IHP/IC-XTR-IV/Ref.2a
Paris, 5 September 2021
Original: English

Intergovernmental Hydrological Programme

4th Extraordinary session of the IHP Intergovernmental Council
(Paris, 28 September - October 2021)

PROJECT DOCUMENT ON SEAL OF EXCELLENCE FOR URBAN WATER MANAGEMENT

SUMMARY

This document contains background information on the following item:

4.1 Implementation of IHP-VIII

- Project document on “Seal of Excellence for Urban Water Management

Seal of Excellence for Urban Water Management

1. Project information

UNESCO Contacts	*PYPAERT, Philippe* *Programme Specialist* *Water for Human Settlements, SC/HYD/GSS* *Natural Sciences Sector* *Email : p.pypaert@unesco.org*		
	BSP Contact (Name, Full title, Email)		
Geographical scope/benefitting country(ies)	**N°**	**Global/Region/Subregion/ Country**	**Amount (US$)**
	1	Global	283.400 per year
	+Add		
Duration in months	*Pilot project : 12 months,* *Official project : until the demand is gone*		
Total funding requested in US$	283.400 per year		
Donor/funding Source	*This can be added at a later date when a specific donor has been identified.*		

Project description (including rational, background and implementation strategy)

2. Rationale and background

2.1 Summary Description

The project seeks to support Member States and their cities to achieve 2030 Sustainable Development Agenda's Goals 6 on ensuring access to water, 12 on sustainable consumption and 17 on partnerships by developing a drinking water award programme to promote tap water use, reducing plastic bottle use and waste, and raise awareness on the safety of the public water supply system. Water utilities of developing countries will be capacitated to improve their operations and receive the award by utilizing a twinning modality. This will help lift the vague, unverified distrust towards tap water, citizens around the world have and protect aquatic life in oceans by reducing the amount of water bottles being discarded. A knowledge and technology platform will also be developed to facilitate networking and knowledge exchange. The outcomes, outputs and activities of the project are described in the Results Framework in ANNEX A.

2.2 Sustainable Development Goals

The project will serve Member States in their efforts to achieve Sustainable Development Goal (SDG) 3, “Ensure healthy lives and promote well-being for all at all ages”, SDG 6, “Ensure access to water and sanitation for all”, , SDG 12, “Ensure sustainable consumption and production patterns”, SDG 14, “Conserve and sustainably use the oceans, seas and marine resources”, SDG 17, “partnerships for the goals”, and other related targets. In particular, Member States will be supported in achieving the following targets:

SDG 3

3.3 By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases.

3.9 By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination.

3.D Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks.

SDG 6

6.1 By 2030, achieve universal and equitable access to safe and affordable drinking water for all

6.4 By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity

6.6 By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes

6.A By 2030, expand international cooperation and capacity-building support to developing countries in water- and sanitation-related activities and programmes, including water harvesting, desalination, water efficiency, wastewater treatment, recycling and reuse technologies

6.B Support and strengthen the participation of local communities in improving water and sanitation management

SDG 12

12.1 Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries

12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment

12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

SDG 14

14.1 By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution

14.3 Minimize and address the impacts of ocean acidification, including through enhanced scientific cooperation at all levels

SDG 17

Technology

17.6 Enhance North-South, South-South and triangular regional and international cooperation on and access to

science, technology and innovation and enhance knowledge sharing on mutually agreed terms, including through improved coordination among existing mechanisms, in particular at the United Nations level, and through a global technology facilitation mechanism

17.7 Promote the development, transfer, dissemination and diffusion of environmentally sound technologies to developing countries on favourable terms, including on concessional and preferential terms, as mutually agreed

Capacity building

17.9 Enhance international support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all the sustainable development goals, including through North-South, South-South and triangular cooperation

Multi-stakeholder partnerships

17.16 Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries

2.3 Overall purpose and relevance (including needs, issues and baselines)

Freshwater is essential for human health, prosperity and security. It is key for poverty eradication, food security, and the preservation of ecosystems. Yet, billions of people worldwide face serious water challenges, including but not limited to water scarcity, poor water quality, lack of sanitation facilities.

The UN General Assembly declared in July 2010 that access to clean water and sanitation is a human right, while lack of access to drinking water of adequate quality and quantity globally remains one of the largest human health problems.

The SDG targets aim for universal access to drinking water, sanitation and hygiene with target 6.1, “by 2030, achieve universal and equitable access to safe and affordable drinking water for all”.

The recently published SDG Synthesis Report on Water and Sanitation (2018), states that only one in five countries is on track to achieve universal basic water services by 2030. Currently 844 million people still lack even a basic water service, while, 2.1 billion people lack water accessible on premises, available when needed and free from contamination.

There is a need thus to support Member States and their cities provide safe and affordable water to their citizens.

Development Agenda 2030, further calls via its 12th goal (SDG 12) for sustainable consumption and production, aiming at “doing more and better with less” and calling for an increase of net welfare gains from economic activities by reducing resource use, degradation and pollution along the whole life cycle, while increasing quality of life.

Sea and oceans pollution by plastic waste has received an increased visibility recently, raising the awareness of citizens around the world on the use and disposal of plastic waste that harms the aquatic fauna and flora, quite often at an irreparable level. This has led to an aggressive campaign by numerous countries in banning one time use plastic and a number of plastic products, promoting recycle and reuse. Plastic bottles used in billions worldwide, quite often find themselves in landfills or the oceans polluting the environment.

Furthermore, the carbon footprint of the 480 billion plastic bottles purchased globally (2016 figure according to an article by The Guardian article, citing figures from consumer market research company Euromonitor International1) is estimated to be 40 million metric tons per year (82.8 grams of carbon dioxide for a 0.5 L bottle according to “sciencing2”).

There is a need to reduce plastic waste and promote solution that rely on the minimization of such products, conserving our environment, reducing the land required for waste disposal mitigating climate change and protecting aquatic life.

It is equally important to educate consumers on sustainable consumption and lifestyles, providing them with adequate information and engaging them is supporting sustainable solutions.

The project will seek to support Member States in achieving their SDG 6.1 target on universal and equitable access to

[1] https://www.theguardian.com/environment/2017/jun/28/a-million-a-minute-worlds-plastic-bottle-binge-as-dangerous-as-climate-change

[2] https://sciencing.com/carbon-footprint-plastic-bottle-12307187.html

safe and affordable drinking water for all. It will do this in a three-fold way.

Firstly, it will seek to ensure that the water resources used by cities are done in a sustainable manner. The evaluation will rely on the expertise of UNESCO's Water Family and especially on water related category 2 centers and chairs.

Following a resource-to-tap pathway and using standards and guidelines developed by WHO such as the Water Quality Guidelines and the Water Safety Plans, the water treatment plants as well as the distribution network (including reservoirs and pumping stations) will be evaluated. The evaluation will be carried out by third parties to ensure impartiality. IWA, UN-HABITAT, K-water (Technical advisor) experts and UNESCO Water Family Members will be used in doing so. The evaluation will be composed of a desk top study using data and information provided by the city / utility being evaluated and of an in-situ assessment that will sample part of the system to assess its performance.

Furthermore, samples will be selected and analyzed in ISO certified laboratories to ensure the quality of water against international standards such as those of WHO or National standards if these are deemed to be stricter than those of WHO. The sample and collection analysis will be done independently of the examined city's / operator's efforts. Cooperation with WHO has been sought in order to ensure that activities are complementary, and reduce the potential of duplication of efforts. WHO has expressed its willingness to support the initiative in the capacity building component of evaluators and by continuing working on their global standards.

The evaluated city will have to identify another city in a developing country to twin and support technically, in order for the latter to improve its capacity and pursue the award process. It is foreseen that cooperation with UN-HABITAT's GWOPA (Global Water Operators' Partnerships Alliance) will support the implementation of this part, depending on the capacity of the successfully evaluated city. This will avoid duplication and reinforce cooperation with another UN sister agency.

A knowledge sharing platform, based on UNESCO's IHP-WINS (Water Information Network System) will be developed to ensure that even non-participating cities will have access to information on safe and equitable water provision.

The latter two actions will promote international cooperation and technology transfer, contributing to Member States efforts in achieving SDG target 17.6.

Upon passing the evaluation, a seal of excellence will be awarded and a media campaign will be mounted to raise the awareness of citizens of the city and the tourists visiting it, on the benefits of using tap water in lieu of bottled water, lifting the quite often vague and unverified distrust they have against the water from their tap.

The project will thus not only promote the provision of safe tap water and increase the tap water consumption but will also advance responsible water resources consumption, increase public awareness and eventually enhance the management of the water system.

Furthermore, the project, by reducing the number of plastic bottles used and discarded per year, will contribute to the mitigation of climate change and minimization of waste being landfilled or finding its way to the water bodies and aquatic life.

The WHO Guidelines for drinking-water quality recommend Water Safety Plans (WSPs) as the most effective means of consistently ensuring the safety and acceptability of a drinking-water supply. WSPs require a risk assessment including all steps in water supply from catchment to consumer, followed by implementation and monitoring of risk management control measures, with a focus on high priority risks. Where risks cannot be immediately addressed, the WSP approach allows for incremental improvements to be implemented systematically over time.

The project will recommend the development and implementation of WSPs at the local/basin level as an additional asset to the evaluation process. WSP would not only be considered as best practice for the provision of safe drinking-water, but as an effort by the water utility to ensure an integrated and sustainable planning, management, monitoring and protection of water resources.

UNESCO's Intergovernmental Hydrological Programme (IHP) is the only intergovernmental programme of the UN system devoted to the scientific, educational and capacity building aspects of hydrology, and Water Resources Management.

UNESCO identified in 2012 Water Security as an area where research needs to be conducted so that decision making in the future will be based on a solid scientific background. It further dedicated its eighth phase (IHP-VIII; 2014 -2021) on Water Security and works along three strategic axes to support Member States in becoming water secure: (a) mobilizing international cooperation to improve knowledge and innovation to address water security challenges; (b) strengthening the science-policy interface to achieve water security at all levels; and (c) developing institutional and human capacities for water security and sustainability.

Resolution XXII-7 of IHP's Intergovernmental Council 22nd session (June 2018), requested that the IHP Secretariat provides support to Member States to build their institutional capacities, human resources and a sound basis in science

capacity for the monitoring and implementation of SDG 6 targets and those of other water related goals. The project has been designed towards implementing the expressed request of UNESCO's Member States.

Furthermore, UNESCO through its World Heritage, Man and Biosphere (MAB) and Geoparks' Programmes has developed an irrefutable brand that citizens around the world have learned to trust and associate with quality.

UNESCO is thus best placed in assuming the leading role in the United Nations family on this endeavour and establish a new label.

The project will be contributing towards achieving Main Line Action 3 on "Improving Knowledge and strengthening capacities at all levels to achieve water security", Expected Result (ER) 7: "Member States have strengthened their response to water security challenges towards the achievement of water related SDGs and targets and other targets from relevant international water agendas"

The project is innovative in nature as it will provide, for the first time, a globally recognized award that will change the culture on thinking about and using water.

Nascent literature demonstrates that women most often bear the physical and psychological burden of ensuring adequate household water. This project will provide an opportunity to enhance the number of households receiving safe water at the tap, reducing thus the burden women have to carry. Furthermore, the project will require various expertise to be employed at the various stages and elements of implementation. Efforts will be made to ensure parity among the water professionals who will be employed for its implementation.

2.4 Impact

It is envisioned that the project will contribute to achieving water security in Member States and with it, SDG targets 3.3, 3.9, 3.D, 6.1, 6.4, 6.6, 6.A, 6.B, 12.1, 12.4, 12.5, 12.8, 14.1, 14.3, 17.6, 17.7, 17.9, 17.16, the Paris Agreement and the New Urban Agenda.

The project will establish a framework that ensures the safety of the water provided to citizens of Member States worldwide, improving their livelihoods and ensuring their human right to water.

Water scarcity will be reduced by cities who will substantially increase their water-use efficiency across all sectors.

Climate change effects will be mitigated by reducing the number of plastic bottles consumed and eliminating the substantial carbon footprint they bear to our environment.

Furthermore, water related ecosystems such as rivers, lakes, seas and oceans will be protected and benefit from the reduction in use and disposal of plastic bottles; and having restored their potential, they will be able to continue providing services to people around the world, while preserving aquatic life.

Finally, a culture of responsible consumption will be built and resources will be managed in a more sustainable way, ensuring that the generations to come will enjoy the same benefits of current ones.

2.5 Implementation strategy

The project will be implemented in three Phases.

A preliminary phase will be used to pilot for the first time the proposed methodology and to identify any elements that require fine-tuning. During this preliminary piloting activity, K-water has been identified as a Technical Advisor (TA) and has developed the tools to be applied for the assessment process. A call for expressions of interest has been made by the Ministry of Environment of the Republic of Korea. The Megacity of Seoul and Daegu have been selected as the first ever cities to be evaluated and eventually receive the award. UNESCO Water family Members will be approached to support the assessment of the use of water resources. Experts from IWA, WHO, UN-HABITAT and the Technical Advisor will be contracted to conduct the evaluation of the treatment and distribution system or verify the results of the Evaluation Team. The IHP National Committee and other Members of the UNESCO Water Family will be employed to advise on the existence of ISO certified laboratories for the water quality analysis. The laboratories will be used for the sample analysis. Upon successful analysis of the results, the results of the project will be presented to the IHP

Intergovernmental Council. Approval from the Council, will lead in the preparation of a document for UNESCO's Executive Board and subsequently General Conference for their approval and the creation of a UNESCO label.

Similarly, at the inception phase, all steps will be replicated in additional 2 to 3 cities, preferably in a different geographical setting. The cities will be identified after consultation with the current IHP networks.

While the first two phases are going to be used for the improvement and fine tuning of the methodology, the Implementation Phase will vary in certain steps. An open call for expression of interest will be made. Due to the heightened number of requests expected, a dedicated secretariat will be established at UNESCO's headquarters in Paris. The secretariat will include a full time communication's specialist to cater for the needs of the project. Cities will be called upon to provide a once off application fee and a membership fee, which will be annual, provided that the city would like to maintain the seal of excellence. The table below presents the related fees:

City Population	Application fee	Membership fee (Annual)
Below 100,000	2,000 USD	3,000 USD
100,000 ~ 300,000		10,000 USD
300,000 ~ 500,000		20,000 USD
Above 500,000		30,000 USD

The collected funds shall be used to maintain the aforementioned Secretariat and for the development and provision of a platform that member cities can use to communicate with each other and with non-member cities in developing Member States in the twinning component of the project.

Discussions to explore the modality of cooperation with IWA, WHO and UN-HABITAT have been initiated and will continue resulting in a mutual agreed form of cooperation (Memorandum of Understanding (MoU), Letter of Agreement (LoA), Letter of Intent (LoI) etc.). Whereas the scope of the cooperation with IWA will focus on the evaluation of the water supply and distribution assessment, the cooperation with WHO will focus on the use of their standards and training of the evaluation teams. The cooperation with UN-HABITAT will concern the twining exercise between cities and the transfer of knowledge and technology.
After receiving a written request and payment of the associated fee by the interested party, the Secretariat will request the documentation on the processes used by the city as well as associated data.
Once the provided information is examined, UNESCO will organize the evaluation mission in consultation with the applicant city / utility. A guide developed by K-water, technical advisor for the project will be used to perform the evaluation. The evaluation will be performed preferably by UNESCO Family Members or if not possible, by experts from the aforementioned Organizations. An ISO certified laboratory will be identified for the sample analysis. Samples will be collected and analysed using WHO standards or National ones if they are stricter than the former ones. The cost of the analysis will be borne by the applicant city.
Upon analysis of the data and information and a positive evaluation, a joint press conference between UNESCO and the city officials will take place to announce the results and ensure the visibility of the project. A campaign on ensuring that the results are disseminated to the habitants of the city as well as globally will be pursued.
It needs to be mentioned that K-water will remain a technical advisor for the project throughout its Phases ensuring that there is no conflict of interest while implementing part of the concept.

As mentioned earlier, the successfully awarded city will have to identify another city / operator in a developing state and work with them in order to elevate their capacity and help them get the seal of excellence as well. At the end of one year, the awarded city will have to report on the progress accomplished utilizing a set of indicators UNESCO will provide in a template format.

The project is expected to help Member States and their cities achieve universal and equitable access to safe and affordable drinking water for all their citizens.

Initially data and information will be provided by the applicant city / utility to UNESCO to examine. In-situ assessments and independent water quality sampling will support the decision making of the Organization, rendering it independent.

Upon confirmation of compliance with the established guidelines and standards, the result will have been achieved, at least for the applicant city.

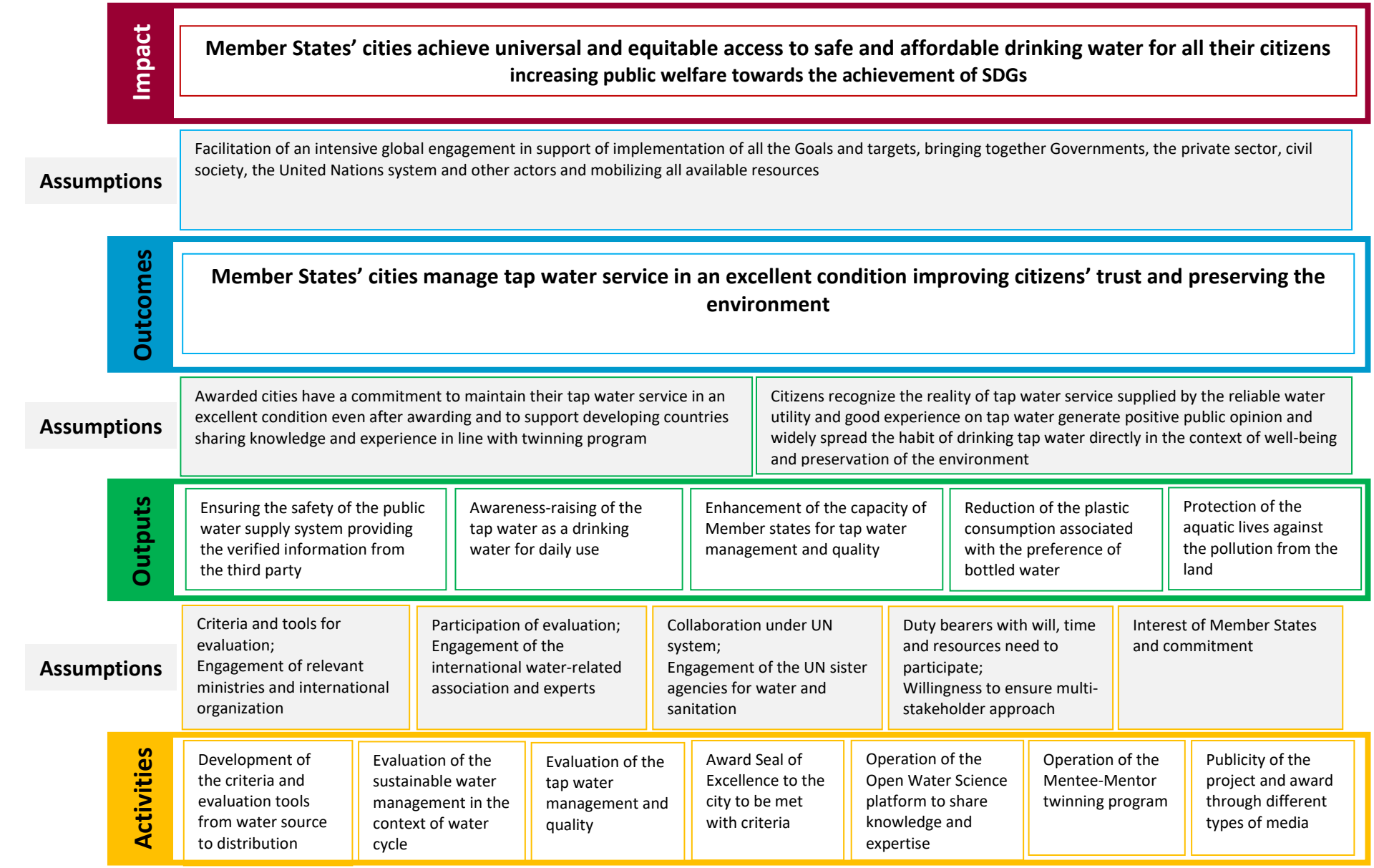
The assumption that the sample to be evaluated in-situ is representative and sufficient (both for the system and the water itself), further to the analysis of the provided data and information is to be taken into consideration for this component.

The awarded city is to strengthen the capacity of another city / utility in a developing country via training and using the cooperation platform to be developed for this enhance the services provided by the latter entities, leading subsequently in achieving the provision of safe water to their citizens.

The project further aims to preserve aquatic ecosystems and the environment overall by changing a culture of unreasonable use of water in plastic bottles. It is assumed that the media campaigns and press releases will reach the majority of the citizens, who in turn will start trusting and consuming more tap water limiting the practice of using bottled water.

The diagram for the Intervention logic is provided in ANNEX G.
(Optional)

Theory of Change diagram



2.6 Stakeholders: Beneficiaries and partners

Direct beneficiaries: The city / utility / entity that applies for the evaluation process will be the primary beneficiary, as it will lift the distrust its citizens / clients have in tap water and will gain their trust as well as that of the tourists who are visiting, as well as International recognition for a well-managed and operated service provision.

Indirect beneficiaries will be:

- The citizens of the awarded city and visitors, who will have access to safe and affordable water.
- The developing countries supported by the awarded cities and water platform. As explained, it is envisioned that governments and cities of developing countries will receive support for successful applicant and develop plans for improving their water utilities (short, medium, and long-term), and strengthen their capacities through capacity building programmes.
- The citizens of the developing countries' cities mentioned above
- Aquatic ecosystems and the environment overall as they will receive a lighter load of plastic waste stream originating from the use of plastic bottles and as the carbon footprint due to the use of plastic bottles will decrease

Key Partners: As discussed, K-water will act as the technical advisor of the Project. UNESCO water related Category II Centers (C2C) and Chairs will be key partners in the implementation of the project as well. Other partners will be IWA, WHO and UN-HABITAT.

Stakeholders: Municipalities and water utilities and operators are the major stakeholders as well as beneficiaries in the project. Furthermore, all aforementioned as partnering entities, have a stake at the project. The list of stakeholders will include environmental organizations as well as solid waste management entities

2.7 Project timeline

The project will be implemented in phases. The first preliminary, Pilot Phase I, will last 12 months (2022-2023) and it will consist of the concept implementation in the Seoul and Daegu cities in order to be able to fine tune the activities envisaged.

A second phase, Phase II, also of a one-year duration (2023-2024) will follow to replicate the project on selected cities around the world to ensure independence of the results from a geographical point of view. This will be the Inception phase.

The third and final Phase, the Implementation Phase, will commence in 2024 and the project and new label will be officially launched worldwide

The timeline of the project per key activity is provided in ANNEX B.

2.8 Risk analysis and preventive mitigation measures

The major risk associated with the project is the legal responsibilities that could occur after a city / utility is awarded. As discussed in the implementation modality, the project seeks through an evaluation process to assess the tap water quality and management for waterworks for one year. After issuing a seal of excellence, a tap water-related accident could occur as a result of bad management or disaster in the awarded city. This is a risk that cannot be minimized by the appropriate selection and evaluation of data and processes. A proper legal instrument, such as a disclaimer, should be prepared and signed to ensure that the Organization will not be held responsible for such a case. Furthermore, the communication that will be disseminated about the process of evaluation should be very clear on this point indicating that the seal of excellence is valid for the time of assessment and boundary of water supply and distribution system only.

Risk analysis and preventive mitigation measures are described in ANNEX C.

2.9 Sustainability and exit strategy

The project aims at establishing the first UNESCO water related label. As such, no exit strategy is required.

The sustainability of the project relies on human and monetary resources. Financing of the project will be ensured by an annual fee that will be applied to participating cities, which are seeking seal of excellence. The fee will be linked to the city's population, having four brackets as presented in the table below:

Population	Application fee	Membership fee (Annual)
Below 100,000	2,000 USD	3,000 USD
100,000 ~ 300,000		10,000 USD
300,000 ~ 500,000		20,000 USD
Above 500,000		30,000 USD

* application fee and membership fee will be revised every four years

The project requires the services of the UNESCO Water Family and the training of utilities and operators in developing countries as part of the knowledge and technology exchange between awarded cities and those who wish to become. A critical mass of experts will be established as the project progresses. Further to that, the raising awareness component of the project will successfully contribute to informed citizens, who with their actions will render the results of the project, sustainable.

UNESCO as the scheme owner will be responsible for the project and its results.

It is foreseen that as the award process gains publicity, more cities will be applying for the evaluation process and for supporting others in elevating their service provision. By increasing the number of applicant cities, the activities, outputs and outcomes of the project will be increased as well.

3. Project Management

3.1 Project management and implementation

N°	Name or type of partner	Role
1	K-water (Korea water resources cooperation)	Technical advisor, Provide a loaned expert, Provide technical support in evaluating the current water supply and distribution system
2	UNESCO Water Family (C2Cs and Chairs)	Provide technical support in evaluating the current water supply and distribution system
3	IWA experts	Verify evaluation results from Evaluation Team, Provide technical support in evaluating the current water supply and distribution system

4	**WHO experts**	**Train and produce materials,** **Provide technical support in evaluating the current water supply and distribution system**
5	**UN-HABITAT (GWOPA)**	**Support capacity building program for developing country,** **Provide technical support in evaluating the current water supply and distribution system**

3.2 Monitoring

The performance of the project will be monitored by UNESCO and the Project Management Unit to be established at the Division of Water Science of UNESCO. The monitoring will be done by a set of indicators that is presented in the Results Framework in Annex A.
Data and information will be provided by the applicant cities on a seasonal basis. Furthermore, data and information will be collected by the UNESCO Water Family and other experts during their site visit, which will be annual. Data from laboratories who have conducted quality tests will be collected also on a seasonal basis.
The direct and indirect effects of the project will be jointly monitored by UNESCO and the awarded cities with a set of indicators developed by UNESCO and agreed by the city.

[Taking into account the scope and complexity of the project and the specific donor requirements] the Monitoring and Evaluation (M&E) Framework is provided in ANNEX D.

3.3 Evaluation

An external evaluation for this project will take place every 4 years of the project's implementation.
Structured interviews with beneficiaries and stakeholders on a sampling basis, will be conducted to ensure their involvement in the evaluation process in order to have a spherical view on the impact of the project.

The planned Evaluation is indicated in ANNEX B.

3.4 Visibility

As a new label will be established, the project's performance will be reported to the General Conference to raise Member States' awareness.

The project makes provision in its budget for a communications' officer to ensure its optimal visibility. A dedicated project website will be designed and constructed so that all of the progress and activities could be available to evaluated cities, candidate cities, and the world in general.

As evaluated cities will be donors to the project, their logo will be used on the website on the page related to their seal of excellence.

Leaflets will be produced to inform potential candidate cities, and promotion of the concept will be mounted in all local authority related events, such as the World Urban Forum. Discussions with city associations such as ICLEI, C40 etc. will be actively pursued to ensure dissemination of the information and identification of new beneficiaries.

Links will be sought with Tourism authorities at local regional and global level to advertise the success of cities in receiving seal of excellence and raising the awareness of tourists travelling in the city, so as to avoid the unsustainable and unreasonable use of bottled water.

Media coverage will be frequent and social media will be regularly used. Presentations in high level water related events such as World Water Week, African Water Week, Asian Water Week, High Level Political Forum, World Water Forum and the mid-term assessment of the new water decade, will be ensured.

Joint press conferences will be organized with the donor on the day the seal of excellence is awarded.

The UNESCO logo will be visible in all publications, presentations and banners. The donor cities representatives in each beneficiary country will be invited to participate in the selected events.

The template for the project communication is completed in ANNEX E.

Annex A: Project Results Framework

Annex B: Timeline by key activity, including Evaluation plan

Annex C: Risk analysis and Preventive mitigation

Annex D: Monitoring and Evaluation (M&E) Framework

Annex E: Communication plan

Annex F: Budget (by UNESCO outcome, output and/or key activity or by Category of Expenditure)

Additional possible annex:

Annex G: Intervention logic

Annex A: Results Framework

Impact: Member States' cities achieve universal and equitable access to safe and affordable drinking water for all their citizens increasing public welfare towards the achievement of SDGs				
Quantitative and/or qualitative performance indicator (PI) (disaggregated by gender):	**Baseline (B):**	**Source and means of verification (M):**	**Target (T):**	**Assumptions and risks**
PI 1. Proportion of population using safely managed drinking water service	TBC	The SDG 6 Data portal	Needs to be explicit	Stagnate or decrease
Outcome N° 1: Member States' cities manage tap water service in an excellent condition improving citizens' trust and preserving the environment				
Quantitative and/or qualitative performance indicator (PI) (disaggregated by gender):	**Baseline (B):**	**Source and means of verification (M):**	**Target (T):**	**Assumptions and risks**
PI 1. The Proportion of the awarded cities to maintain their service in an excellent condition	TBC	UNESCO IHP report	Needs to be explicit	Stagnate or decrease
PI 2. The number of sharing knowledge and experience in line with twinning program for developing countries	TBC	UNESCO IHP report	Needs to be explicit	Stagnate or decrease
Output N°1: Ensuring the safety of the public water supply system providing the verified information from the third party				
Quantitative and/or qualitative performance indicator (PI) (disaggregated by gender):	**Baseline (B):**	**Source and means of verification (M):**	**Target (T):**	**Assumptions and risks**
PI 1. The number of awarding seal of excellence	No existence	UNESCO IHP report	Needs to be explicit	No city awarded
PI 2. The number of the engaged projects with relevant ministries and international organization	No existence	UNESCO IHP report	Needs to be explicit	Stagnate or decrease
Output N°2: Awareness-raising of the tap water as a drinking water for daily use				
Quantitative and/or qualitative performance indicator (PI) (disaggregated by gender):	**Baseline (B):**	**Source and means of verification (M):**	**Target (T):**	**Assumptions and risks**

PI 1. Proportion of population drinking tap water in awarded cities	No existence	UNESCO IHP report	Needs to be explicit	Stagnate or decrease
Output N°3: Enhancement of the capacity of Member states for tap water management and quality				
Quantitative and/or qualitative performance indicator (PI) (disaggregated by gender):	**Baseline (B):**	**Source and means of verification (M)**:	**Target (T):**	**Assumptions and risks**
PI 1. The number of problem-solving cases or training with collaboration of awarded cities or international experts	No existence	UNESCO IHP report	Needs to be explicit	Stagnate or decrease
Output N°4: Reduction of the plastic consumption associated with the preference of bottled water				
Quantitative and/or qualitative performance indicator (PI) (disaggregated by gender):	**Baseline (B):**	**Source and means of verification (M)**:	**Target (T):**	**Assumptions and risks**
PI 1. The annual amount of production of the plastic bottles	TBC	UN agency report , Euromonitor International	Needs to be explicit	Stagnate or increase
Output N°5: Protection of the aquatic lives against the pollution from the land				
Quantitative and/or qualitative performance indicator (PI) (disaggregated by gender):	**Baseline (B):**	**Source and means of verification (M)**:	**Target (T):**	**Assumptions and risks**
PI 1. The annual amount of the plastic bottle waste to leak from the land into the nature including ocean	TBC	UN agency report (14.1.1 Index of Coastal Eutrophication (ICEP) and Floating Plastic Debris Density)	Needs to be explicit	Stagnate or increase

Activities:	**Assumptions and risks**
Development of the criteria and evaluation tools from water source to distribution	**N/A**
Evaluation of the sustainable water management in the context of water cycle	
Evaluation of the tap water management and quality	If not meet requirement, reject applicant cities
Award Seal of Excellence to the city to be met with criteria	
Operation of the Open Water Science platform to share knowledge and expertise	
Operation of the Mentee-Mentor twinning program	
Publicity of the project and award through different types of media	

Delete this text box before submission

BSP would be pleased to review and provide any further guidance to assist filling the Results Framework.
NB: Is gender equality mainstreamed in the Results Framework of the project? Are there provisions for gender-specific actions? Are the performance indicators gender aware and are targets disaggregated by sex? Have you meaningfully engaged beneficiaries (including rights-holders and duty-bearers), partners and other stakeholders in the development of performance indicators?

Background info for this annex

Impact: *From a human rights perspective, 'impact' means the change in the quality of life of rights-holders, particularly the most disadvantaged, in line with human rights principles and towards the full realization of their rights.*

Outcome: *It expresses the "desired" change which is expected to be induced by the implementation of the development intervention. It should convey how a specific situation is expected to be different from the current situation. It often relates to the use of outputs by intended direct beneficiaries. Outcome statements should contain the direct beneficiary group, the desired change and the purpose. Formulation of outcomes should meet the "SMART" criteria ("Specific, Measurable, Achievable, Relevant and Time-bound"). Performance in achieving outcomes will be measured by both quantitative and qualitative indicators.*
From a human rights perspective, an 'outcome' should reflect the improvement in the performance or the strengthened responsibility of the rights-holder and duty-bearer resulting from institutional or behavioural change. This change in performance may involve legal, policy and institutional reforms (source: UN Interagency Common Learning Package on HRBA to programming).

Outputs: *It can be tangible or intangible. They are the first effect of the development intervention which contributes to the achievement of outcomes. In general terms outputs can be considered as the new knowledge and skills the Organization develops and disseminates.*
From a human rights perspective, 'outputs' should aim at closing the capacity gaps (relating to skills, abilities, products and services) preventing duty-bearers from fulfilling their obligations and/or rights-holders from claiming their rights (source: UN Interagency Common Learning Package on HRBA to programming).
Output statements should contain the implementing team, the desired change and the purpose.

Due to UNESCO's line of work, area of expertise and its five functions, most projects and programmes encompass the following key outputs:

- *Awareness raised and advocacy;*
- *Knowledge developed, Major conferences organized (e.g. CONFINTEA), Global reports produced (e.g. Global Monitoring Report);*
- *Capacities and skills strengthened;*
- *Technical support/policy advice provided;*
- *Partnerships and networks established, strengthened or fostered;*
- *Policy analysis, monitoring and benchmarking ensured.*

Performance indicators: *They are a qualitative and/or quantitative means of measuring an output or outcome, with the intention of gauging the performance of a programme or investment. Performance indicators of outcomes refer to what the direct beneficiaries are to do differently after the development intervention. You may use two types of complementary performance indicator:*

- *Quantitative based on statistical measures, numbers, percentages, frequency, ratios. Examples for data disaggregation: sex, age, rights-holders/duty-bearers, those left behind or at risk of being left behind, profile, type geographic location/area. Disaggregation is crucial as development interventions may not affect all stakeholders in a uniform manner.*
- *Qualitative which seek to measure quality and are often based on judgment, perception, opinion and level of satisfaction. Usually defined through 2-3 specific criteria allowing to assess the quality.*

Often, it is a mixture of quantitative and qualitative which is specified through the information as without quantitative data, we don't know the scale and extent and without qualitative data there is not the context through which to interpret quantitative data.

From a human rights perspective, selected performance indicators should help measure progress towards the realization of human rights, bringing to the fore in particular, if possible appropriate disaggregation, the experience of disadvantaged groups and also capture the extent to which human rights principles (non-discrimination, participation, accountability) have been incorporated throughout the project cycle. Qualitative performance indicators can be structural, process and outcome, helping measure respectively changes in commitments, efforts and results toward fulfilling rights and reducing inequalities.
NB: Performance indicators of outputs refer to what the Organization/implementing team is to do.

Baseline: *Baseline of outputs provides the starting point or the status of the performance indicator at the beginning of a development intervention that acts as a reference point against which progress or delivery of outputs can be assessed or comparison made.*

Source and Means of verification: *Both will inform initial baselines and measure, in quantitative and/or qualitative terms, progress achieved against targets.*

- *Data Collection Methods: Surveys; Questionnaires; Formal tests/assessments; Case Studies; Research (Literature Review); Interviews; Consensus Panels; Focus Groups; Observations; Action Plans; Performance Contracts; Performance Records.*
- *Considerations: Type of data; Investment of time; Cost of data collection; Disruption to target audience; Access to target audience; Accuracy of data collection method; Utility of multiple methods sources, analysis and theories (triangulation); Cultural bias.*
- *Triangulation: The use of three or more theories, sources or types of information, or types of analysis to verify and substantiate an assessment. Note: by combining multiple data sources, methods, analyses or theories, evaluators seek to overcome the bias that comes from single informants, single methods, single observer or single theory studies.*

Target: *It is recalled that the target is defined considering the regular programme resources, the extrabudgetary resources in hand and/or firmly pledged as well as the funding GAP or amount remaining to be mobilised.*
Benchmark: Reference point or standard, including norms, against which progress or achievements can be assessed. A benchmark refers to the performance that has been achieved in the recent past by other comparable organizations, or what can be reasonably expected to have been achieved in similar circumstances.

NB: Performance indicators and their associated information are like snapshots as they reflect one dimension of the problem. Combining all performance indicators and their associated information allow to capture the essence of the output or outcome as well as monitor its progress towards its achievement and either ensure that it is delivered or achieved or understand the reasons why it is not. It is recommended to have up to three performance indicators per output and outcome.

Assumptions and risks: *The necessary positive conditions that allow for a successful cause-and-effect relationship between the different levels of results (i.e. outputs, outcomes, impacts). Assumptions should be stated in positive language. Risk is the possibility of an event occurring that will have an impact on the achievement of results, either positive or negative. It can therefore be an opportunity or a threat.*

Annex B: Timeline *(with examples)*, including Evaluation plan

Key Activities	**Year**												
		Q1	**Q2**	**Q3**	**Q4**	**Q1**	**Q2**	**Q3**	**Q4**	**Q1**	**Q2**	**Q3**	**Q4**
(Preliminary Phase) 2017 - 2023													
Give shape to a concept	2017						XXX	XXX	XXX	XXX	XXX	XXX	XXX
	2018	XXX	XXX	XXX	XXX	XXX							
Introduce project concept to IHP Intergovernmental Council	2018						XXX						
Letter of Intent with K-water for technical advisor	2018							XXX					
Present to member states(Turkey, Russian federation, Kenya, Egypt, ROK)	2018									XXX	XXX	XXX	
Develop criteria and evaluation tool, and update it	2018												XXX
	2019	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Develop project document, and update it	2019	XXX	XXX	XXX	XXX	XXX	XXX	XXX					XXX
Consult by external experts (iSEAL)	2019				XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
	2020	XXX	XXX	XXX	XXX								
IHP Bureau agree to proceed pilot project and establish Working Group	2019									XXX			
Establish Task Force of Working Group from recommendation by Regional Groups	2019										XXX	XXX	XXX
	2020	XXX	XXX										
Official letter to pilot cities (Seoul, Daegu)	2020		XXX										
Letter of Intent with pilot cities	2020			XXX	XXX								
Establish Evaluation Team and Verification Committee	2020			XXX	XXX								
Run pilot project for a year	2022							XXX	XXX	XXX	XXX	XXX	XXX
	2023	XXX	XXX	XXX	XXX	XXX	XXX						
Present implementation of pilot project to IHP Bureau or IHP Intergovernmental Council	2022									XXX			
Verify and award Seal of excellence	2023							XXX					

Key Activities	Year												
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
(Inception Phase) 2023-2024													
Select project cities each continent	2023						XXX	XXX					
Establish Evaluation Team and Verification Committee	2023								XXX	XXX			
Implement evaluation procedure	2023										XXX	XXX	XXX
	2024	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX			
Verify and award seal of excellence	2024										XXX	XXX	
Present implementation of project to IHP Bureau or IHP Intergovernmental Council or General Conference	2024											XXX	
(Implementation Phase) 2024 -													
Select project cities around the world and Implement	2024												XXX
Introduce Global Water Fund	2024												XXX
Coordination		XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Communication/visibility (e.g. press conference, website)		XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Key Activities	Year 1				Year 2			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Initiate the first steps of the Enterprise Risk Management process: risk identification, risk analysis, risk evaluation and identify proper risk treatment plans (Preventive Mitigation Measures)	*XXX*							
***Inception phase workshop** with representatives of all key stakeholders and submission of adjusted Project document to the donor*	*XXX*							
Conducting research at both local and national levels, including surveys when needed, collecting data, preparing 3 country assessments		*XXX*	*XXX*					

Key Activities	**Year 1**				**Year 2**			
	Q1	**Q2**	**Q3**	**Q4**	**Q1**	**Q2**	**Q3**	**Q4**
Organization of 5 sensitisation seminars with 150 participants from 3 countries, achieving gender parity			*XXX*	*XXX*				
Production and dissemination of 10 Brochures, leaflets, videos in 2 languages with free, active and meaningful participation of national and local authorities from 3 countries				*XXX*				
Organization of consultations with local and national authorities from 3 countries to identify the topics, process and rules of engagements for knowledge sharing mechanisms					*XXX*			
Mid-term evaluation					*XXX*			
Organization of 3 training workshops of gender parity line ministries national officers team from 3 countries					*XXX*	*XXX*		
Organization of technical support missions/meetings to design or revise new, gender aware policies and measures in 3 countries							*XXX*	*XXX*
Undertake quality assurance and monitoring	*XXX*	*XXX*	*XXX*	*XXX*	*XXX*	*XXX*	*XXX*	*XXX*
Monitoring workshop and submission of Progress report to the donor (narrative and financial)					*XXX*			
Final Monitoring workshop								*XXX*
Submission of Final report to the donor (narrative and financial)								*XXX*
Communication/visibility (e.g. press conference, website)	*XXX*		*XXX*	*XXX*		*XXX*		*XXX*
…								
Ex-post evaluation								*XXX*

Annex C: Risk Analysis and Preventive Mitigation

Description of the risk	Likelihood: Critical, Occasional, Seldom	Impact: Critical, Marginal, Negligible	Preventive Mitigation Measure				
			Task	Deliverable	When / Frequency	Risk Owner	Status of the task: not yet implemented, ongoing, implemented

Delete this text box before submission

Key background info for this section

The key risk management activities should be documented in the table above.

Please outline the main risks (environmental, political, economic and social risks) to successful delivery of this project and achievement of its outcomes indicating whether their likelihood are critical, occasional, seldom and their impact is critical, marginal or negligible. ***How*** *will these risks be managed and mitigated? If the risks are outside the project's direct control, please specify and indicate how the project design will address them?*

Risks *can occur across the whole project life cycle and may have a positive or negative impact on the achievement of the project's objectives (can be both a threat or an opportunity). E.g., risks can potentially impact your project's timeline, performance or budget. In order to prepare for the impact of potential risks, it is critical to* ***plan and budget for risk management activities (e.g. risk analysis, risk mitigation, risk evaluation) across the whole project life cycle****. Please refer to guidelines in Annex C.*

Likelihood: UNESCO's definition of the risk likelihood and impact are part of the UNESCO's Risk Assessment scale that is described in the Risk Management Policy. The Policy can be consulted as per here.
Task: Ensure to the tasks formulation meet the "SMART" criteria (Specific, Measurable, Achievable, Relevant, Time-bound).
Deliverable: Describe the deliverable of the task that was implemented to mitigate the risk (e.g. a guideline, a report, a policy, etc.).
Risk Owner: A risk owner is a person or entity that has been given the authority to manage a particular risk and is accountable for doing so.

Key Risk Management Activities	*When/Frequency*
• *Conduct a **risk analysis***	*Before the Inception phase*
• *Identify **preventive mitigation measures***	*Before the Inception phase*
• *Conduct **a risk evaluation*** • ***Revise the identified mitigation measures upon need** (e.g. upon change of scope, upon identifying more adequate preventive mitigation measures, etc.)*	*During the course of the project implementation* *(i.e. monthly, quarterly or upon need)*
• *Conduct **a final risk evaluation** to assess the effectiveness of the identified mitigation measures, residual risks, etc.*	*At the end of the project*

Annex D: Monitoring and Evaluation (M&E) Framework

Outcome N° 1:							
Quantitative and/or qualitative performance indicator	**Baseline**	**Source**	**Target**	**Means of verification (Method)**	**Frequency**	**Stakeholders responsibility**	**Information use/Audience**
PI 1.		*Data/information and the documents where it is to be found.*		*Methods to collect data/information (persons, organizations).* *<u>Data Collection Methods:</u>* *- Surveys* *- Questionnaires* *- Formal tests /assessments* *- Case Studies* *- Research (Literature Review)* *- Interviews* *- Consensus Panels* *- Focus Groups* *- Observations* *- Action Plans* *- Performance Contracts* *- Performance Records* *<u>Considerations:</u>* *• Type of data* *• Investment of time* *• Cost of data collection* *• Disruption to target audience* *• Access to target audience* *• Accuracy of data collection method* *• Utility of multiple methods sources, analysis and theories (triangulation*)* *• Cultural bias*	*What is the proper frequency to collect data? When will it need to be collected, recalling that we need to report to the Governing Bodies at least every 6 months?*	*Who will be responsible for collecting and analysing the data?* *Remember that you may call upon all of UNESCO's networks not only those of your direct area of competence. For example, other UNESCO Sectors/Bureaux/ Services, UIS, UN volunteers, women or youth organisations, rights-holders, duty bearers, NGOs, category 2 institutes and centres, UNITWIN/UNESCO Chairs.*	*Who will be using the information, for what purpose?*
PI 2.							
PI 3.							
Output N°1:							
Quantitative and/or qualitative performance indicator	**Baseline**	**Source**	**Target**	**Means of verification (Method)**	**Frequency**	**Stakeholders responsibility**	**Information use/Audience**

PI 1.							
PI 2.							
PI 3.							
Output N°2:							
Quantitative and/or qualitative performance indicator	**Baseline**	**Source**	**Target**	**Means of verification (Method)**	**Frequency**	**Stakeholders responsibility**	**Information use/Audience**
PI 1.							
PI 2.							
PI 3.							

Delete this text box before submission

**Triangulation: The use of three or more theories, sources or types of information, or types of analysis to verify and substantiate an assessment. Note: by combining multiple data sources, methods, analyses or theories, evaluators seek to overcome the bias that comes from single informants, single methods, single observer or single theory studies.*

Annex E: Communication plan

Communication Objective	Target Audience	Message	Communicator	Timeline	Delivery method*	Status

Delete this text box before submission

Guidelines on how to prepare a project communication plan are available on the extrabudgetary workspace here.

Annex F: Budget

Delete this text box before submission

Please complete only ANNEX F.1 or ANNEX F.2

ANNEX F.1: Budget by outcome, output and/or key activity

Outcome, output and/or key activity	Year 1	Year 2	Total (US$)
Outcome 1 **Member States' cities manage tap water service in an excellent condition improving citizens' trust and preserving the environment**			
o Output 1 : **Ensuring the safety of the public water supply system providing the verified information from the third party**			
- Activity 1			
o Output 2 : **Awareness-raising of the tap water as a drinking water for daily use**			
- Activity 1			
o Output 3 : **Enhancement of the capacity of Member states for tap water management and quality**			
- Activity 1			
o Output 4 : **Reduction of the plastic consumption associated with the preference of bottled water**			
- Activity 1			
o Output 5 : **Protection of the aquatic lives against the pollution from the land**			
- Activity 1			
Evaluation			
Communication			
Contingencies			
Subtotal - direct Costs			
Indirect Costs			
TOTAL			

Delete this text box before submission

NB: Recall that extrabudgetary projects should allocate 3% of the budget towards evaluation. More information can be found in the UNESCO Evaluation Policy and the IOS Information Note 3% Resources for Evaluation 2018.

Background Info for this annex

Ideally the budget should be presented by Outcome/output. Adding the activity level will complicate the management of budget revisions and financial reporting. If the donor requires 'activity' information, present

it by 'key activity'. Similarly, if the budget is presented only by activity, structure it by 'key activity'. If the donor cannot accept a presentation by outcome/output and/or activity, present the budget by category of expenditure as per ANNEX G.2

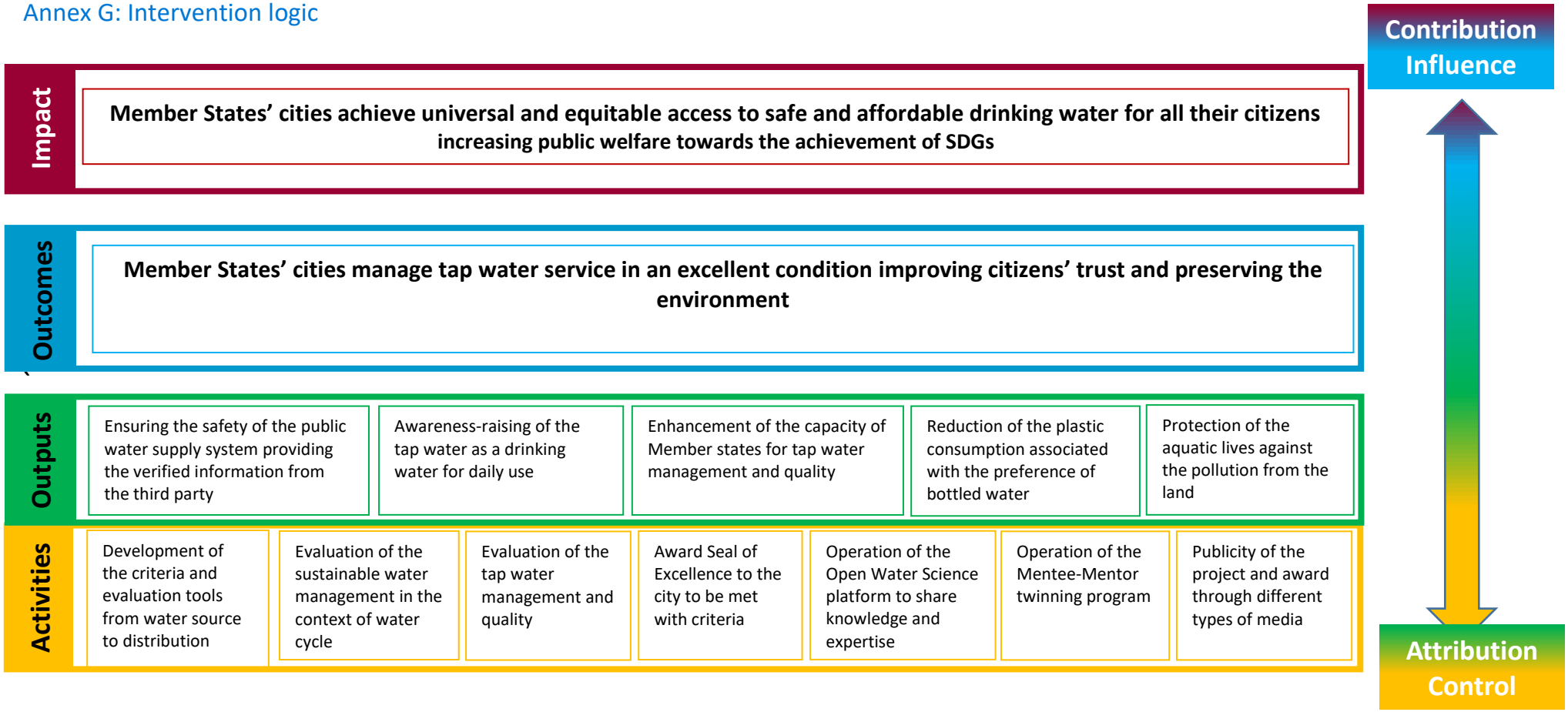
Both proposed budget templates may be filled in B4U and extracted into the project document. This allows to benefit from automatic calculations in B4U and to save entering ex-post the budget in B4U for BFM validation.

Activity: Activity level information is optional.
Evaluation: Around 3%. IOS Evaluation Office should be contacted early during the design and/or negotiation phase in order to advise on a case-by-case basis on the most appropriate modalities for evaluation and the cost requirements.
Contingencies: Keep contingencies to the minimum. They should not exceed 2%.

Delete this text box before submission

Please complete only ANNEX F.1 or ANNEX F.2

Annex F.2: Budget by Category of expenditure

Cost Elements Description	Year 1	Year 2	Total (US$)
10 - Personnel costs, consultants and missions			
o Personnel Costs			
o Staff Mission Costs			
o Consultants			
20 - Contracted services			
○ Evaluation			
30 - External training and Grants			
40 - Equipment and maintenance			
o Equipment			
o Leases			
o Maintenance & repairs			
50 - Other expenses			
o Financial Contributions			
o Communication & visibility			
o Utilities			
o Other supplies			
o Finance Costs			
Contingencies			
Subtotal - direct Costs			
80 - Indirect costs (9%)			
TOTAL			

Annex G: Intervention logic