



The 2030 Water Resources Group:

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A Complex, Systemic Challenge

Unfortunately, water systems in many countries. Incomes are rising and supporting more water-intensive lifestyle choices, from using more energy to eating more meat. In some cases, companies are fueling such choices in their efforts to grow. Water governance is often weak and water prices are often so low that companies struggle to make the business case for using water wisely. It is also difficult to attract private sector investment into water infrastructure and other solutions. Climate change is exacerbating the problem from the supply side. By 2030, demand for water is expected to exceed supply by 40% – reducing water available to consumers, causing shortfalls in agricultural production, and imposing limits on economic growth.

Addressing this challenge is a technical, behavioral, and political challenge in which individual consumers and institutions in government, business, and civil society all have roles to play. Stakeholders must develop new technologies, products, services, business models, public service delivery models, policy and regulatory innovations, voluntary standards, and norms that together deliver new results. Strong government leadership will be essential in creating an enabling environment in which stakeholders have the incentives to undertake these activities. At the same time, strong government leadership will be needed to make tough choices about how limited water resources should be allocated among different uses and users – and to do it fairly, effectively, and transparently.

The 2030 Water Resources Group (2030 WRG) is a global partnership that supports country-level collaboration by government, business and civil society to achieve water security. Through multi-stakeholder platforms (MSPs) in 14 countries and states, 600 organizations – including 160 from the public sector, 240 from the private sector, and 200 from civil society – are now working together on projects and policy reforms with support from 2030 WRG. These vary according to country context and needs, and are identified by the stakeholders who will implement them. Common themes include agricultural water use efficiency, industrial water use efficiency, and wastewater treatment and reuse. The means of implementation range from capacity-building to innovative financing to new management systems. Time will tell whether these projects and policy reforms translate into impacts that transform water resources management – but they are important steps along the way.

2030 WRG has also set important cultural and institutional changes in motion. [Intentional Change Canvas \(en-GB\)](#) [WICID 69DC 2y93.375r](#)



stakeholders build a shared understanding and priorities

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1 Government in the lead

2030 WRG recognizes the central role and ultimate responsibility of government in managing water resources, and treats the government as its core partner. 2030 WRG facilitates greater, more strategic coordination across relevant ministries, from agriculture to energy to finance, often with support from the head of state. And its overall approach is designed to help fill the capacity gaps and overcome the political constraints governments face in managing their water resources effectively.

2 Local ownership and collaboration from business and civil societ

2030 WRG cultivates national and state-level multi-stakeholder platforms (MSPs) that bring governments together with businesses and civil society organizations. Together, stakeholders work to understand the scope and dimensions of the water challenges they face. They develop shared priorities and work in groups to pilot cost-effective solutions. In so doing, they find new ways of implementing existing policy and informing policy change. And in the process, they build the political capital that change requires. In this way, MSPs enable governments to make the tough policy choices needed to achieve water security in an inclusive and transparent way.

3 A combined focus on data and anal sis, stakeholder d namics, and the political econom of change

2030 WRG has learned to balance a technical and economic understanding of water challenges with an appreciation of the institutional and political context. It now maps and consults with stakeholders before deciding to engage in each country. It funds rigorous analysis to convey scale and urgency, create demand for collective action, help



Securing enough water for people, economic growth, and the environment is a true collective action problem. Diverse stakeholders have played roles in increasing water stress, and the same stakeholders will have to reverse the trend.

2030 WRG has developed a new model for doing so, bringing many stakeholders out of their comfort zones in the process. It is not the only model and there will be

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