



Priority for Action 2.4: Promote Green Growth and Value Ecosystem Services

Water is integral to the environmental and social systems that underpin the global economy. Yet, sustainable and equitable management is challenging to find solutions, through building bridges among the economic, social and of water.

Water resource management and the sustainable delivery of water services must be addressed through collaborative, holistic and integrated strategies. Without these, given sectoral demands and multiple uses for water, sustainable development has not been understood as untenable. 'Green growth' or development of green economies is not proposed as a replacement for sustainable development, but rather as a way to operationalise it. Green growth and green economy are becoming the new currency for speaking a sustainable development. Just as equitable and sustainable management of water is intrinsic to sustainable development, therefore, there will be no green growth without water. Water and the water community globally have a critical role to play in the emerging debate on green growth.

The Priority for Action offers a bridge to the green economy focus in the Rio+20 Summit and hence, significantly, to raising the political and investment priority given to targets and solutions that will bring ecosystem benefits into the mainstream of economic decision making over water.

Core Group members

Mark Smith (IUCN), Zsolt Kovacs (WWF), Peter Resources Corporation

Targets and Solutions Groups

1. Policies, laws, institutions and markets to enable transition to green economies
(Callum Clench (WWF) coordinator)
- 2.

Thematic priority 2.4 Core Group

Summary

Priority for Action 2.4 will mobilize knowledge, evidence, action on solutions and policy recommendations that specifically address how water can contribute to green growth. With the high priority being given to low carbon economic models, large investments will be made in infrastructure and technology. If these do not adequately take into account the role ecosystem services play in providing adequate quantities of water, of sufficient quality, then green growth will be undermined. Growth strategies that fail to invest in the natural capital underpinning water resources risk undercutting jobs and income growth. Taking advantage of the role of ecosystem services in water management could and should therefore play a role in triggering economic growth in developing as well as developed countries, as the global population grows and countries struggle with the ongoing global financial crisis.

The five targets are designed to bring stakeholders together to build solutions that will help ensure that sound water management will be factored into economic growth plans from national to local levels. The business sector will be integral to advancing the necessary new approaches and technologies in their operations and development plans.

Target 1 Policies & enabling conditions

Coordinator: Callum Clench, World Water Council

quantified returns on investment for technologies and tools that conserve and restore ecosystem services, lead to lower carbon footprint and support poverty reduction and enhanced human-well-being. It is also to stimulate investments in drinking water and sanitation infrastructures.

Target 3 Sustainable financing

Coordinator:Anthony Cox, OECD

| By 20xx, reviews of charging structures for all categories of water use, as well as strategic financial planning,

