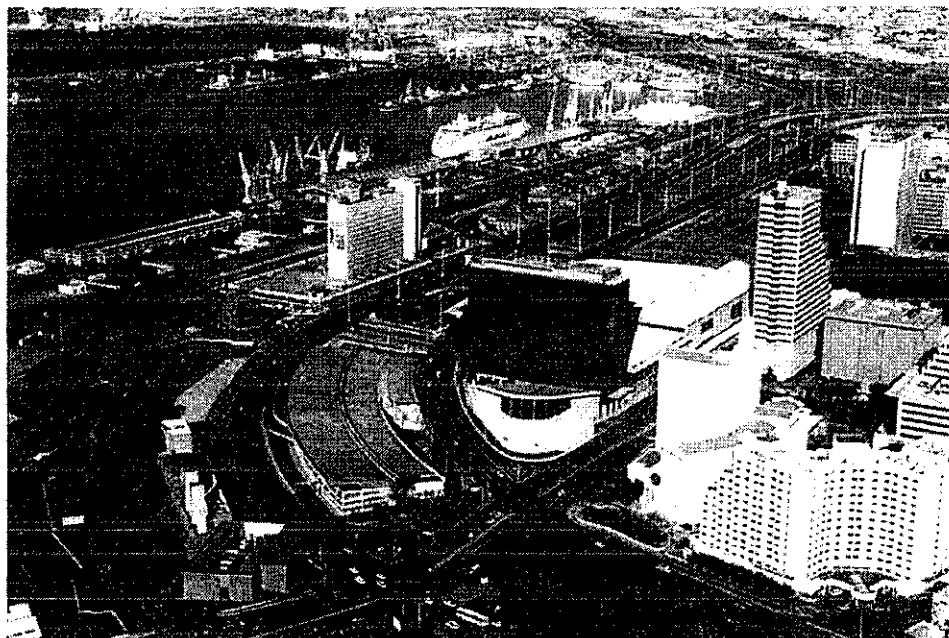


First Announcement



ANNEXURE TO ITEM  
C 32/03/11

**World Water Day 2011**  
Water and Urbanization



"Water for cities: responding to the urban water challenge"

22 March 2011

Cape Town, South Africa

Cape Town International Convention Centre

[www.unwater.org/worldwaterday](http://www.unwater.org/worldwaterday) / [www.worldwaterday2011.org](http://www.worldwaterday2011.org)

**UN HABITAT**  
FOR A BETTER URBAN FUTURE



## **Introduction**

This is the first announcement of the World Water Day (WWD) 2011 to be hosted on March 22 in Cape Town by the Government of South Africa, in collaboration with UN-Water, the African Ministers' Council on Water (AMCOW), The United Nations Secretary General's Advisory Board on Water and Sanitation (UNSGAB), the United Nations Environment Programme (UNEP) and the United Nations Human Settlements Programme (UN-HABITAT).

### **About World Water Day**

International World Water Day is held annually on March 22 as a means of focusing attention on the importance of freshwater and advocating for the sustainable management of freshwater resources.

An international day to celebrate freshwater was recommended at the 1992 United Nations Conference on Environment and Development (UNCED). The United Nations General Assembly responded by designating 22 March 1993 as the first World Water Day.

### **WWD 2011 Theme**

Each year, World Water Day highlights a specific aspect of freshwater. UN-Water has dedicated WWD 2011 to the theme *Water and Urbanization*. The objective of WWD 2011 is to focus international attention on the impact of rapid urban population growth, industrialization and uncertainties caused by climate change, conflicts and natural disasters on urban water systems. It will encourage action by governments, organizations, communities, and individuals around the world to actively engage in addressing urban water management challenges. UN-HABITAT is coordinating the organization of the WWD 2011 on behalf of UN-Water.

### **Partnership Opportunities**

A number of UN-Water members and partner organizations have expressed interest in organizing side events and exhibition during WWD 2011. These include the UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC), the UN-Water Decade Programme on Capacity Development (UNW-DPC), the United Nations Environment Programme (UNEP), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the World Bank and the World Water Council, The Global Water Partnership, the African Development Bank and ICLEI - Local Governments for Sustainability, among others.

Organizations interested in organizing side events and exhibition are kindly requested to contact Mr. Bert Diphooorn, Director, Human Settlements Financing Division, UN-HABITAT using the contacts at the back of this flyer.

## Message from UN-HABITAT

Access to water is vital to the location and growth of cities. Great civilisations such as the Roman Empire, Egyptian civilization, the Venetian Empire and the Omayyad Dynasty, among others, were founded on river banks which provided their inhabitants with freshwater. It is also around such rivers like the Nile, Euphrates, Tigris and Indus that agricultural activities thrived and trade flourished. Modern cities like London, Paris, Moscow, Cairo, New Delhi and Stockholm are built on the banks of rivers and lakes.

As cities grow and their populations increase, water scarcity is becoming an increasing constraint to urban development. New sources are more costly to develop and lack of control of city wastes results in increasingly polluted water sources resulting in environmental degradation and higher costs in water treatment.

Investments in infrastructure have not kept up pace with the rate of urbanization. Water and waste services have not been given the priority they deserve, and they show significant underinvestment, in comparison with its economic returns. Africa for example invests only 4% of its GDP in infrastructure as opposed to 14% in China. Water services are undervalued and water is underpriced (African water utilities forgo \$1.8 billion in revenues against the costs of water production).

Utilities in developing countries are characterised by high unaccounted for water, bloated staffing, weak governance and financially unviable operations. Whilst there are some important exceptions, in general they have a significant way to go in improving efficiency and effectiveness.

The poor in cities receive the worst services: piped water coverage is declining in many settings and yet the poor pay the highest water prices. Few urban authorities in developing countries have found a sustainable solution to urban sanitation. They cannot afford to extend sewers to the slums; nor can they treat the volume of sewage already collected. Solid waste disposal is a growing threat to health and the environment. Urban sector institutional arrangements are fragmented, lack effective regulation and roles are not structured for efficiency or success.

There is growing evidence that the water infrastructure will also be significantly affected by climate change, particularly through the impact of floods, droughts, or extreme events. Water resources are expected to change, both in quantity and quality; and water, storm water and wastewater facilities will face greater risk of damage caused by storms, floods and droughts. The effect of climate change will mean more difficult operations, disrupted services and increased cost for water and wastewater services.

The global celebrations of World Water Day 2011 (WWD 2011) provide a good opportunity to alert the world to the adverse global situation in urban water management, and to encourage seizing opportunities to address these formidable challenges. Through disseminating knowledge of successful approaches, it also seeks to give hope that solutions can be found. A principle objective of WWD 2011 is to celebrate success and better educate decision-makers, sector stakeholders and the world population about solutions.

## Message from AMCOW

The African Ministers' Council on Water (AMCOW) is pleased to join UN-HABITAT in co-organizing World Water Day (WWD) 2011. The global observance of WWD 2011, to be hosted by the Government of South Africa in Cape Town with the theme *Water and Urbanization*, provides a good opportunity to discuss a range of options for tackling urban water and sanitation challenges facing the African continent.

In the last five decades, Africa has experienced an unprecedented demographic shift. In 1950, the urban share of the total population in sub-Saharan Africa was only 14.5 percent; in 1980 it increased to 28 percent and further increased to 34 percent in 1990. With an estimated annual average growth of 3.31%, the urban population is expected to reach 50 percent by 2020 and 60 percent by 2025. An even more significant figure is that today 71.9 per cent of urban Africans live in slums. This figure is 46 percent in Asia and a little over 30 percent in Latin America and the Caribbean.

With only five years to the date set for the attainment of the Millennium Development Goals (MDGs), managing water and sanitation for the rapidly growing African cities and towns is undoubtedly an urgent priority for AMCOW. Although most African countries are still lagging behind in meeting the MDGs, significant steps have been taken to fast track regional and national efforts aimed at addressing water and sanitation.

The 3<sup>rd</sup> Africa Water Week held in Addis Ababa, Ethiopia from 22-26 November 2010, provided an opportunity to highlight positive steps being taken by African countries in translating into action the regional commitments as outlined in the Sharm El Sheikh, Tunis and e-Thekwini declarations.

It is our hope that the global celebrations of WWD 2011 will build on the outcome of the 3<sup>rd</sup> African Water Week, especially in the African Caucus, which will bring together a high level panel composed of African Ministers, Mayors, civil society organizations, representatives of development banks and the private sector to brainstorm practical steps in accelerating the achievement of MDGs in Africa.

Hon. Edna Molewa  
AMCOW President

## **Preparatory Meetings**

### **World Water Week in Stockholm, 5-11 September 2010**

As part of the World Water Week in Stockholm, a UN-Water seminar on *“World Water Day 2011 - Urban Water Management: Key Issues and Priorities for Action”* was held on 7 September 2010. The objective of the Seminar was to highlight key urban water management issues and priorities for action based on the diverse experience of UN-Water members and other stakeholders. During the seminar, participants made recommendations to guide the planning, organization and development of key messages for WWD 2011.

### **Third Africa Water Week, Addis Ababa, 22-26 November 2010**

UN Habitat was requested by the African Minister’s Council on Water (AMCOW) to coordinate the parallel session on the theme *“water and urbanization”* at the 3<sup>rd</sup> Africa Water Week. The session focused on 4 areas namely: (i) Delivering sustainable services to the urban poor; (ii) ensuring synergy between the artificial and natural environment; (iii) Monitoring the water and sanitation Millennium Development Goals in urban areas; and (iv) Financing urban water and sanitation. The outcome of this meeting will feed into the WWD 2011 event in Cape Town.

### **Sustainable Water Management in Cities: engaging stakeholders for effective change and action, Zaragoza, Spain, 13-17 December 2010**

This global meeting, jointly organized by the UN-Water Programme on Advocacy and Communication (UNW-DPAC), the United Nations Human Settlements Programme (UN-HABITAT), the SWITCH consortium, and the Zaragoza City Council, brought together more than 200 experts, local government officials, media specialists, key water operators and political representatives of cities and stakeholder groups to discuss the issues and propose practical ways to move forward to meet the challenges of achieving water and sanitation for all, of disseminating results to a wider audience, and considering different development contexts and regional characteristics. The meeting was also an intermediary step in the preparation for World Water Day 2011. A meeting of UN-Water Members and Partners took place in UNW-DPAC office on 18 December to discuss next steps to WWD 2011.

## Provisional Agenda

Time	Tuesday, 22 March 2011 (Main Event)
<b>Morning</b>	<b>Cultural Event</b>
	Live connection to Fiji, Bangkok, Manila (GDLN)
	<p><b>The African Caucus</b></p> <p>The African Caucus will bring together a high level panel composed of African Ministers, Mayors, civil society organizations, representatives of development banks and the private sector to discuss a range of opportunities for tackling urban water and sanitation challenges facing the continent. The Panel will build on the outcome of the 3<sup>rd</sup> African Water Week to be held in Addis Ababa, Ethiopia from 22-26 November 2010.</p>
<b>Afternoon</b>	<b>LUNCH BREAK - Exhibition and Fair/Side Events</b>
	Live connection to Zaragoza, Amsterdam and Senegal (GDLN)
	<p><b>Mayors Caucus</b></p> <p>The Mayors Caucus will bring together prominent mayors, International Association of Local Governments (ICLEI), representatives of development banks and international organizations working with local governments to discuss water and sanitation challenges confronting local governments. The Panel will also brainstorm ideas, including policy and investments, required to improve the water and sanitation situation in a rapidly urbanizing world.</p>
	Live connection to Washington and Rio (GDLN)
	<p><b>High-Level Panel</b></p> <p>The High-Level Panel will comprise celebrities, heads of United Nations agencies and prominent personalities from the media and private sector. It will summarize the outcome of the WWD 2011 global celebrations based on inputs from the regions and provide policy guidance based on a variety of approaches and ideas for accelerating efforts in reaching the Millennium Development Goal targets for water and sanitation.</p>
Jazz Festival at the Fair	

## Side Events

The following side events will be held ahead of the main event:

Event	Convener	Date
Water-Loss Reduction Workshop for Africa region	The Global Water Operators Partnership Alliance (GWOPA) and UN-Water Decade Programme on Capacity Development (UNW-DPC)	18-19 March 2011
Journalists Training Workshop	United Nations Human Settlements Programme (UN-HABITAT) and UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC)	tbc
Workshop on Water Quality Standards for Ecosystems in contribution to the UN-Water Thematic Priority Area on Water Quality	UNEP	tbc
Side Event on Urban Wastewater Management in Coastal Cities in contribution to the UN-Water Task Force on Wastewater Management	UNEP and UN-HABITAT	tbc
Launch of joint UNEP - UN-Habitat - AMCOW publication on best practices in urbanization, water and ecosystems	UNEP, UN-HABITAT, AMCOW	tbc
The Global WOPs Congress and GWOPA General Assembly	GWOPA	20-21 March 2011
A stakeholders event and follow up meeting on the Istanbul Water Consensus	World Water Council	tbc
Meeting on Water and Climate	World Bank	tbc
Role of Local Governments	ICLEI - Local Governments for Sustainability	tbc
Urban Water Management	Global Water Partnership	tbc
Seminar on Values-based Water, Sanitation and Hygiene Education	United Nations Human Settlements Programme (UN-HABITAT) and Project Wet	tbc
Book launch of Urban Water Series	United Nations Educational, Scientific and Cultural Organization (UNESCO)	tbc
Book launch of Water Efficiency in Urban Areas	UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC)	tbc

## **Connecting Cape Town to the World**

World Water Day is celebrated throughout the world by hundreds of organizations and thousands of individuals. In 2011, UN-Water with the assistance of the World Bank's, Global Development Learning Network (GDLN), a partnership of over 120 recognized global institutions (Affiliates) in over 80 countries, that collaborates in customized learning solutions for individuals and organizations working in development, will make World Water Day truly a global event.

During World Water Day 2011, the GDLN network will connect throughout the day participants from other countries in "real-time", to the debates and dialogues taking place at the Cape Town International Conference Center (CTICC). The morning session of 22<sup>nd</sup> March, will connect Fiji, Bangkok and Manila to the debate at the main auditorium. Around noon, Zaragoza and Amsterdam will be linked and in the afternoon Washington and Rio will join the World Water Day celebrations in Cape Town.

A typical GDLN session during World Water Day 2011 will focus on the challenges and opportunities of water and urbanization. Participants are water experts, professionals and suppliers from around the world, working in government, non-governmental organizations, and the media. These participants will contribute with suggestions and recommendations to conclude the debate on World Water Day.

## **WWD 2011 Outreach Activities**

Our primary tool is the UN-Water / World Water Day website, reinforced by social media channels, through which we plan to disseminate messages and engage people (schools, civil society, NGOs) in activities and events that will be portrayed and made visible through the dedicated website and facebook page.

To help people building their activities and events, we offer them our campaign products such as multilingual WWD logo, posters, banners and buttons for web use, as well as the official brochure and the Frequently Asked Questions, which provide teachers and media with ready to use information to create awareness among students and communities; the visual identity is also used to produce items such as WWD desktop backgrounds for computers and mobile phones, template for T-shirts, etc.

We will launch an awareness-raising photo reporting activity, where we will engage people to send us photo on water in their city, which we will use on the site to produce photo-galleries and on Facebook, to make the pages also "owned" by our public.

The website address is [www.unwater.org/worldwaterday](http://www.unwater.org/worldwaterday) or [www.worldwaterday2011.org](http://www.worldwaterday2011.org) (under development). Organizations and individuals interested in uploading their WWD 2011 activities on the website should contact Ms. Nicoletta Forlano using the contacts at the back of this flyer.



The UN-Water World Water Day Facebook page, is specifically addressing a youth niche who is particularly active in the world of social media. We will invest in creating buzz and activities through this channel by starting a dialogue with our supporters.  
<http://www.facebook.com/pages/UN-Water-World-Water-Day/370578007108>

Through the new TWITTER account, we plan to offer a continuous feed of information and news around the theme and the public's engagement  
[http://twitter.com/UNW\\_WWD](http://twitter.com/UNW_WWD)

## **WWD 2011 Media Kit**

The following documents will form part of the WWD 2011 media kit:

- UN-Water statement on WWD 2011
- WWD 2011 Flyer
- Press releases
- Fact and figures on water and urbanization
- Reader on publications on water and urbanization
- City and thematic briefs

## **The WWD 2011 Exhibition and Fair**

The WWD 2011 Exhibition and Fair will be open for three days from 20<sup>th</sup> - 22<sup>nd</sup> March to exhibitors from all over the world. The exhibit area will present 40 units of 16 - 20m<sup>2</sup>, which will be available to a large and varied number of national and international exhibitors and on a *first-come-first-served* basis. Visitors to the fair will include 1,500 participants attending the Cape Town event as well as local visitors from South Africa.

At the fair is a large podium for presentations and entertainment. It will feature cultural events, speeches, interviews and worldwide videocnferencing via the Internet. All luncheons and reception parties will take place at the fair.

The opening of the Fair will be on 20<sup>th</sup> March with a spectacular show by African artists. The closing will be a joint effort with the Cape Town Jazz Festival, contributing to the World Water Day celebrations with performance, starting in the late afternoon on 22<sup>nd</sup> March and lasting until late in the evening.

A small unit at the Fair is priced at US\$ 5,500 or ZAR 39,000. The larger units cost US\$ 6,500 or ZAR 45,000. The exhibition and fair will be a non-profit venture; any extra revenues will be used to fund culture and community projects at the WWD 2011.

## NATIONAL WATER WEEK/ WATER MONTH: PROPOSED EVENTS & ACTIVITIES

**Water Month: March (City of Cape Town - local)**

**National Water Week: 20 - 27 March 2011 (DWA, National/Regional)**

**Human Rights Day South Africa: 21 March (Public Holiday)**

**World Water Day: March 22 (UN, International)**

The events and activations below listed in chronological order form part of the national and local Water Week objectives and have been designed to support the main UN-Water WWD Event hosted at the CTICC in Cape Town.

It has been proposed to link the three tiers of Government (National, Provincial & local) NGO's, corporate, media, youth and general public by creating one voice raising awareness and inspiring action across all sectors in order to create maximum impact and lasting behaviour change.

WWD & National Water Week 2011 are perfect platforms to unify all stakeholders utilizing a single message - 'We are for love of water' in support of the WWD theme, *Water and Urbanisation*. The City's Water message "Saving Water is a Way of Life" will continue to be used but in conjunction with unifying message.

### **\*AWARENESS / MEDIA CAMPAIGN \*: March 2011 (General awareness, promoting partnership events, need Corporate Communications on board)**

- National through the line (e.g online, social media, SMS, collaterals, posters, murals, radio, TV, billboards including National Retail In-Store media & internal corporate communications)
- Promise: People are invited to make the flow promise (commitment) by all means available (eg. Radio, TV, SMS, Online) and share their action i.e how are they for love of water
- Plans to link Earth hour (turning off electricity to incorporate not using water for the same hour (20:30 on March 22. All people are invited to stand by a body of water (noting that people are a body of water too) and not use water or anything that contains water for an hour (brings awareness to what life could be like without water).

*Project Champions: DWA, City of Cape Town*

*Potential Suppliers: Ogilvyearth, Derick*

*Project Partners Proposed: SABC, ETV, Primedia, Greenhouse & other media organization*

### **ANTHEMIC THEME SONG LAUNCH: March 19 (No City involvement required)**

'We are for love of water' akin to 'We are the world'

- Launched on K-Day at Val De Vie and played throughout the week.
- Composed by South African composer, Collaborative Anthemic theme song by Top African Artists.

*\* Song will be marketed across all channels possibly as part of a compilation CD.*

*Project Champions: Zolani Mahola*

*Potential Suppliers: Neo Muyanga, Pulse Music, Eppelsauce Music*

*Project Partners Proposed: Embassy of the Kingdom of the Netherlands, Pick n Pay, DWA, Santam*

### **\*CHILDART COMPETITION: March 2011 (No City involvement required)**

- Launch of 2011 National Santam Childart Visual Art Competition (This is an annual competition that has been in existence for many years already) sent to all registered Schools in SA. Theme 'for love of water'

*Project Champions: Santam*

*Potential Suppliers: Eppelsauce Music*

*Project Partner: Wessa, DWA*

**K-DAY: March 19 (Outside of City boundaries, but proposed that City supply standpipes from Fan Walk and a City information stand for the day)**

- Full day of family entertainment and performance, est. 15 000 attendance.

Location: Val De Vie, Sponsored by KFM (Primedia) & Santam

Project Champions: Santam, Primedia

Potential Suppliers: Confirmed:

Project Partners sample: Santam, Primedia, City of Cape Town

**SA NATIONAL WATER WEEK LAUNCH: March 20 (TBC by DWA - support required from City if in Cape Town – NB: proposed location below may be changed because of international involved in Cape Town during this week)**

Location Proposed: Mossel Bay

Project Champions: DWA

Potential Suppliers: WISA

Project Partners sample: DWA National Communication Utilities Forum

**WWD CONFERENCE & EXPO: March 20-22 Exhibition stand required from City - Separate report submitted to US Portfolio Committee to support using allocated funding (R45 000)**

Location: CTICC, Hosted by: AMCOW/UN-HABITAT/UNSGAB /UN-Water

- Detail of Main event and Side Events available at [www.worldwaterday2011.org](http://www.worldwaterday2011.org) and as separate document if requested.

- Includes Presentations, plenary discussions, high level exchange, cocktail function, CT Jazz festival, live crossing/broadcast to other global events

Theme: Water and Urbanization

**1. \*WALK FOR LOVE OF WATER: March 21 Human Rights day (public holiday) (City support required – Mayor suggested his High Level Project Team) – R250 000**

- supporting the message that all have a right to clean, safe freshwater - a constitutional right in SA and to identify with those who walk each day to collect water
- could be supported by entertainment (local and Int.(possibly Cirque Du Soleil) along the way, Include high profile attendants.

• **Location: Fan Walk Route culminating at the Green Point Urban Park**

- Template to be sent countrywide to DWA offices for them to invite all: NB: This activity can be replicated throughout all municipalities.

- Link to 'Walking for Water' Global schools initiative ([www.walkingforwater.eu](http://www.walkingforwater.eu))

**Budget Summary Walk for Water – the projected costs of R250 000 would be costs for service provider (same one covering Fan Walk during the World Cup) to replicate atmosphere of world Cup and coordinate and work with City Team to ensure this happens.**

combined with – if at all possible:

**RUN FOR LOVE OF WATER – Tentative only – insufficient time to negotiate with ASA to include on calendar.**

- Event run along the Camissa Route for professionals /those who wish to run (Cape Town underground Springs) culminating at the Green Point Urban Park

Project Champions: City of Cape Town

Potential Suppliers: Celebrity SA, Breslyn

Project Partners: DWA, UN-Water, Pick n Pay, Reclaim Camissa

Notes: Participants are invited to make the promise/statement 'I am for love of water' & register email/celphone to receive Relevant Water Information ongoing.

Proposal to activate 'Myciti buses' for all the water events on March 21 and possibly throughout the week to link some of the events (i.e. Water Dome and Learners Expo).

**\*WALK CELEBRATION & FESTIVITIES ALONG THE FANWALK: March 21 (City support required – High Level Project Team) – R200 000 - this could be a sponsorship event**

- Entertainment (live arts performances, Live music, water rituals)
- Water Based Fun Activities for Adult and Children

- *Urban Water & Sanitation light Expo* showcasing Urban based Solutions
- Location: Greenpoint Park / Stadium
- Project Champions: City of Cape Town
- Potential Suppliers: Celebrity SA, Beanstalk, Big Concerts, Cirque Du Soleil, Envirochild
- Project Partners Proposed: City of Cape Town, DWA

## **2. LEARNERS WATER EXPO : 22-27<sup>th</sup> March (Event led by City, arrangements at advanced stage) – R200 000**

- Knowledge / educational /edutainment expo aimed at the youth addressing Water challenges and opportunities showcasing solutions.
- Accessible to students and schools

Location: Ratanga Junction combined with Intaka Eco Centre (and exposure Informal Settlement)

Project Champions: City of Cape Town

Project Partners: WISA, SAICE, YWP, DWA?

Potential Suppliers: Icologie

### **Budget Summary – Ratanga Junction**

Item	Amount (Rands)
1. Service Provider Fees - Venue Hire (Ratanga)	74,877.00
2. Transport – Buses (should MyCity buses not be available)	48,000.00
3. . Catering (learners, educators and staff)	33,600.00
4. . SAICE Schools Competition Kits	7,000.00
1. Intaka Island -	16,416.00
2. Jungle Theatre - Entertainment	20,000.00
3. Contingencies (t-shirts, material, etc)	5,000.00
<b>Total (excl VAT)</b>	<b>R 204 893.00</b>

## **COMMUNITY WATER DOME / EXPO: 22-27<sup>th</sup> March (City ready to support where necessary)**

- Knowledge / experiential expo aimed at communities and children addressing Water challenges and opportunities showcasing solutions
- Includes beamed UN event on March 22

Location: OR Tambo Hall, Khayelitsha

Project Champions: DWA

Project Partners: City of Cape Town, Utilities

Potential Suppliers: Icologie, Adele Lucas Promotions

**TBC by DWA**

## **3. WDM COMMUNITY ENGAGEMENT PROGRAMME: Throughout March (City of Cape Town) – R50 000 (for materials/handouts)**

*Active program aimed at community, businesses, industry, schools, etc to promote water conservation, water by-laws, similar to recent programme in Far South area.*

**Status: Program being developed and finalised – Detailed programme will be circulated nearer the time.**

## **EVENING PRESENTATION & COCKTAIL FUNCTION TWO OCEANS AQUARIUM: March 22-24**

**(Two Oceans may need City involvement with some talks, but otherwise little involvement from City)**

- Presentations, Talks, match making, plenary discussions, Film Screenings, Cocktails,
- World Class Live arts performance i.e music, Comedy, Poetry
- 22 March (host: Rand Water), 23 March (host: Dutch Ambassador), 24 March (host: unassigned)

Location: the Two Oceans Aquarium - V&A Waterfront

*Project Champions: Embassy of the Kingdom of the Netherlands, DWA, Greenhouse*

*Potential Suppliers: Icologie, Beanstalk,*

*Project Partners: the Two Oceans Aquarium, Pick n Pay*

**ADOPT A SCHOOLS PROGRAMME: March 22-25 (Existing Programme at Aquarium no City involvement required)**

- Educational & experiential, hands-on learning opportunities for children.
- Activities could include a water audit at the schools, a clean-up of a near-by wetland and sorting the waste collected into recyclables and non/recyclables.

Location: the Two Oceans Aquarium

*Project Champions: the Two Oceans Aquarium*

**WATER FILMS / MESSAGES \*: March 21 – 27 (No City Involvement needed)**

- National Movie houses are asked to broadcast films around the theme of water

Location: Nu Metro & Ster Kinekor

**TEDX CAPE TOWN: March 26 (No City involvement required)**

- In the spirit of ideas worth spreading, TED has created a program called TEDx - independently organized TED event
- At TEDX Cape Town, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group around the issue of water

Location: Paul Cluver Wine Estate, Open Air Amphitheater

Website: [www.tedxcapetown.org](http://www.tedxcapetown.org)

*Project Champions: Bernelle Verster (The Water Maverick), Justin Beswick, James Howell*

**EARTH HOUR LINK Up: March 26, 20H30**

Proposal to link a Water Hour to Earth Hour – to go without water (and anything made with water) as well as electricity for one hour – details to be advised

**VIDEO CONFERENCE BETWEEN PRIMARY SCHOOLS (Existing project Dutch/UN led)**

- A suggestion has been made that there should be a video conference between 1 Cape Town primary school and US/Australian school. They can debate about their experiences with regard to water issues

*Project Champions: DWA Western Cape*

*Potential Suppliers: Infinite Family Project Partners: Infinite Family*

**\* Note that these activities are designed to be accessible countrywide linked through a common message and motif - for love of water, I am for love of water, we are for love of water.**

## WATER & SANITATION: WATER CONSERVATION PROJECTS CURRENT STATUS

### Council Information signs

*Billboards with specific water messages to be installed on 20 pre-determined and approved sites across the City to promote water conservation and raise awareness on build up to activities and Water Week*

**Status: Awaiting appointment of contractor**

### Working models for W&S

*Concepts and designs of working models depicting entire water cycle of City services and water consumption/usage in and around the home which will facilitate improved understanding of City services for purposes of respect and care. Utilisation in communities, schools, etc.*

**Status: Awaiting appointment of contractor**

### Events Trailer

*Manufacturing of a mobile events trailer to be utilised to promote water conservation to communities, schools etc in areas where access is limited or non-existent.*

**Status: Tender pending advertising**

### Retrofitting of Fire Stations

*Installation of water efficient fittings (shower heads and flushing systems) in Fire Stations across the City to reduce wasteful water consumption and ensure efficient water usage.*

**Status: Tender to be submitted to BAC**

### Tagged Standpipe project

*Provision of free basic water in the absence of a National Government initiative to address the plight of backyard dwellers staying where main household has water management device installed. Installation of four standpipes with electronic tags in an area called Samora Machel. Extra standpipe recently installed, making total of 5 and extra tags distributed 8<sup>th</sup>/9<sup>th</sup> February. So far all beneficiaries appear to be very happy to receive their own quota of 200 litres/day*

**Status: Weekly Monitoring and evaluation of pilot project**

### Engagement with Housing Directorate

*Development of partnership and working relationship to:*

- *Encourage Developers to install water efficient fittings when building houses*
- *Distribute/display pamphlets in housing frontline offices within the city*
- *Raise awareness to Housing and Developers on inferior or sub-standard material used in houses and their consequences*
- *Educate first time home owners on responsible use of water and water saving tips*
- *Encourage builders to pay for water used during construction*
- *Run joint/partnership workshops on consumer education with Housing Directorate*
- *Promote the **City of Cape Town 24 Hour Call Centre 0860 10 30 89** as well as Sms number **31373***

**Status: Ongoing meetings and discussions**

## **Audio Visual presentation of W&S material at Clinics**

*Distribution and installation of W&S audio visual presentations (DVD's) in 22 clinics with LCD television screens by means of flash drive technology.*

**Status: Ongoing monitoring, evaluation**

## **Informal Car Wash Facilities**

*Engagement with informal car wash facilities to promote efficient use of water and compliance with water by-laws along with research to establish improved methods, provision of proper facilities*

**Status: Ongoing**

## **Rainwater Harvesting and other alternative water resources**

*Development of appropriate resource material for distribution to promote alternative water resources and research on rainwater harvesting feasibility and viability for City*

**Status: Material currently in print, Research continues**

## **Comparative study of alternative water resources – Greywater and Blackwater**

*Research programme to compare and document results and savings of different systems in different environments to be able to provide conclusions*

**Status: Research ongoing**

## **Top 100 Water Users in Industry**

*Visits to high water users. Presentations and discussions to inform about water by-laws, water audits, efficient water fittings/processes. Staff interventions are also offered where team spends part of a day there showing DVD's giving information usually around tea/lunch breaks.*

**Status: ongoing**

## **Schools Programme**

*This programme installed PRV's at 49 schools initially trained caretakers to do basic repairs in an effort to further reduce wastage. Other schools interventions currently ad-hoc, busy developing programme to roll out*

**Status: Ongoing monitoring**

## **Awareness Training Workshops (Contractors, Depots, Frontline Offices, TOC, Councillors)**

*To create an Awareness and education on Water Conservation initiatives for a sustainable water resource within the City of Cape Town as part of our Water Demand Strategy and the Water Service Development Plan.*

**Status: Ongoing**

## **Monitoring of Contractors**

*Continual monitoring of the contractors doing awareness to ensure consistency in awareness across the City of Cape Town. As a result of this monitoring, regular training workshops are given*

**Status: ongoing**

## **Call Backs to complaints**

*Various referral sources (Clrs, front offices, housing offices particularly and often just while our officials are in the field) The aim is to provide a service to the communities when they feel no-one is helping them. Our officials help with awareness where this is lacking and take their other complaints, refer to correct department and follow up where necessary.*

**Status: Ongoing**

## **Materials development**

*Development of appropriate resource material for distribution to promote water savings to general public (including alternative water resources – series of pamphlets)*

**Status: Ongoing**