

BACKGROUND INFORMATION:

**Global Launch of 2030 Water Resources Group (WRG)
Partnership with Kenya:
Closing the Gap Between Water Supply and Demand**

DATE/TIME: Tuesday, June 7th – 14:45 – 15.15 (30mins)

VENUE: International Media Centre

Asiatisk Plads 2G, DK-1448 Copenhagen, Denmark

Background on the 2030 WRG partnership

The 2030 Water Resources Group is a unique public-private-civil society collaboration. They facilitate open, trust-based dialogue processes to drive action on water resources reform in water stressed countries in developing economies. The ultimate aim of such reforms and actions is to close the gap between water demand and supply by the year 2030.

The 2030 WRG works with a diverse set of partners from the private sector, including The Coca Cola Company, Nestlé, PepsiCo, SABMiller, Unilever and Dow; bilateral agencies (Sida and SDC); development banks (IFC, the World Bank, African Development Bank, Inter-American Development Bank); INGOs and IGP (UNDP, GGGI, GWP, the Forum, BRAC and IUCN). The 2030 WRG was launched in 2008 at the World Economic Forum and has been hosted by IFC since 2012.

3GF has provided a platform to the 2030 WRG to enable the partnership to share lessons and experiences, identify opportunities for scale, connect with new stakeholders and explore emerging water management issues with high-level decision makers. Through the 3GF 2015 regional meetings in Africa, Asia and Latin America, 2030 WRG has been able to significantly extend its activities and partnership base in these regions.

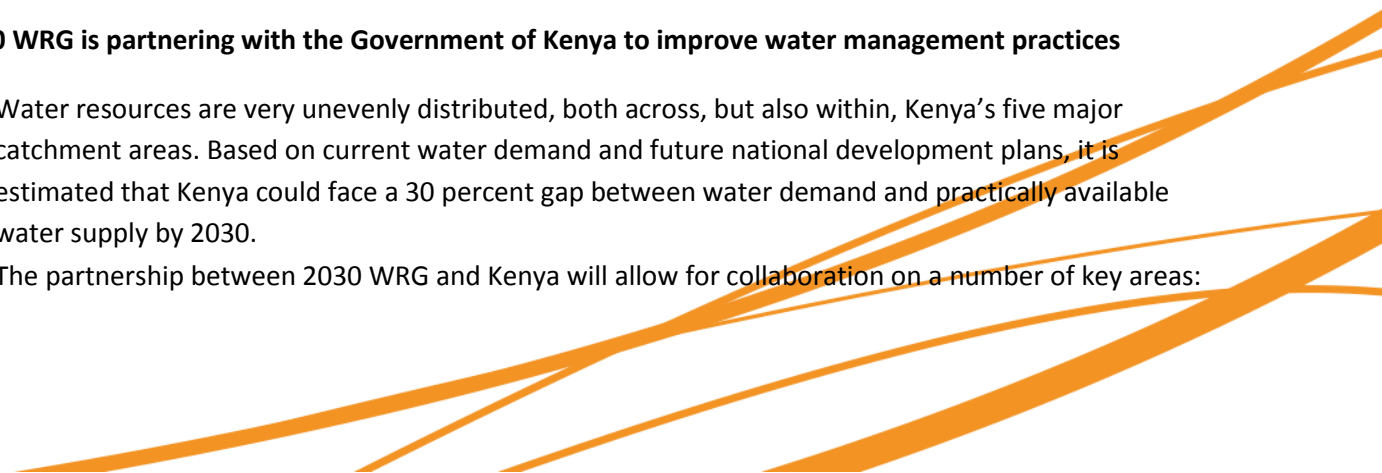
Presenters

- Hon. Eugene Wamalwa, Minister of Water and Irrigation, Kenya
- Mr. Anders Berntell, Executive Director, 2030 WRG
- Mr. Vimal Shah, Chief Executive Officer of Bidco Africa
- Ms. Phyllis Wakiaga, CEO of the Kenya Association of Manufacturers (TBC)

The gap between water demand and supply is a critical issue

- **By 2030, the world is predicted to face a 40% gap** between available renewable water supply and demand.
- **Agricultural processes account for 70% of global water use**, so addressing water management in the agribusiness and manufacturing sectors is essential.

2030 WRG is partnering with the Government of Kenya to improve water management practices

- Water resources are very unevenly distributed, both across, but also within, Kenya's five major catchment areas. Based on current water demand and future national development plans, it is estimated that Kenya could face a 30 percent gap between water demand and practically available water supply by 2030.
 - The partnership between 2030 WRG and Kenya will allow for collaboration on a number of key areas:
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expanding access to finance for efficient irrigation; catalyzing partnerships in water stressed catchments; and replicating best practices in urban and industrial water efficiency.

For more information: <http://www.2030wrg.org/>

RESOURCES

- A short 3GF film on the 2030 WRG partnership: <https://www.youtube.com/watch?v=48rYLiwkyv8>
- Stills from the video: <https://flic.kr/s/aHskBcfpY2>