

October 25, 2022
New York, NY

APCO WORLDWIDE JOINT STATEMENT FOR THE PREPARATORY MEETING FOR THE UNITED NATIONS 2023 WATER CONFERENCE

APCO Worldwide, Circle of Blue, the Vector Center, and the Water and Climate Coalition set up a workshop on the sidelines of the UNGA 77 high-level week this past September, intending to identify a way to increase water notoriety on the global debate on climate. [Participating organizations included high-level representatives from AGWA, Arup, Bayer, Imagine, Leaders on Purpose, Pacific Institute, OECD, World Economic Forum, UNICEF, Premios Verdes, US Water Partnership, [Y]our 2040, and many others who shared their creativity and vision.]

Primary outcomes included a series of granular discussion on the topics the groups identify as priority. First, how to concentrate data, information, and technology to assist and shape the current but also future water solutions; second, identifying the exemplary narratives based on who is most likely to engage in this conversation; and third, providing decision-making bodies with concrete options and not abstract ideas.

Key recommendations included:

- Elevate the discussion to a narrative that is accessible to people outside of the immediate eco-system
- Water needs to be connected on formal agendas and in narratives by stakeholders to climate, energy and other intersectional issues
- Align evolving reports from public and private sector entities
- Motivate and collect financial pools into tributaries
- Unlock technology and innovation into ethical utility
- Put forward digital prototype of a systems design (bringing together policy, communications, and science together) to aggregate water solutions

The group concluded that water sadly continues to take a back seat to climate debates, discussions, technology, investments, and policies.

This is a dramatic missed opportunity.

The water narrative must become a unifying thread that binds climate, food, energy, social justice, and other intersecting challenges of mitigation and adaptation.

Thank you for your consideration.