

1. BACKGROUND INFORMATION:

Water is a basic requirement for all life, yet water resources are facing increasing demands from, and competition among, users. In 1992, the UN General Assembly designated the 22nd of March of each year as the international World Water Day (WWD) and inspires events across the world which draws attention on the importance of freshwater and advocating for the sustainable management of freshwater resources.

In 2011 the global theme for this special day is "**Water for Cities: The Urban Challenge**". The main purpose for this year's theme is *to raise the profile of water management in the urban communities and the many impacts which the urban communities impose on water resources*. The theme cross cuts the entire water sector, highlighting the complex and substantial efforts and issues which government agencies face with regards to water management in the urban setting. These issues relate directly with the socio-economic impacts of cities ranging from encroachment into vital watershed areas, pollution, waste water management and the increasing demand on water resources for drinking water supply, sanitation, developments, irrigation, uncertainties caused by climate change, conflicts and natural disasters on urban water systems and other uses.

To celebrate WWD in Samoa, the Ministry of Natural Resources and Environment (MNRE) and the Samoa Water Authority(SWA) has taken the initiative to commemorate this event on **Tuesday, 29th of March 2011** under the national theme of "**Working together for Water Management in Samoa's Urban Community**", to highlight the above messages in Samoa's context.

2. WORLD WATER DAY 2011:

The program for celebration Samoa's World Water Day 2011 focuses on;

- i. Raising awareness on the urban water management challenges. An awareness campaign targeting the urban villages and the business community of Apia to raise national understanding and appreciation of the various challenges facing the water sector in the urban areas. Thematic areas for this awareness campaign will be water supply, sanitation, water resources conservation, and waste water management.

The campaign includes advertisements on TV, Radio and Newspapers, as well as school visits to discuss the thematic areas aforementioned.

An educational bus tour/site visit for village and school representatives is also being planned for people to visit the various high-tech facilities in town which include the Fulusou water supply treatment plant, the Tafaigata sludge treatment facility and the SWA wastewater treatment plant.

- ii. A River Clean Up Campaign. One of the main issues in some communities are agricultural activities as well as dispose of wastes into river systems. As such watershed areas have been degraded hence a river clean up in the lower catchment of Fulusou will be carried out by clearing non biodegradable wastes so as to raise awareness on water resource management.

Schools, youth groups and women's committees within the vicinity of the selected watershed area and river system will be invited to partake in this cleanup campaign.

Other Implementing Agencies:

- Ministry of Health (MoH): Water quality unit- urban water supply standards.
- Ministry of Women Communities and Social Development (MWCSC): Independent Water Schemes
- Ministry of Works Transport and Infrastructure (MWTI)/Land Transport Authority (LTA) – road drainage in urban areas.