
WATER AND GREEN GROWTH: A NEW PATH TO SUSTAINABILITY

World Water Council and K-water announce ‘Water and Green Growth’: a new path to sustainability

7th World Water Forum, Daegu, Republic of Korea, Monday 13 April, 2015 - The World Water Council and the Korea Water Resources Corporation (K-water) together with representatives from the 7th Forum National Committee will urge political leaders to take forward the approaches in their “Water and Green Growth” report in order to set their nations on a more sustainable economic growth path.

Launched at the 7th World Water Forum and set within the context of the post-2015 development agenda, the report provides guidance on developing and implementing water and green growth policies by combining different alternatives based on state-, market- and community-based approaches.

A new development paradigm

In view of the “water crises” as the top global societal risk in the next decade, the measures within the “Water and Green Growth” report aim to reduce risks and create opportunities, while remaining sensitive to economic, environmental and social issues.

‘Green growth’ has emerged as a paradigm for job creation and economic and social development through green and clean technologies. The Republic of Korea, the host nation for the 7th World Water Forum, has focused on green solutions to re-fire its economy. Developed nations in Europe such as France, Germany and the UK are exploring, promoting and pursuing green growth strategies to tackle climate change, their dependence on resources and create jobs.

“We believe that conventional economic development models have shown their limits by digging too deeply into the ecological debt for the future generations. To achieve environmental security, economic growth, and a high standard of living, a new paradigm for growth is needed. We believe that water is at the heart of this new growth paradigm.”

“We are calling for a new framework which sets water as a means to steer economies and societies toward more resilience while meeting the soaring demands for food, transport, housing, energy and water,” says Benedito Braga, President of the World Water Council.

“We have set out strategies and solutions for addressing water-related challenges,” says Gyewoon Choi, CEO of the Korean Water Institute, K-water. *“Green growth requires both economic and environmental efficiency. In this regard, technological innovation and developments, such as the Smart Water Management Initiative featured in the report should be promoted, as well as effective institutional arrangements and governance. It is my hope that the research and findings of ‘Water and Green Growth’ contribute to solving the water problems of our world and to achieving sustainable development.”*

Water & Green Growth Special Focus Session - 13 April, 5:00 PM.

The report will be launched in a Special Focus Session of the 7th World Water Forum on Monday 13 April 2015 from 5:00 to 7:00 PM at EXCO 3F Room 315 in Daegu.

To receive the report or the case studies, for interviews, photos, any other requests, please contact:

Grayling for the World Water Council

English speaking countries: Roisin Miller Tel. +44 795 078 3428

French and Portuguese speaking countries: Daniel da Costa Tel. +33 607 429 272

French and Spanish speaking countries: Ariabel Dany Tel. + 33 699 570 488

Korean Medias: Danna Yun Tel. +82 10 4433-0321

worldwatercouncil@grayling.com

K-water

Namsoo Lee

+82 10 6777 2164

nsmis@kwater.or.kr

The Secretariat of the 7th World Water Forum

Sue Jeong Davis

media@worldwaterforum7.org

Notes to Editors

The Water and Green Growth Program is built on a long-term cooperation between the Government of the Republic of Korea and the World Water Council. The resulting report includes a new analytical approach, a revised policy framework and a roadmap for policy makers to begin the process of implementing Water and Green Growth strategies. The volume also provides a recap of the history and rationale behind the development of the Water and Green Growth concept and program. It reiterates the importance of approaching water resources management in a way that contributes to economic growth, environmental protection and socially inclusive development.

Drawn from 11 comprehensive case studies from around the world, this report builds on research proposed in Edition 1 of the Water and Green Growth report, which was launched at the 6th World Water Forum in Marseille in 2012. The original 26 case studies led to the development of an initial policy framework covering the three pillars of sustainable development: Water as an Engine of Growth (economic dimension); Protection and Conservation of Water Resources (environmental dimension); and Water for an Improved Quality of Life (social dimension).

The rich variety of case studies has served as a good foundation to develop the analytical framework to support policy makers at the local, national, and regional levels. The analytical framework has been developed through numerous discussions between experts in various fields and encompasses strategic, institutional, and practical approaches. The study provides a policy framework, a guide on ways to implement policy instruments, and policy implementation roadmaps as practical tools.

About the World Water Council (WWC)

The World Water Council is an international multi-stakeholder platform organization, founder and co-organizer of the World Water Forum. The World Water Council's mission is to promote awareness, build political commitment and trigger action on critical water issues at all levels, including the highest decision making level, to facilitate the efficient conservation, protection, development, planning, management and use of water in all its dimensions on an environmentally sustainable basis for the benefit of all life on earth. The World Water Council, headquartered in Marseille, France, was created in 1996. It brings together over 300 member organizations from more than 50 different countries. More information at: www.worldwatercouncil.org

About K-water

Since its establishment in 1967, in accordance with the National Development Plan, K-water has been implementing national water resources management policies regarding multi-purpose dams, water supply dams and regional water supply systems. With basin management, integration, specialization and automation, K-water is making efforts to provide a safe water supply for people so that all may enjoy the benefits of clean water. K-water made a significant contribution to the growth of the national economy and the improvement of the public welfare by implementing water resources development projects and sound water management.

More : <http://english.kwater.or.kr/eng/main.do>

About the 7th World Water Forum

Necessitating two years of collaborative preparation with stakeholders from around the world, the 7th World Water Forum consists of 4 preparatory processes: Regional, Political, Thematic and Science and Technology, within a common framework, so as to catalyze collective action and positive change.

The 7th World Water Forum will also be composed of cultural events, side events, a water exhibition, and a Citizen's Forum, including a Youth and Children's Forum, to raise awareness around water issues. The 7th World Water Forum is jointly organized by the World Water Council and the Republic of Korea together with the city of Daegu and the Province of Gyeongbuk.

More information and updates are available online at: <http://eng.worldwaterforum7.org/main/>