

TC Document

I. Basic Information for TC

▪ Country/Region:	REGIONAL
▪ TC Name:	Focus on the Americas at World Water Week 2022-2023 and IDB-FEMSA Water and Sanitation Innovation Award 2022-2023
▪ TC Number:	RG-T4116
▪ Team Leader/Members:	Bocco, Maria Julia (INE/WSA) Team Leader; Basani, Marcello (INE/WSA) Alternate Team Leader; Barbosa Taves De Gouvea, Heleno (ORP/REM); Champi Ticona, Diana Carla (INE/WSA); Jovana Garzon Lasso (INE/WSA); Lopez, Liliana M. (INE/WSA); Natalia Almeida (LEG/SGO); Nunez Zelaya, Anamaria (KIC/URC)
▪ Taxonomy:	Research and Dissemination
▪ Operation Supported by the TC:	.
▪ Date of TC Abstract authorization:	06 Apr 2022.
▪ Beneficiary:	IDB Borrower Member Countries
▪ Executing Agency and contact name:	Inter-American Development Bank (IDB) through Water and Sanitation Division (INE/WSA)
▪ Donors providing funding:	OC SDP Window 2 - Infrastructure(W2B)
▪ IDB Funding Requested:	US\$400,000.00
▪ Local counterpart funding, if any:	US\$0
▪ Disbursement period (which includes Execution period):	Disbursement: 27 months Execution: 24 months
▪ Required start date:	Julio, 2022
▪ Types of consultants:	Firm and individual consultants
▪ Prepared by Unit:	INE/WSA-Water & Sanitation
▪ Unit of Disbursement Responsibility:	INE/WSA-Water & Sanitation
▪ TC included in Country Strategy (y/n):	No
▪ TC included in CPD (y/n):	No
▪ Alignment to the Update to the Institutional Strategy 2010-2020:	Social inclusion and equality; Productivity and innovation; Environmental sustainability; Gender equality; Diversity

II. Objectives and Justification

- 2.1 The goal of this TC is to develop and disseminate knowledge products around water and sanitation challenges in Latin America and the Caribbean (LAC) and to consolidate the Bank as the main sector institution in LAC. This goal will be achieved by continuing leading the coordination of the Focus on the Americas at [World Water Week](#) 2022 and 2023 (WWW) and the organization of the [IDB-FEMSA Water and Sanitation Innovation Award](#) 2022 and 2023. These activities will be developed by partnering with key regional clients and stakeholders and disseminating the results of the discussions held at the events. The TC will only finance the costs associated with the organization of the Focus on the Americas for the 2022 and 2023 edition at WWW and the organization of the IDB-FEMSA Water and Sanitation Innovation Award 2022 and 2023.
- 2.2 World Water Week (WWW), the leading global event for water and sanitation, and the IDB-FEMSA Water and Sanitation Innovation Award, the most important sector award

in LAC, have played a significant role in positioning the Bank as one of the most innovative actors in the region.

- 2.3 WWW is organized every year by the [Stockholm International Water Institute](#) (SIWI), a policy institution that stimulates the development of innovative policies and scientifically based solutions to water-related challenges through applied research, policy consultation, capacity-building, and connecting key actors across sectors. Founded in 1991, SIWI conducts research, builds institutional capacity, and provides advisory services in five thematic areas: water governance, transboundary water management, climate change and water, the water-energy-food nexus, and water economics. WWW is the leading global event for setting the water-related agenda at the global and regional levels. Every year, it gathers over 3,000 sector specialists and around 300 convening organizations from more than 100 countries around the world. Most of the LAC countries typically have representatives at the event.
- 2.4 Dedicated sessions to address regional issues are convened every year. Sessions related to LAC are grouped in what SIWI denominates “Focus on the Americas.” Since 2015 to date, IDB’s Water and Sanitation Division (INE/WSA) has been coordinating the Focus on the Americas program at WWW. IDB’s role was formalized through a Letter of Intent signed by both entities in 2014 (see [Letter of Intent](#)), which was renewed in 2018 (see [Letter of Intent](#)). In 2020 and 2021, due to the spread of COVID-19 around the world, as well as the measures taken by governments globally, WWW was hosted virtually, with IDB as coordinator of the regional program. In 2021, an additional request from SIWI to the IDB was received and agreed to continue coordinating the Focus on the Americas activities for the period 2022-2023. A new letter of intent is currently being signed to formalize IDB’s role. In 2022, the conference will be hosted online and on-site in Stockholm (broadcast and hybrid format).
- 2.5 Continuing successfully playing the coordination role of the Focus on the Americas at WWW, represents an opportunity to keep advancing the Bank’s leadership in the sector and positioning the Bank not only as the main water and sanitation financial institution in the region but also as the leading multilateral agency for technical discussions and agenda-setting processes in LAC. The previous WWW editions (2015-2021) have allowed the Bank to consolidate this leadership, reaching the audience in the region with sessions with high-quality content on resiliency, water security, and the fight against climate change. From 2015 to 2021, more than 8,000 individuals have participated in the different types of sessions organized on-site and online, and more than twenty-five high-profile experts, from government agencies, operating entities, international organizations, universities, private sector, and donor agencies, among others, have been invited each year as keynote speakers and panelists to present in the sessions. These participants came from all LAC subregions, and they were selected based on the yearly thematic scope and the program defined for each session. The Focus on the Americas, led by the IDB, brings together each year a considerable number of regional clients to collaborate with the Bank to co-convene the sessions and make LAC more visible in WWW. The number of convening organizations from multilaterals, foundations, associations, research centers, and nonprofits have been increasing each year as well, from 12 convening organizations in 2015, to 25 approximately in 2022. The 2022-2023 editions represent an excellent opportunity to keep consolidating the Bank’s role as the main water and sanitation financial institution in the region and strengthening partnerships with current and new donors.

- 2.6 Most importantly, the Focus on the Americas brings the opportunity to highlight the role that women are playing (technical and managerial) in the Water and Sanitation sector in LAC, where they are commonly underrepresented. Although the role of women as key water users and decision makers on domestic level has been globally recognized (e.g., women are largely responsible for fetching and using water for household purposes), the sector is yet to fully recognize the benefit from women's contributions as water managers and providers¹. The gender gap in water-related employment needs to be closed if the world is to reach its commitments by 2030 on universal water and sanitation. Furthermore, the lack of access to WASH disproportionately affects minorities and marginalized groups, due to factors both biological and cultural, accentuated by aspects such as ethnicity, social status, sexual orientation, or situations of disability², therefore the importance of the participation of women and diversity representatives as key players and voices for the water sector, which will allow to recognize their contributions and attract and retain more women in the water sector in order to be able to achieve a gender neutral diverse workforce.
- 2.7 The thematic scope for WWW 2022 corresponds to "Seeing the unseen: The value of water". The overall topic is being addressed through different perspectives and sessions will be grouped under three headings: (i) the value of water for people and development; (ii) the financial and economic value of water; and (iii) the value of water for nature and climate change. Discussions will be held around some of the following questions: How do people view water?; What makes people and organizations care about water?; What is the political economy of water?; and What is the value of water for ecosystems and people?. The global pandemic has demonstrated how more and more people are seeking profound transformations of society in response to COVID-19 and the climate crisis. There is a growing willingness to challenge prevailing norms and rethink how societies work, hence this is an excellent opportunity to discuss how the sector in LAC is working towards a more conscious and climate change action-oriented society promoting a new conversation on the value of water. Focus on the Americas will thus allow key regional stakeholders to come together and discuss relevant sector topics, identify best practices, and apply knowledge back to their local setting.
- 2.8 To organize the Focus on the Americas, the IDB will partner up with key strategic partners such as: One Drop, Water For People, WaterAid, Japan International Cooperation Agency (JICA), United Nations Children's Fund (UNICEF), Mexican National Water Commission (CONAGUA), Development Bank of Latin America (CAF), Economic Commission for Latin America and the Caribbean (ECLAC), *Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH* (GIZ), Argentine Water and Sanitation (AySA), NOW Partners, Food and Agriculture Organization of the United Nations (FAO), World Meteorological Organization (WMO), Amazon Cooperation Treaty Organization (ACTO), Organization of American States (OAS), RTI International, FEMSA Foundation, World Resources Institute (WRI), The Nature Conservancy (TNC), Swiss State Secretariat for Economic Affairs (SECO), and the Government of Israel, among others. These partnerships will contribute to reducing

¹ Women in Water Utilities: Breaking Barriers. World Bank, Washington, D.C. 2019.

² Understanding empowerment in water, sanitation, and hygiene (WASH): A scoping review. Dery, F. et al., (2020), *Journal of Water, Sanitation and Hygiene for Development* 10.1, 2020; A guidance note for leaving no one behind. UNICEF 2021; Including Persons with Disabilities in Water Sector Operations: A Guidance. World Bank. 2017.

organizational costs and expand the audience and outreach of the Focus on the Americas activities.

- 2.9 Every year, the IDB grants the IDB-FEMSA Water and Sanitation Innovation Award. The award was established by the Bank and FEMSA Foundation in 2009 to recognize the most innovative solutions in the water, sanitation, and solid waste sectors in LAC, which have achieved progress and measurable results, improving quality and access to these services. The awardees are selected through annual open calls that provide candidates an opportunity to showcase their innovations. Up to three innovative startups, products, initiatives, or services focused on water, sanitation, or solid waste from borrowing member countries are selected every year as the winners in the water, sanitation, and solid waste respective categories.
- 2.10 This TC is consistent with the Update to the Institutional Strategy (UIS) (AB-3190-2) and is aligned with the development challenges of (i) **social inclusion and equality**, by organizing and supporting sessions, interventions, and awards that promote universal and sustainable access to quality and affordable water and sanitation services and (ii) **productivity and innovation**, by having a focus on aiding in the provision of infrastructure services and adequate, safe, reliable and affordable public services through the integration of innovative solutions and adoption of new technologies that will improve service efficiency, as well as promoting entrepreneurship, innovation and public and private synergies that will contribute to the economic growth. In addition, the TC is aligned with the cross-cutting themes of (i) **gender equality and diversity**, by assuring an inclusive and diverse dialogue featuring panelists and speakers of all ages and with a good gender balance (at least 40 percent of presenters must be women), and organizing a session on the value of water for development with a gender focus (relationship between adequate access to water and care work that has been socially assigned mainly to women, good menstrual hygiene practices, among others); and (ii) **climate change and environmental sustainability** by organizing sessions that will address these critical themes such as tools for valuing ecosystems and nature-based solutions and Water-Energy-Food-Environment (WEFE) Nexus approaches and decision-making tools to inform participatory cross-sectorial decision making for water-energy-food and environmental security. The TC will contribute to the Corporate Results Framework 2020-2023 (GN-2727-12) through the Knowledge and Innovation (Level 3) indicators. The TC will be financed with resources from the Strategic Program for the Development of Infrastructure financed by Ordinary Capital "OC SDP Window 2 – Infrastructure (W2A)" (GN-2819-14). The purpose of this TC is consistent with the objectives and activities pursued by this Program (GN-2819-14), being one of its objectives to improve the performance, quality, and sustainability of infrastructure services, through the systematization and dissemination of new knowledge in the region. Finally, this TC will contribute to the Vision 2025 strategic goals: (i) **reactivate the productive sector**, through its opportunities of digitalization and faster adoption of new technologies, entrepreneurship and innovation, SMEs support and public and private sector synergies; (ii) **promote social progress**, through its opportunity of access to and quality of public services, (iii) **reinforce gender equality, diversity, and inclusion**, through its cornerstone immediate opportunity of gender and inclusion and (iv) **reinforce climate change action**, through its cornerstone immediate opportunity of climate change.

III. Description of activities/components and budget

- 3.1 The TC will finance the following four components:
- 3.2 **Component 1. Knowledge development.** This component will finance the development of knowledge products (two technical notes and two policy briefs), expected to inform discussions during the Focus on the Americas as well as decision-making throughout the region. These knowledge products will be useful for governments throughout the region to assess challenges and priorities associated with the water and sanitation agenda in LAC. In 2022 the technical note and the policy brief will be produced under the thematic scope of the **value of water**, specifically around the topics of the value of water for people and development, the financial and economic value of water and the value of water for nature and climate change. In 2023, the technical note and the policy brief will be produced under the thematic scope of **innovation in water**, which will include product-level innovation (e.g. new technologies), social innovation (e.g. new ways of doing things), process innovation (e.g. efficiencies), and system-level innovation (e.g. governance transitions). All those sorts of innovation will be explicitly linked to water issues (e.g. water resources, water use, human/societal benefits from water, water security and sustainability).
- 3.3 **Component 2. Client outreach.** This component will promote and financially support the participation of key regional decision-makers and stakeholders, such as government officials and staff from utilities, among others, to WWW's Focus on the Americas, stimulating the gender balance participation amongst keynote speakers, panelists, and moderators, having at least 40% of female participants as presenters of each of the sessions organized. This participation is expected to promote knowledge sharing among the stakeholders. It is expected that at least five (5) participants in 2022 and five (5) participants in 2023 from LAC will be invited by the IDB to attend the event in person. The participation of regional decision-makers and stakeholders from all over the region has a twofold objective: (i) facilitate integrating regional challenges and priorities into the international agenda, and promote knowledge exchange among regions, and (ii) hold discussions that will serve as inputs for facilitating the fulfillment of the water-related SDG. In addition, this component will financially support the participation of finalists and jury to the IDB-FEMSA award ceremony, promoting a gender balance, diverse and inclusive participation within the selected finalists and jury members for each year's edition. In 2022-2023, due to the Coronavirus pandemic (COVID-19), the IDB-FEMSA Award ceremony will be held virtually and/or in a hybrid format.
- 3.4 **Component 3. Communication and dissemination.** The goal of this component is to disseminate the Focus on the Americas throughout the region and share the conclusions reached at the sessions. It finances communication consultants (firms or individuals) who: (i) edit and design the knowledge products developed for each of the sessions to distribute among the region; (ii) help prepare presentations for each session; (iii) design and print the Focus on the Americas regional stand (virtual or on-site); and (iv) design communication materials to be distributed before, during and after the event, containing gender balance, diversity and inclusiveness language and audiovisual images, including design of invitations, design of promotional materials, design of program for regional day, visual capsules, and a strategy to disseminate the sessions and results in social media and through traditional media, among others. It also finances external communication consultants to develop a virtual platform to submit electronic profiles, manage the content and the knowledge generated by the

IDB-FEMSA Award, and to create communication and promotional materials that encourage gender equality, diversity, and inclusiveness. This component also finances a consultant (individual) to provide technical, management and outreach support to the activities associated with the development of the Focus on the Americas at World Water Week and the IDB-FEMSA Award.

- 3.5 **Component 4. Logistics.** This component finances the logistical costs of organizing the Focus on the Americas and the IDB-FEMSA Award. It includes session fees, interpretation services, exhibition stand, and other expenses associated with the organization of the sessions and activities the Bank will host in online, onsite, and/or hybrid formats. In 2022, the Focus on the Americas regional program will be composed of online and on-site sessions (broadcasted and hybrid), which will be structured into four 90-minute general sessions, four showcases, one seminar (composed of three sessions) and two talk shows. General evaluation surveys will be developed for the Focus on the Americas sessions and IDB-FEMSA Award, in which perception questions will be included on the use of inclusive language and diversity images in the dissemination and promotional materials, as well as gender balance representativeness within the speakers of the events.
- 3.6 The total funding needed is US\$400,000.00, which will be financed by the IDB through the OC SDP Window 2 - Infrastructure (W2B). The distribution of resources is as follows:

Indicative Budget (in US\$)

Activity/Component	Description/Product	OC SDP Window 2 - Infrastructure (W2B) Fund	Total Funding
		Contribution US\$	
		IDB Amount	
1. Knowledge Development	Policy Brief	30,000	30,000
	Technical Notes	40,000	40,000
Subtotal Component 1		70,000	70,000
2. Client Outreach	Participants WWW	46,200	46,200
	Participants IDB-FEMSA Awards Ceremony	6,000	6,000
	IDB-FEMSA Awards	30,000	30,000
Subtotal Component 2		82,200	82,200
3. Communication and Dissemination	Communication/Dissemination strategy for WWW	50,000	50,000
	Communication/Dissemination products IDB-FEMSA Awards	32,000	32,000
	Technical, management and outreach support for the Focus on the Americas and IDB-FEMSA Awards	45,760	45,760

Activity/Component	Description/Product	OC SDP Window 2 - Infrastructure (W2B) Fund	Total Funding
		Contribution US\$	
		IDB Amount	
Subtotal Component 3		127,760	127,760
4. Logistics	Logistics contracts for WWW	108,040	108,040
	IDB-FEMSA Awards Ceremony	12,000	12,000
Subtotal Component 4		120,040	120,040
TOTAL		400,000	400,000

3.7 In addition, it is expected that other convening partners of the Focus on the Americas, such as the Development Bank of Latin America (CAF), FEMSA Foundation, One Drop, the Food and Agriculture Organization of the United Nations (FAO), and The Nature Conservancy (TNC) will also contribute in parallel with additional resources to the organization of the LAC program to cover some of the costs associated with the organization of the online, on-site and/or hybrid sessions, seminars, showcases and talk shows, such as travel expenses for panelists and special invitees and logistic costs (see [detailed budget](#)). To cover part of the costs associated with the organization of the IDB-FEMSA Water and Sanitation Innovation Award, it is expected that a Project Specific Grant will be processed to receive FEMSA Foundation’s donation for the years 2022 and 2023. An estimation of the contributions of all partners involved in WWW and the Award is included in the detailed budget.

IV. Executing agency and execution structure

- 4.1 Since this is a Research & Dissemination (RD) the TC will be executed by the Inter-American Development Bank through the Water and Sanitation Division (INE/WSA) under the supervision of Maria Julia Bocco (mariajuliab@iadb.org), Lead Specialist at INE/WSA. The Bank’s role as executing agency is justified for the following reasons: (i) the Bank has experience in successfully executing regional TCs of this type, such as RG-T2587, RG-T2982, and RG-T3195; (ii) the taxonomy of TC being research and dissemination, likewise, execution by the Bank helps to ensure that the lessons learned from the activities carried out are properly disseminated within the region; and (iii) some of the activities (knowledge products and tools, participation in events and seminars) are regional in nature, making the Bank ideally positioned to execute them.
- 4.2 The execution and disbursement period will be 24 and 27 months, respectively. The activities to be executed under this operation have been included in the Procurement Plan (Annex IV) and will be executed in accordance with the Bank’s established procurement methods: (a) Contracting of individual consultants, as established in the regulations AM-650; (b) Hiring of consulting firms for services of an intellectual nature according to GN-2765-4 and its associated operational guidelines (OP-1155-4) and (c) Hiring of logistics services and other services other than consulting, according to the policy GN-2303-28..

- 4.3 Contracting of goods and services will be directly hired to the following firms: (i) **Stockholm International Water Institute (SIWI)**: for organizing the sessions, such as rooms, translation services, and others (component 4), as the event host and the only entity providing these services for WWW; (ii) **SOCIOPUBLICO SRL** for the development of the Focus on the Americas communication products and dissemination strategy (component 3), since the firm has successfully completed the provision of goods and services for previous Focus on the Americas events at WWW, representing a natural continuation for the organization of this event, and the services require a high level of expertise to match existing methodology; and (iii) **Capital Certainty S.L. (tekuoia)**: for the development of a virtual platform, communication and promotional materials for the IDB-FEMSA Awards (component 3), due to their level of expertise and successful completion of tasks in the provision of goods and services for previous IDB-FEMSA Awards editions, representing a natural continuation in the organization of the Awards. The justifications for these single-source selections are in line with the criteria set forth in the Policy GN-2303-28.

V. Major issues

- 5.1 A potential risk associated with the organization of Focus on the Americas at WWW is the coordination among the different stakeholders. To mitigate that risk, each session will have a working team to define the roles and responsibilities of each stakeholder. A potential risk associated with the IDB-FEMSA Award is a low number of submissions/candidates. To mitigate that risk a social media and dissemination campaign will be developed around the launching of the award.
- 5.2 Due to the continuation of COVID-19, in 2022 World Water Week is being planned to be held online and on-site with a hybrid format. Focus on the Americas sessions are being proposed accordingly. For 2023 the format has not been defined yet. Due to the world's current situation, the Water and Sanitation Division (INE/WSA) will be in constant communication with SIWI to determine the prudence of continuing with the on-site hybrid formats proposed for 2022, to be able to make specific arrangements if needed.

VI. Exceptions to Bank policy

- 6.1 This TC does not involve any exceptions to the Bank's Policies.

VII. Environmental and Social Strategy

- 7.1 Given the fact that this TC is Research and Dissemination, it does not contemplate carrying out environmental studies, so it does not require an ESG classification.

Required Annexes:

[Results Matrix - RG-T4116](#)

[Terms of Reference - RG-T4116](#)

[Procurement Plan - RG-T4116](#)