«Glossy» publication of SEEA-Water and IRWS
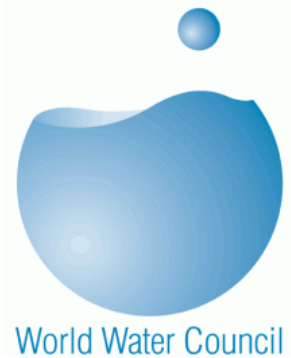
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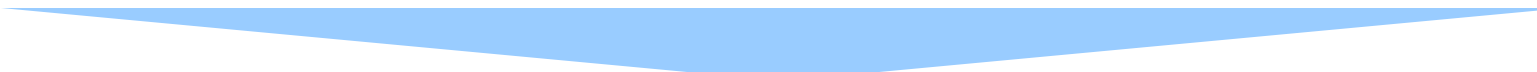
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1. AUDIENCE: The main target audience for the "glossy" publication is the users of water accounts and statistics. It includes policy makers and the "water community," represented by several organizations.

The document has to be written in a simple language in order to reach a very broad audience. It has to show practical utility and it has to "resonate" with the usual water policy key messages.
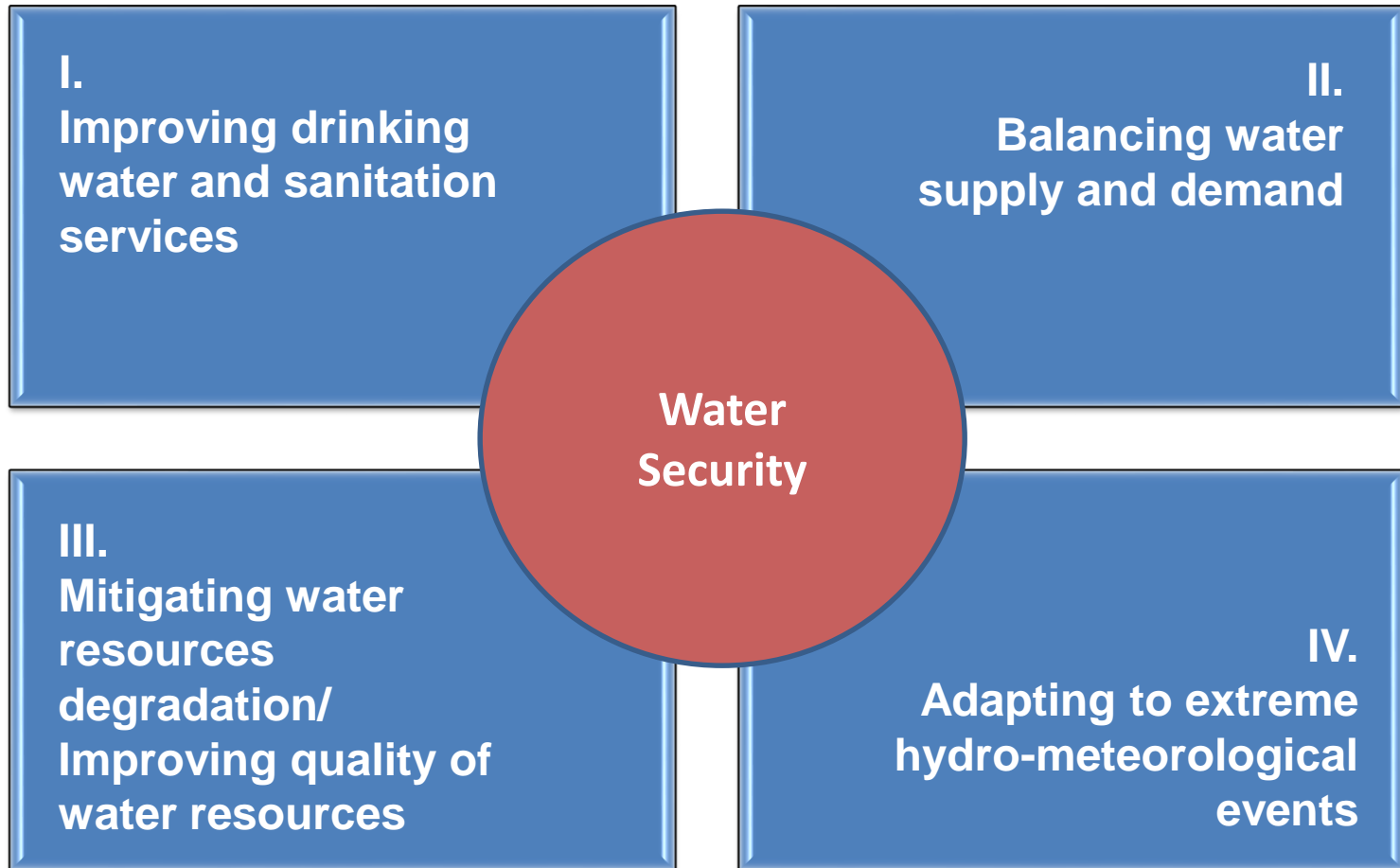
2. KEY MESSAGES: The "glossy" publication should provide answers to the following questions:

- **Why water accounts and statistics?**

- **Why SEEA-Water and IRWS?**

- **How can the results be used?**

- **How do we move forward?**

The publication should be a call for the "water community" to take ownership of SEEA-Water and IRWS, and to fully engage in the process of their implementation.

2. KEY MESSAGES: The water policy objectives identified by the "water community" can be grouped in the following four quadrants:

I. **Improving drinking water and sanitation services**	**II.** **Balancing water supply and demand**
Water Security	
III. **Mitigating water resources degradation/ Improving quality of water resources**	**IV.** **Adapting to extreme hydro-meteorological events**

The four quadrants constitute the policy demand fro water accounts and statistics. It is important to note that water security is required for achieving most of the Millennium Development Goals.

2. KEY MESSAGES: The four quadrants in plain English:

I.
Nature provides water, but not the pipes

II.
Water is enough, if it is well managed

Water Security

III.
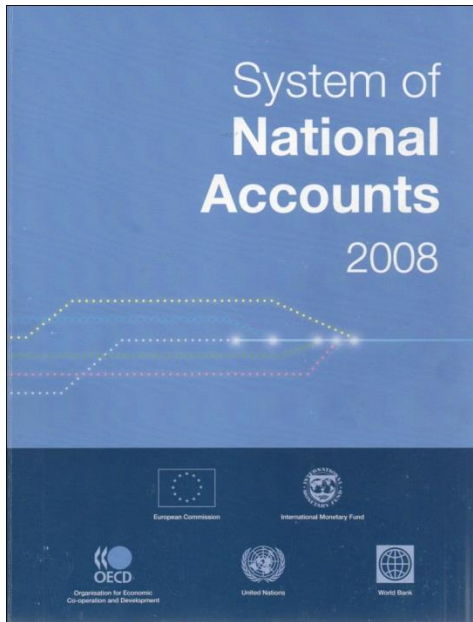**Water cleanses, but cannot absorb all our wastes**

IV.
Too much, too little, better be prepared

Sustainable development requires good water and sanitation services for all, sharing water to maximize benefits, making sure we don't exceed water's carrying capacity, and getting ready for wet and dry years. The four quadrants are interconnected.

2. KEY MESSAGE: It is important to highlight that the SEEA-Water is not just another monitoring system. It was derived from the basic concepts used in the SNA, which:

System of
National Accounts
2008

European Commission   International Monetary Fund

OECD
Organisation for Economic
Co-operation and Development   United Nations   World Bank

- • has become a standard for policy analysis throughout the world,
- • provides the basis for indicators which are widely accepted and comparable between countries and through time,
- • has been in place for about 58 years,
- • has a great capacity developed in countries and internationally.

The SEEA-Water and IRWS provide a sound monitoring platform for water policies, which can become as widely accepted as the SNA is for economic policies.

2. KEY MESSAGES: SEEA-Water and IRWS can be implemented using existing data. More than 50 countries are planning or doing water accounts.

The "glossy" will be illustrated with applications.

Some examples:
- **Application in Netherlands of emission accounts.**
- **Supply and use accounts in Australia showing significant changes in water use due to the drought.**
- **Hybrid accounts in Mexico showing variations of water productivity through time.**
- **Time series of investments showing the evolution of ISIC 36 and 37 in Colombia.**
- **Time series of investments in wastewater treatment in Austria showing changes in emissions, etc.**

The examples to illustrate the "glossy" should be carefully chosen in order to highlight policy relevance. They should include cases in developed and developing countries.

3. PARTNERSHIP: The "glossy" is being done in partnership with the World Water Assessment Programme (WWAP).

- **It will be published on the occasion of the World Water Week and the World Statistics Congress in the fourth week of August 2011.**

Other publications showing specific applications could also be developed in the future.

4. UNCEEA APPROVAL AND SUPPORT: Approval and input is sought from UNCEEA. Specifically UNCEEA can:

- Provide inputs to the draft during the editorial revision process.
- Provide a great variety of examples that illustrate applications in developed and developing countries.
- Help in the selection process of the examples to be showcased.

Time is very limited in order to meet the deadline set by the Stockholm and Dublin events.

Thank you!