

**3-6 JUN**  
**2021**  
REGUENGOS DE  
MONSARAZ

**WATER**

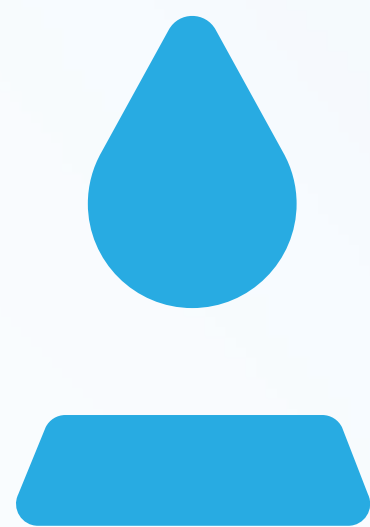
**WORLD  
FORUM  
FOR LIFE**

[waterworldforum.com](http://waterworldforum.com)

# ROADMAP

- 01 | CONTEXT **CHALLENGE & OPPORTUNITY**
- 02 | STRATEGIC APPROACH **OBJECTIVES**
- 02 | EVENT **CONCEPT**
- 04 | EVENT **COVERAGE**
- 05 | EVENT **RESPONSIBILITY**
- 06 | GLOBAL **MISSION**





**01**

**CONTEXT  
CHALLENGE &  
OPPORTUNITY**

“

**WE CANNOT  
CONTINUE TO TAKE  
WATER FOR GRANTED  
AND EXPECT TO ACHIEVE THE  
SUSTAINABLE DEVELOPMENT  
GOALS.**



António Guterres

*UN Secretary-General*

# 01

## CONTEXT FACTS & FIGURES

# 2.1

**BILLION PEOPLE  
LACK ACCESS TO  
SAFELY MANAGED  
DRINKING WATER  
SERVICES.**

WHO / UNESCO 2017

# 4.5

**BILLION PEOPLE  
LACK SAFELY  
MANAGED  
SANITATION  
SERVICES.**

WHO / UNESCO 2017

# 4/10

**WATER SCARCITY  
ALREADY AFFECTS  
FOUR OUT OF EVERY  
10 PEOPLE**

WHO

# 90%

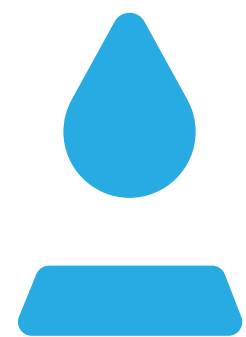
**OF ALL NATURAL  
DISASTERS ARE  
WATER-RELATED**

UNISDR

# 80%

**OF WASTEWATER  
FLOWS BACK INTO THE  
ECOSYSTEM WITHOUT  
BEING TREATED OR REUSED**

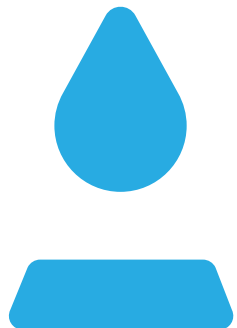
UNESCO 2017



01

**CONTEXT  
CHALLENGE**

**NO WATER  
NO FUTURE**

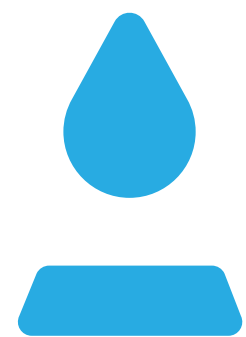


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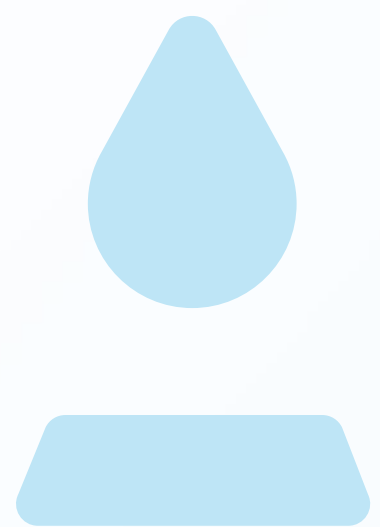
# 01

## CONTEXT OPPORTUNITY

THIS PROJECT, BASED ON **THE SIMPLICITY OF SHARING IDEAS** AND RESPECTING THE DIFFERENCES OF EACH ONE, WILL SEEK TO ANSWER THE MOST PRESSING QUESTIONS OF LIFE AND ENVIRONMENT THROUGH THE FUNDAMENTAL ESSENCE OF EVERYTHING: **-WATER-**







# 02

**STRATEGIC  
APPROACH  
OBJECTIVES**

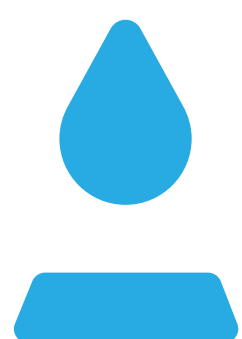


# 02

## STRATEGIC APPROACH OBJECTIVES

THIS UNIFYING PROJECT AIMS TO

- **Encourage and alert** to the urgency of immediate actions to be taken by the different stakeholders, from political to the economic class, as well as the general public, with special focus on the younger generations, enhancing water, as one of the most **precious goods** in the planet and whose scarcity is being felt in various areas of the globe.
- **Reach** different targets, with a combination of activities that seek to amplify a set of facts, feelings and emotions around the **preservation of the planet earth**.
- **Address** some of the most important issues related to **environmental sustainability**, by giving emphasis to european projects and by giving stage to the most important **world environment organizations**.





**03**

**EVENT**

**CONCEPT**

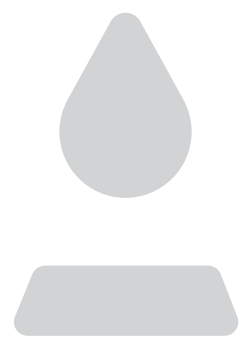
# 03

## EVENT CONCEPT

With this initiative we want to **Lead, Inspire, Empower and Engage** all involved parties in the challenge of solving the scarcity of fresh water as a starting point to the fundamental issues about **sustainability**.

We want to create awareness and to inspire people to **take action**.

But in order to involve everyone, it is critical to introduce and attract an **entire community**.

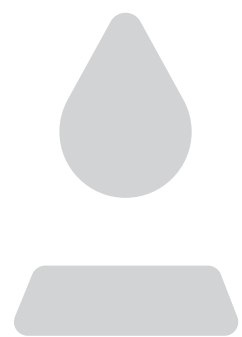


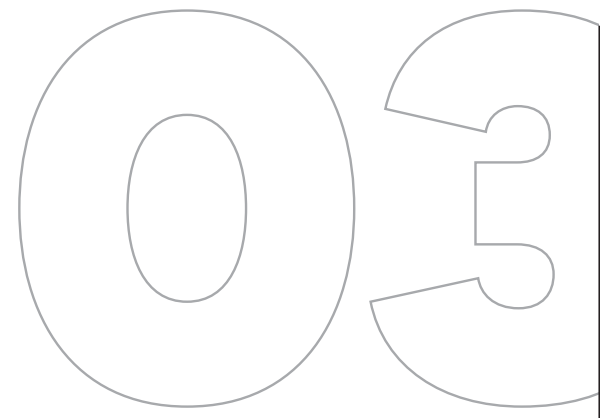
# 03

## EVENT CONCEPT

How do we imagine a one-of-a-kind event about WATER built around these 4 concepts?

**One that drives different forces together to deliver meaningful impact.**





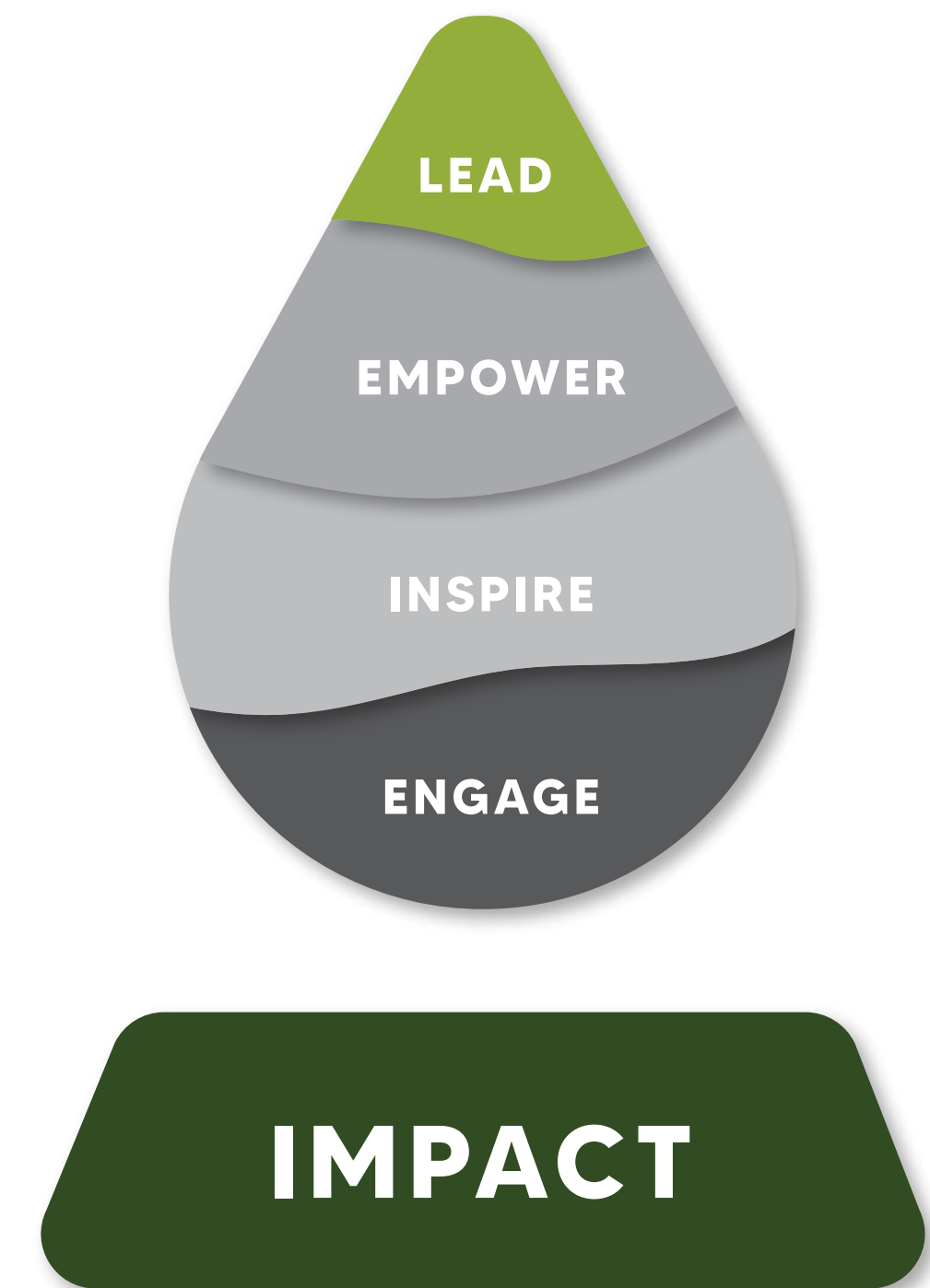
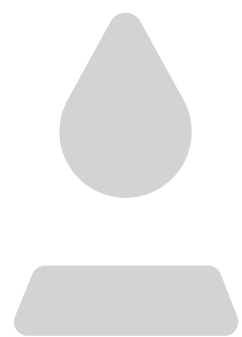
# EVENT CONCEPT

## By LEADING.

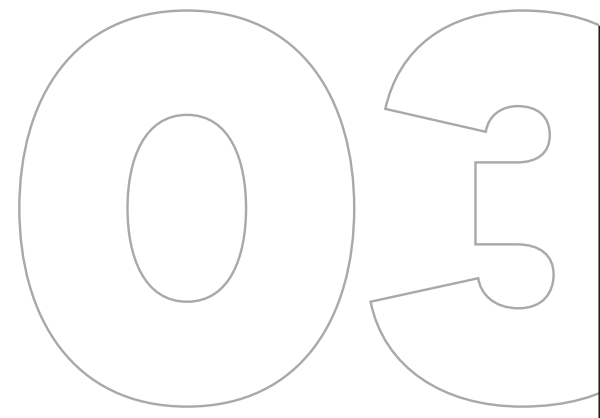
Debate challenges for the present and future to tackle the biggest threats of the 21st century.

- **Stage presentations** from a variety of Keynote Speakers and Experts - national and international
- **Debate Panels**

PLENARY SESSIONS







# EVENT CONCEPT

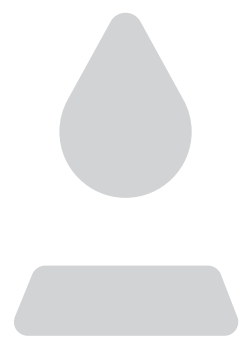
LEADING

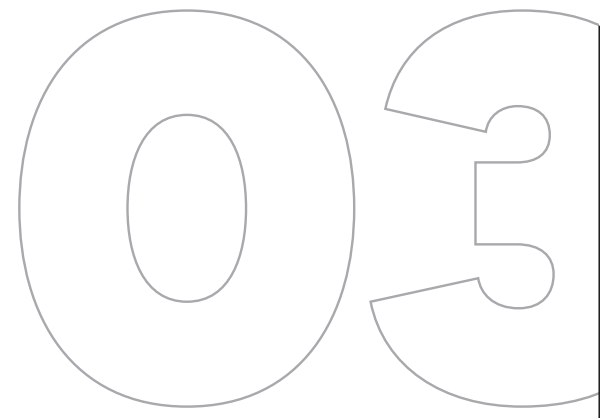


# WATER

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FORUM  
FOR LIFE

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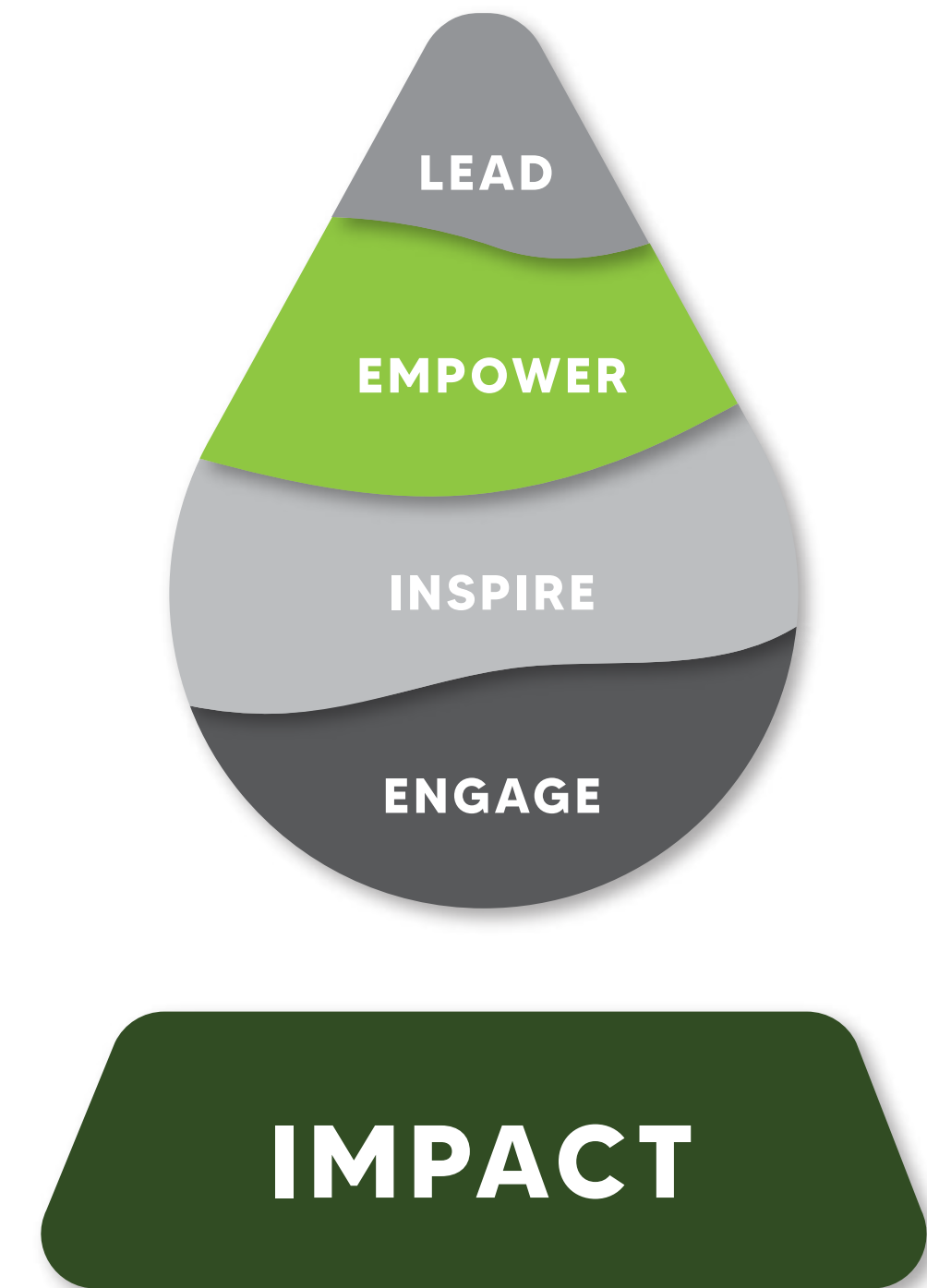
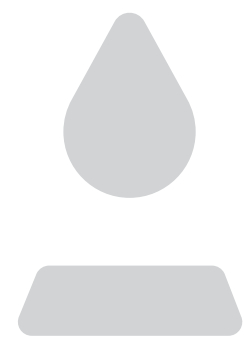
## EVENT CONCEPT

# By EMPOWERING.

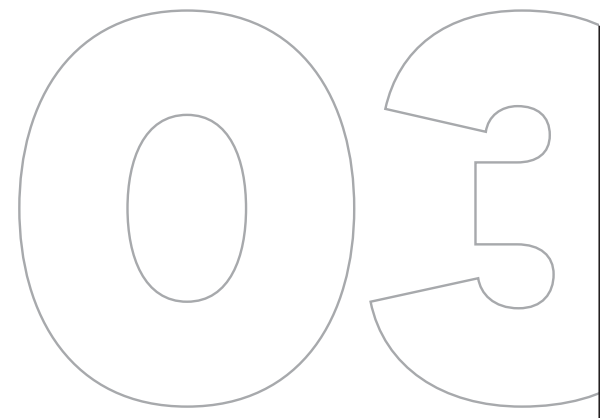
Share information and insights so people know how to act.

- **Exhibition Hall** - Area where participants can interact with products and services that allow them to gain a new consciousness of the problem, while, at the same time, experimenting possible solutions.
- **Sponsors Area** - Brand Activation

SHARE & SET THE EXAMPLE







EMPOWERING

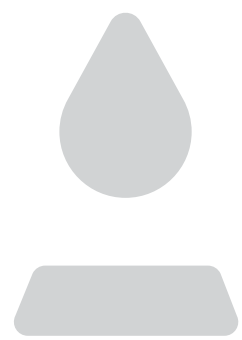
# EVENT CONCEPT

# WATER

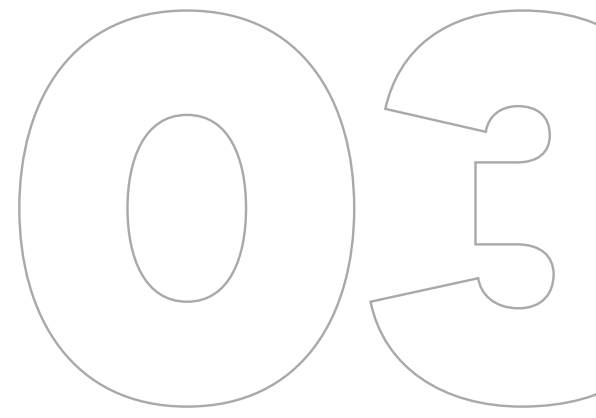
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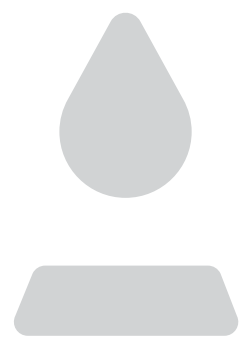
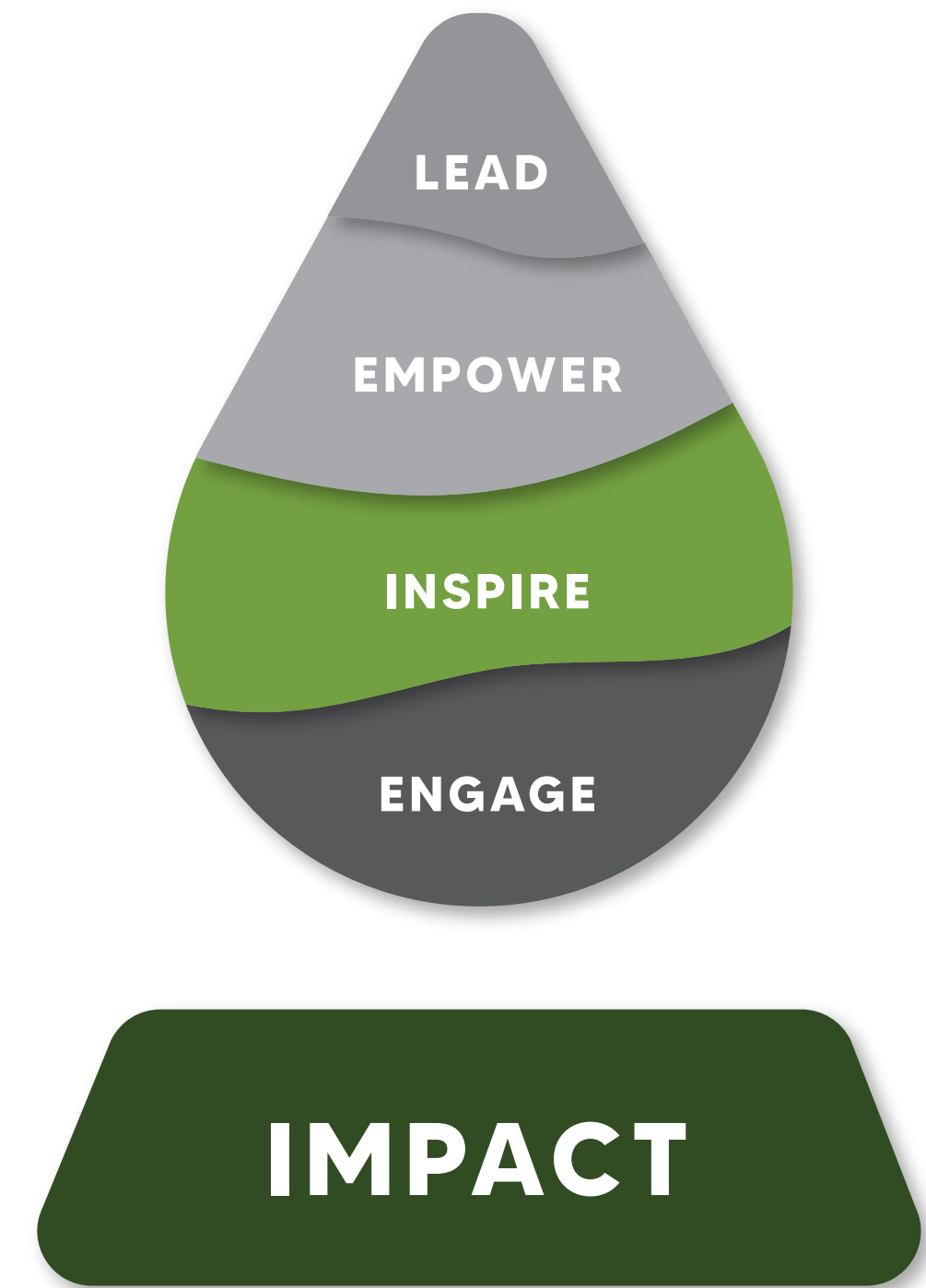
CONNECTING PEOPLE

EVENT  
CONCEPT

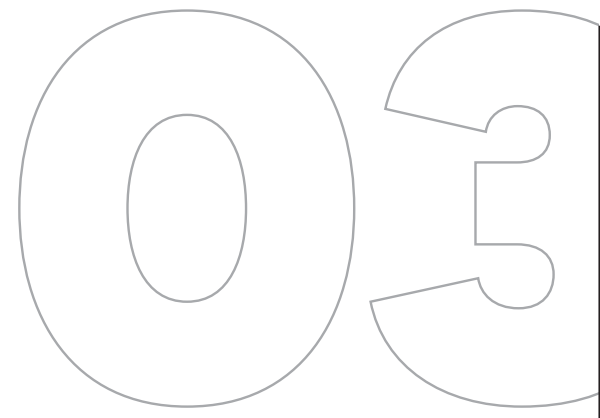
By INSPIRING.

Reach people emotionally so they get inspired to act.

- **Water Sunset Lounge** - Lounge for invited Speakers and Guests and panel of commentators
- **Water & Light Live Show**
- **Music Concert**







# EVENT CONCEPT

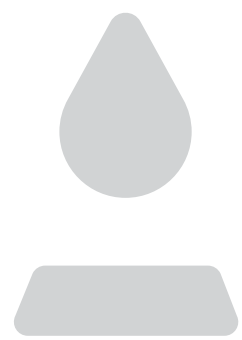
INSPIRING



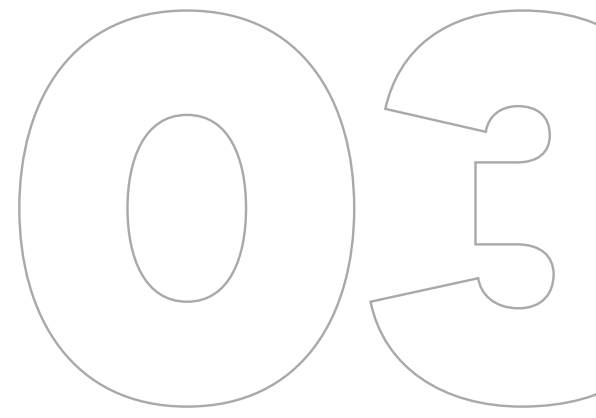
# WATER

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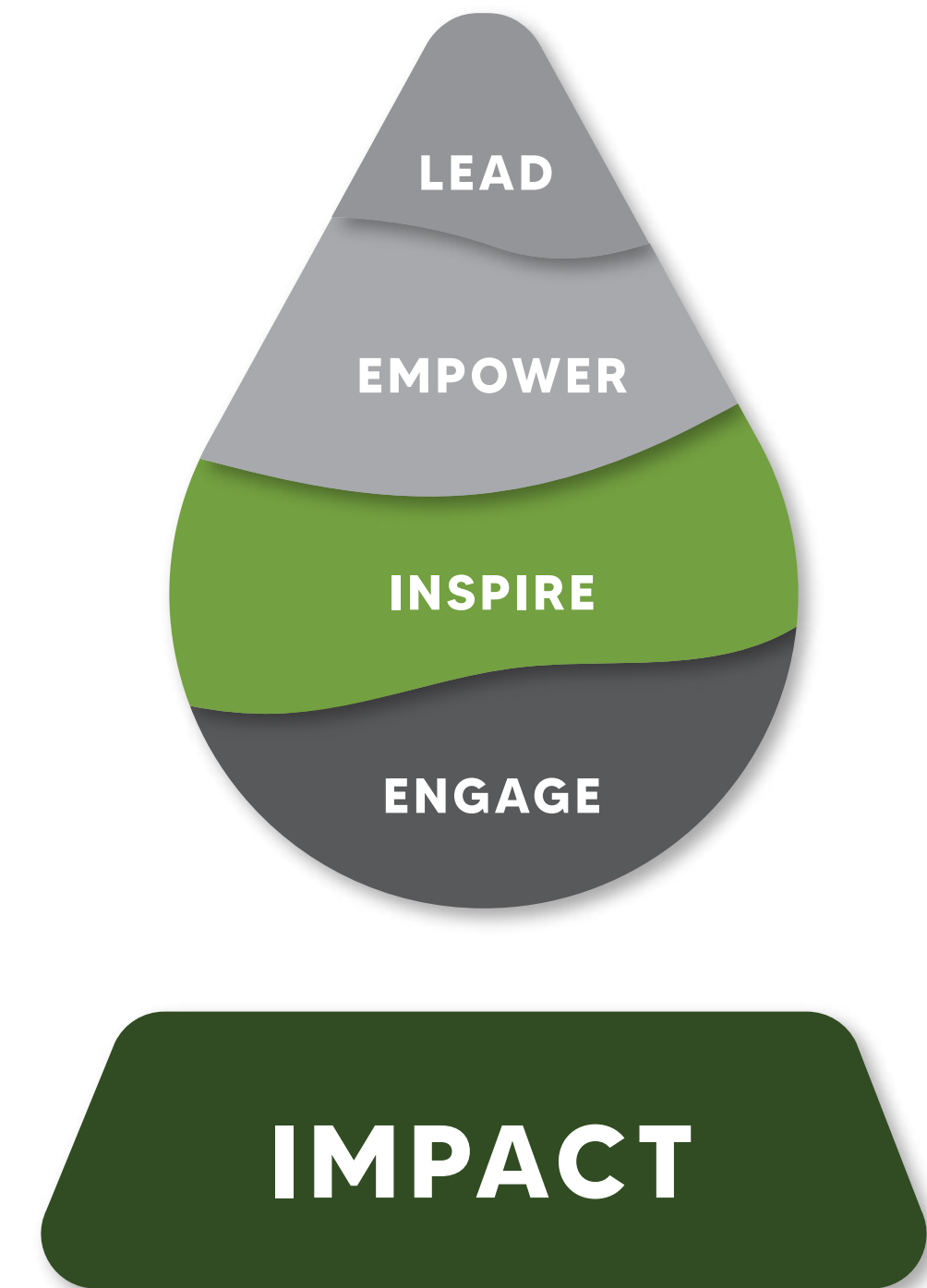
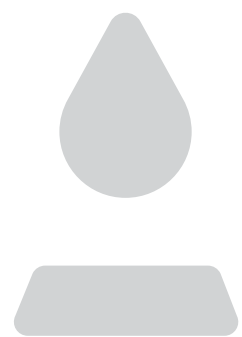
## EVENT CONCEPT

# By ENGAGING.

Create activities that engage the public with the themes of the event.

- **e-Hydrofoil Surfboard** - A showcase competition
- **Wakeboard Extreme** - The ultimate competition
- **e-Boat Racing** - Innovative green technology
- **School Challenge**
- **Design thinking workshops for children**
- **Glamping Village** - An oasis of calm right in the middle of all the action.

EXPERIENCE AREA



# 03

## EVENT CONCEPT

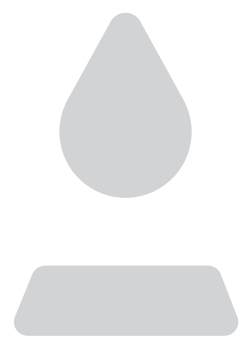
ENGAGING



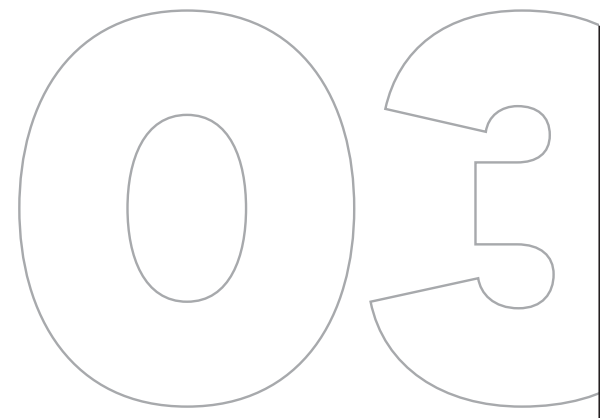
# WATER

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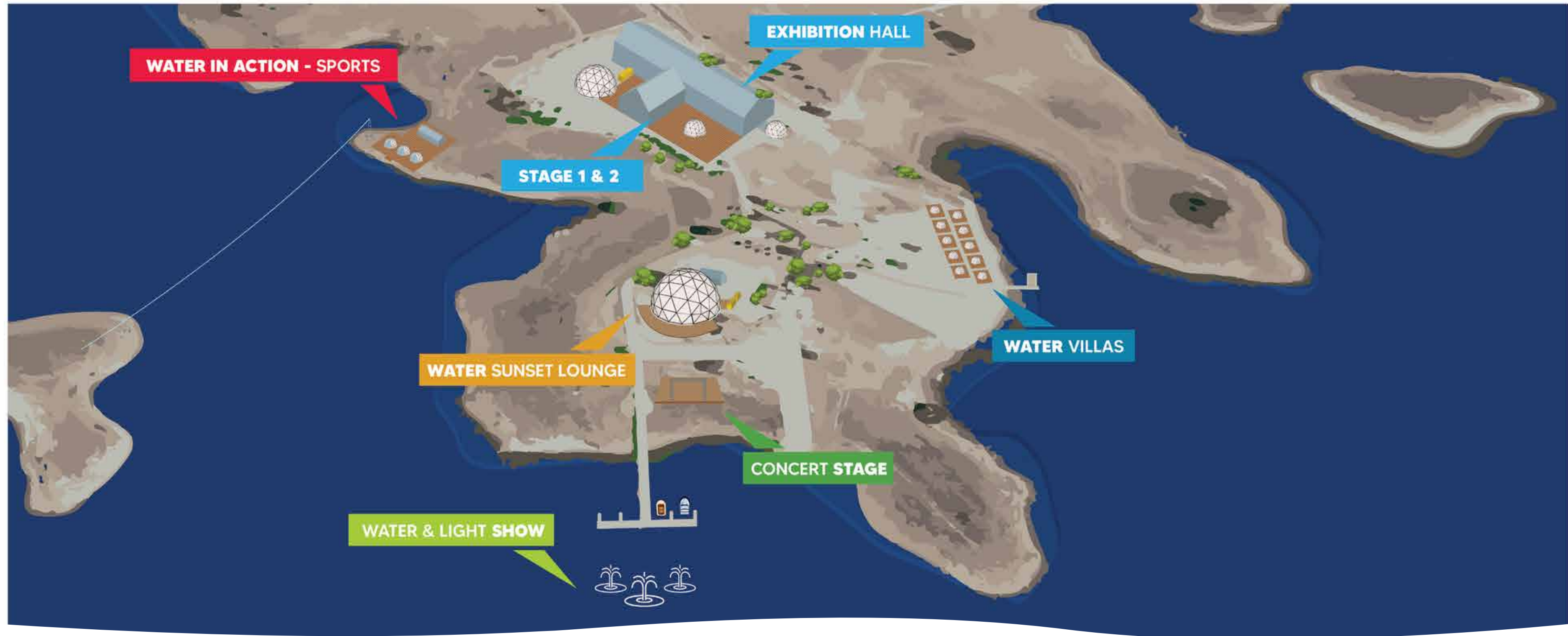




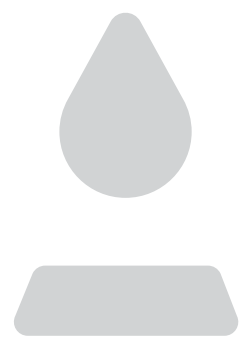


# EVENT CONCEPT

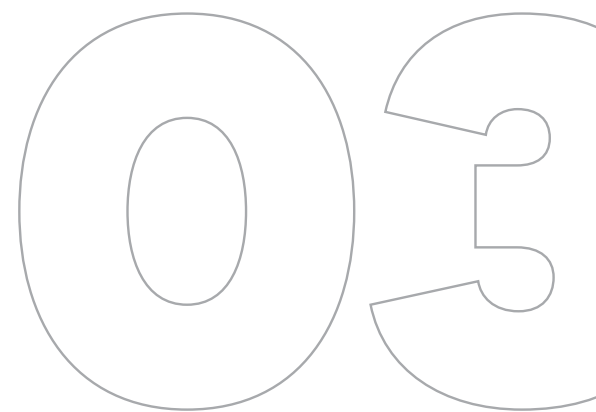
# SETUP



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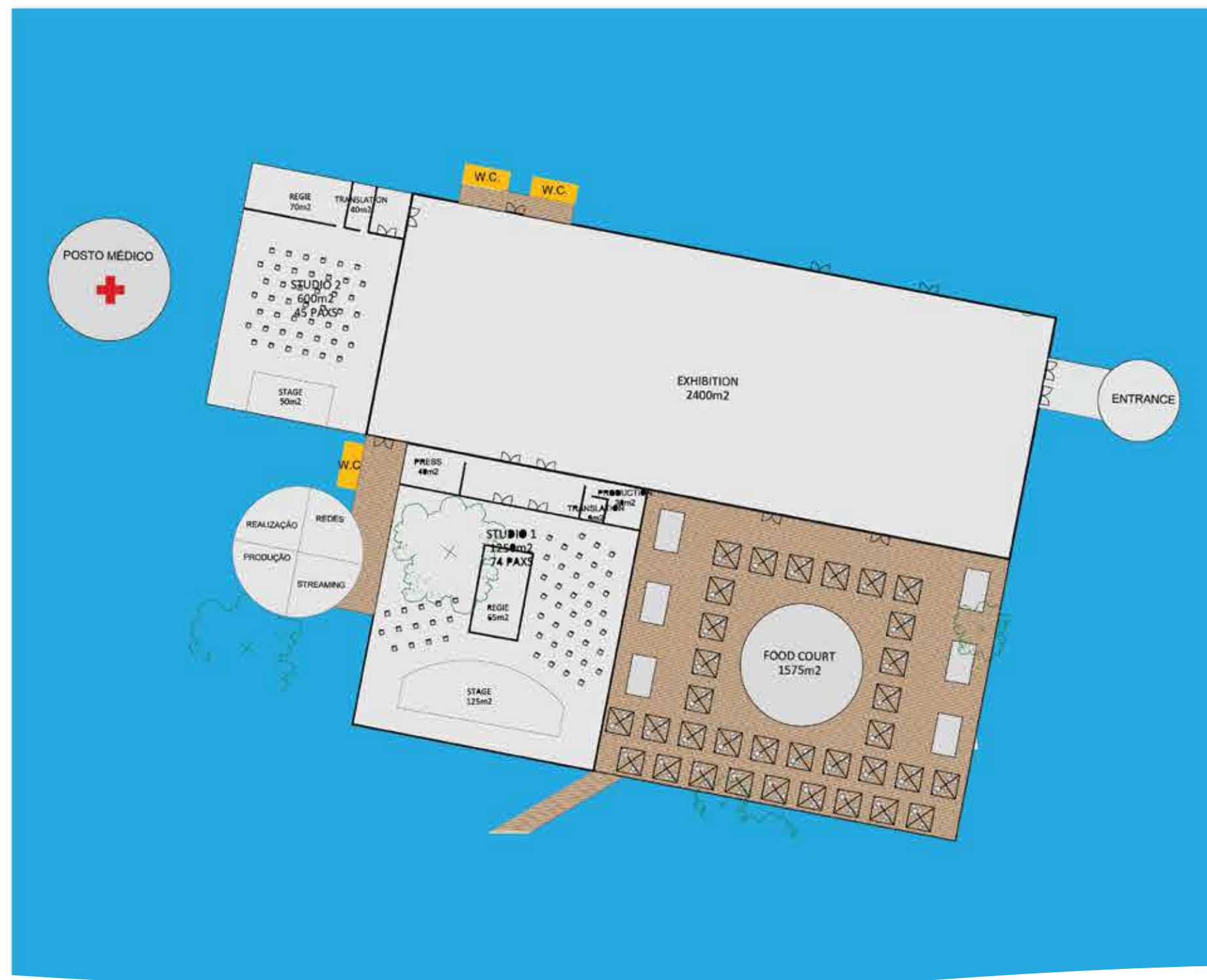




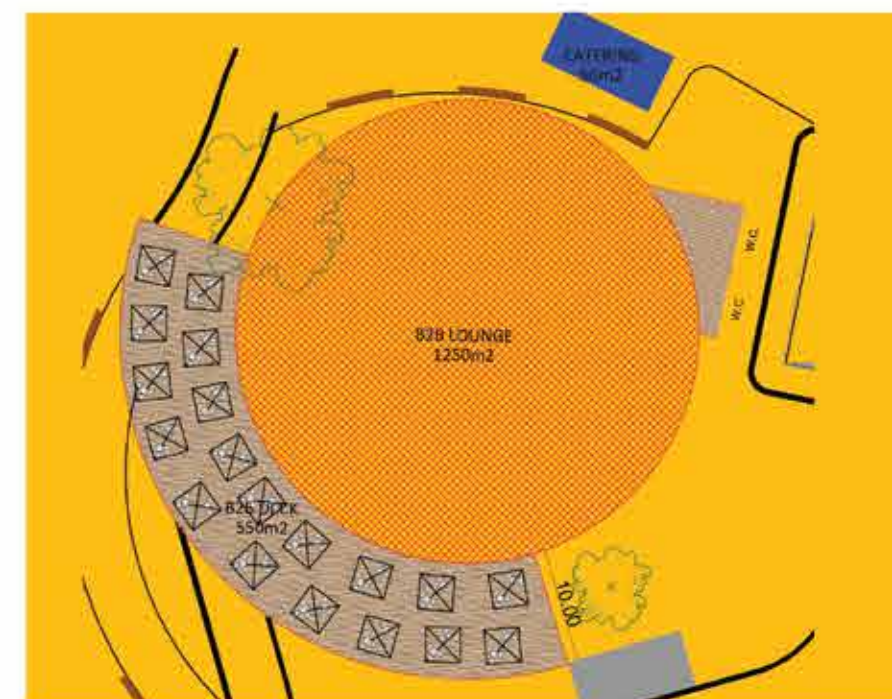


# EVENT CONCEPT

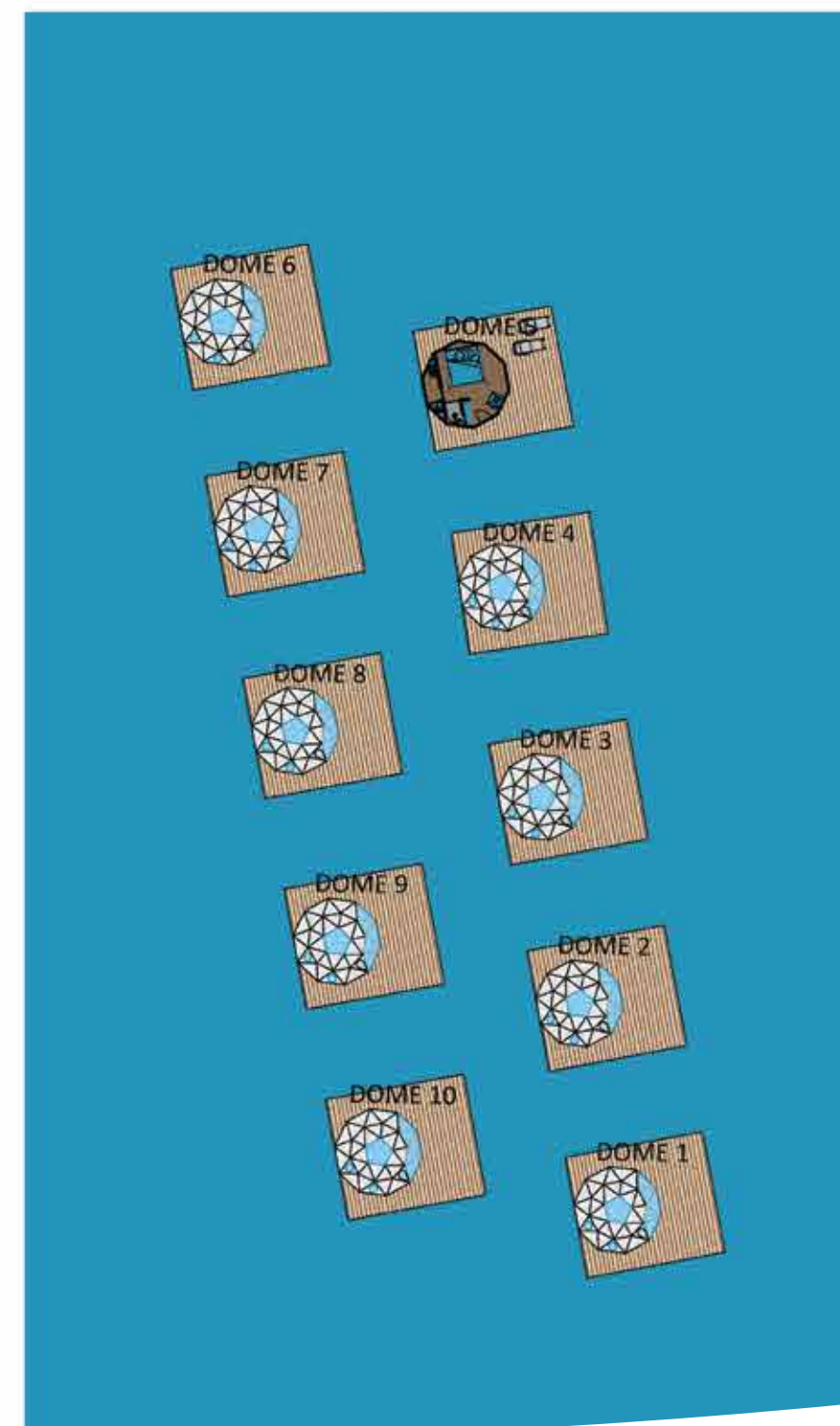
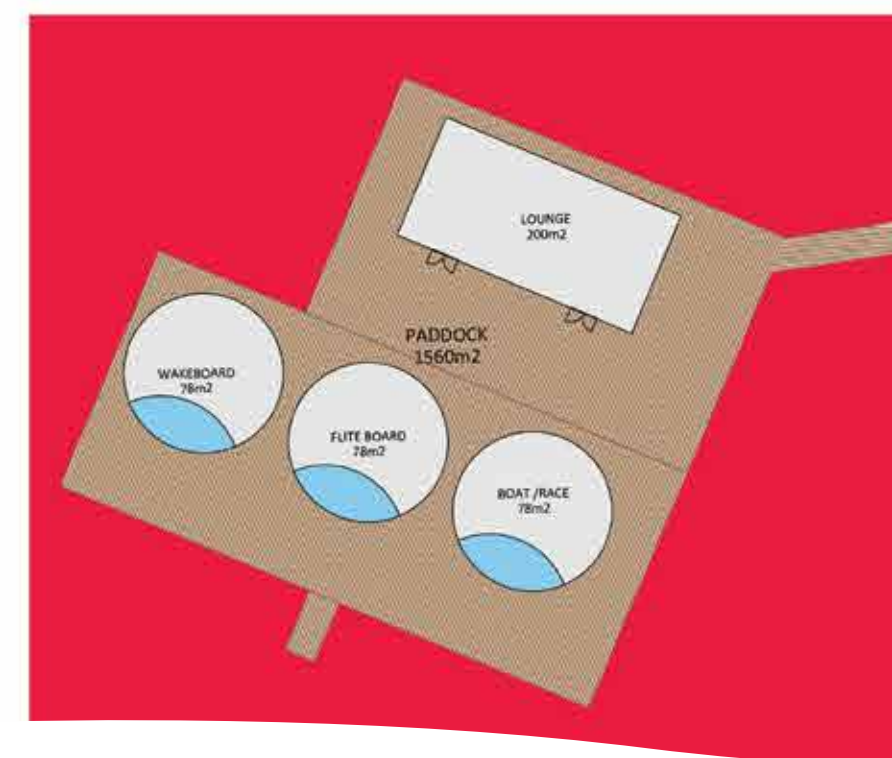
# SETUP



EXHIBITION HALL  
STAGE 1 & 2

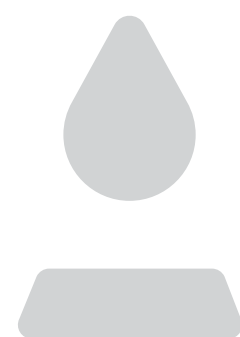


WATER SUNSET LOUNGE  
WATER IN ACTION - SPORTS



WATER VILLAS

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**04**

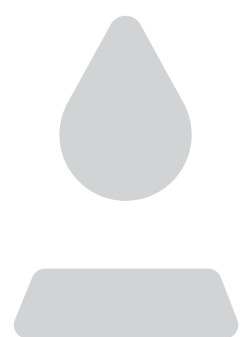
**EVENT  
COVERAGE**

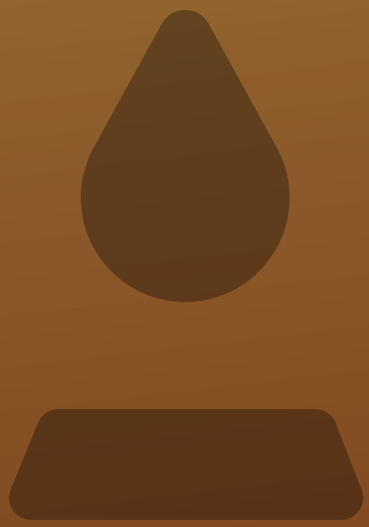
# 04

## EVENT COVERAGE

- The pandemic changed the world current scenario. The events had to be reinvented. Therefore, **Water - World Forum for Life** will be held in a different way, adopting a hybrid digital format for a worldwide broadcast.
- Combine on-site presence to an interactive multimedia platform, allowing everyone, from all over the world, to participate from wherever they are. For the conferences, Speakers and Guests will join us on stage and remotely.
- Conferences, Sports activities and Races as well as Water by night entertainment program will be broadcast. Content will be produced in a TV format with tv reports, interviews and suitable spaces for discussions and presentations.
- The TV broadcast counts with film crew and post-production crew; new platform for content broadcast; permanent commentators panel and presentors.

**MORE THAN 8 HOURS OF LIVE BROADCAST EVERYDAY**  
**LEADING THE EVENT ON GOING GLOBAL.**





**05**

**EVENT  
RESPONSABILITY**

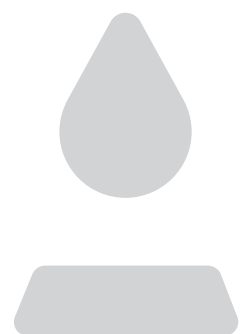
# 05

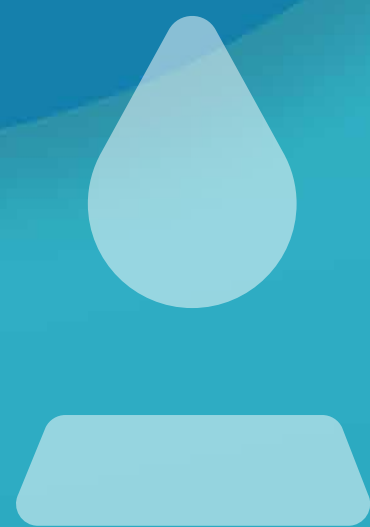
## EVENT RESPONSIBILITY

- Water - World Forum for Life is an event focused on environment sustainability, it will be developed to be environmentally friendly.
- All the infrastructures and actions needed to build the event will be as sustainable as possible and the carbon footprint will be calculated so we offset those emissions and report the global results.
- WATER - World Forum for Life will positioned itself as a Covid-19 safe event.

All professionals involved in our organization will answer to the event testing policy; A strict Covid contingency safety plan that includes distance rules, necessary disinfectants materials, medical support and adequate signposting will be put in place.

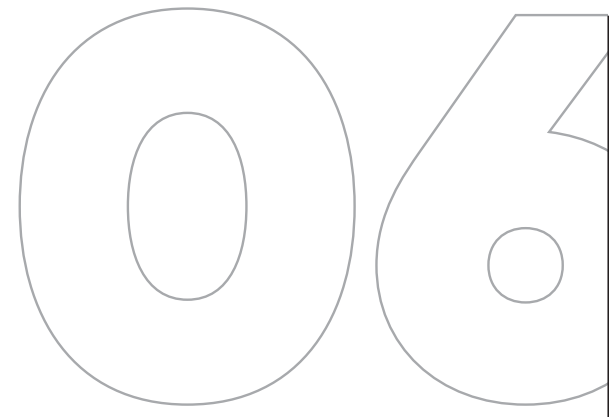
BECAUSE SAFETY OF THE PLANET AND PEOPLE IS OUR FOCUS.





**06**

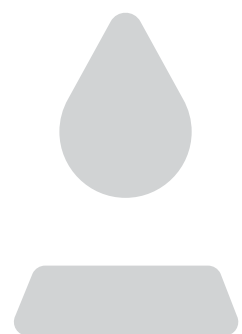
**GLOBAL  
MISSION**



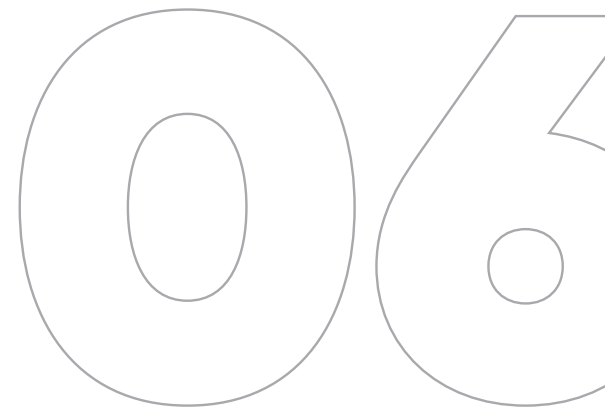
## GLOBAL MISSION

- Environment sustainability is a global issue that needs to be addressed worldwide.
- The purpose of the **Water - World Forum for Life** is to alert both nationally and internationally to this issue, especially to the importance of water as a precious and essential resource for human life.
- The United Nations General Assembly declared the International **Decade for Action on Water** for Sustainable Development from 2018 to 2028.
- One of the values that UN and this program advocate is to “**inspire**”. This means creating awareness in the public to environment sustainability and water scarcity issues, so that everyone takes action. That needs to be made on a global scale.

WATER IS ONE OF THE MOST ESSENTIAL RESOURCE FOR HUMAN LIFE.







# GLOBAL MISSION

- **Water - World Forum for Life** has the ambition of being present in all continents during this period.

We've created an ambitious calendar for an audacious goal:

**Water North America** 2024

**Water Europe** 2021

(Portugal - Reguengos de Monsaraz - june 3 - 6)

**Water South America** 2023

Brasil

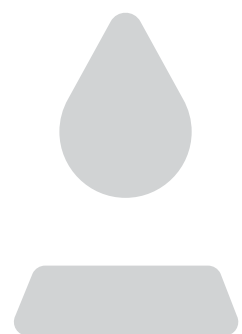
**Water Asia** 2027

**Water Africa** 2028

**Water Oceania** 2025



BECAUSE WATER IS ESSENTIAL, SUSTAINABILITY IS OUR DRIVE AND EVERY ACTION COUNTS.







Promoter:



Organization:



Co funded by:



# WATER

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Partners:



[waterworldforum.com](http://waterworldforum.com)