- Assist in meeting national policy/program objectives
- Share data and information
- Serve as platform to launch your priority water initiatives, reducing transaction costs
- Mobilize “whole of USG” approaches
- Build awareness of services that build and leverage private sector 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

The Need

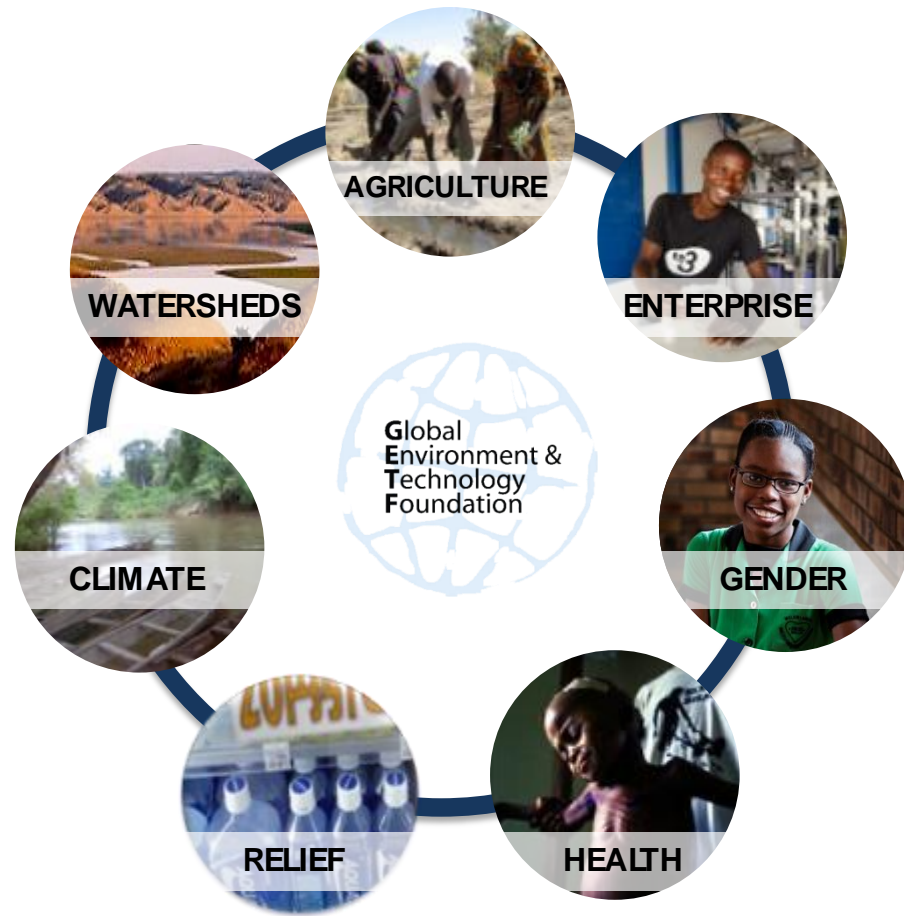
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- GETF develops and manages partnerships that touch on every aspect of global water issues.
 - 24 years developing partnerships for sustainable action



Charter Partners – Design Phase

The Need

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NGOs
Academics
Private Sector



GLOBAL WATER CHALLENGE



UNC
WATER INSTITUTE



U.S. Government



19 USG Agencies consulted in design phase.
Commitments forthcoming.

U.S. Water Partnership Core Functions

The Need

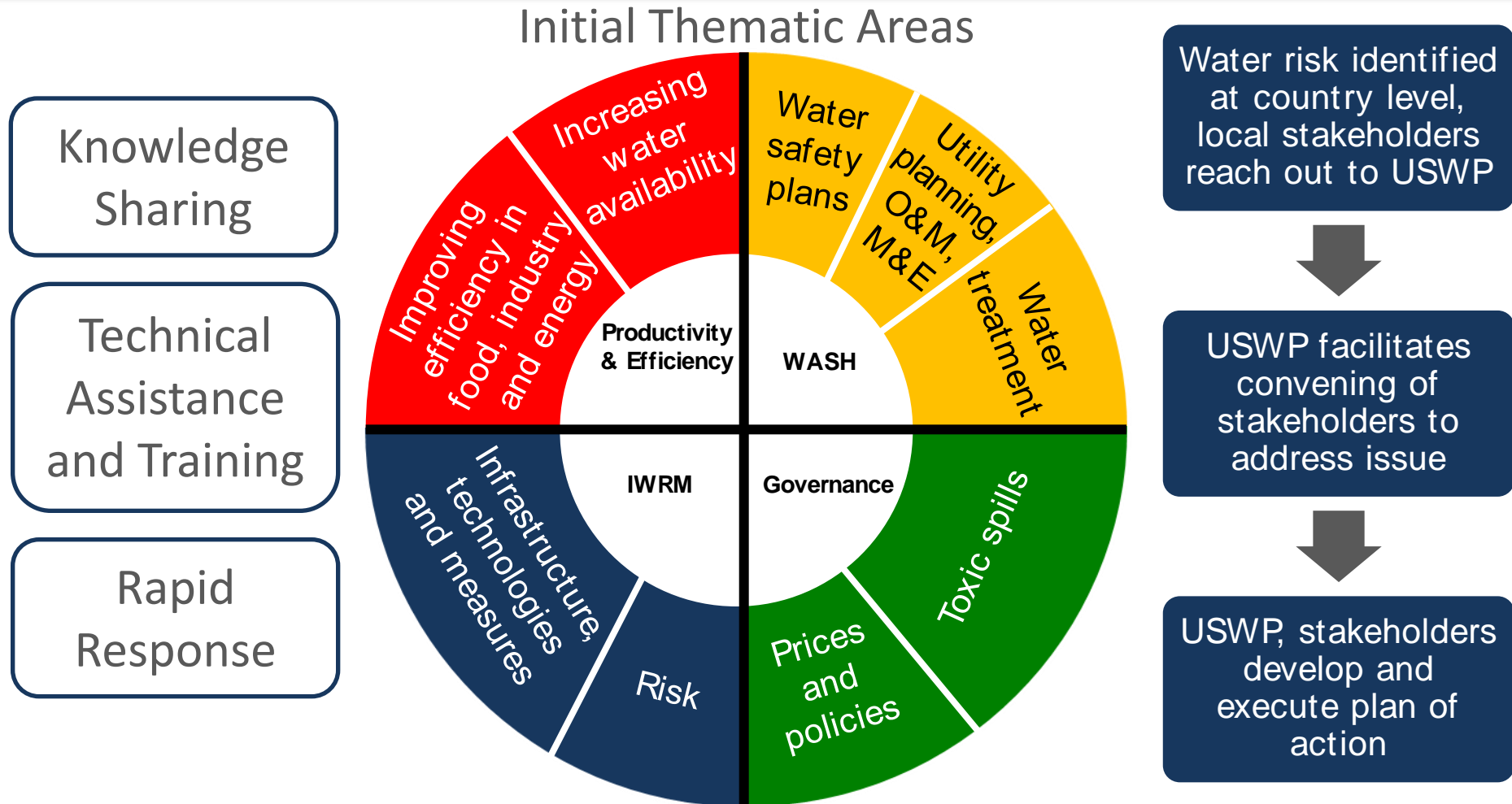
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Landscape Database

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 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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	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)
- Nominate initiatives for U.S. Water Partnership engagement
- Provide financial resources



Questions?