

NATIONAL WATER REUSE ACTION PLAN

COMPLETED ACTION



Action 11.2 Raise Global Awareness and Preparedness for Water Reuse and the Water Reuse Action Plan

Background

Familiarity and experience with water reuse differs greatly across the globe. To build capacity and share water reuse technologies and strategies with international audiences, the U.S. Department of State (DOS) leveraged its existing public diplomacy tools and the WRAP. This action also equipped water managers and DOS personnel with a better understanding of the technologies and approaches available to strengthen global water security and build resilience to climate change by integrating water reuse into new and existing DOS programs and outreach.

Action 11.2 aimed to raise global awareness and preparedness for water reuse and the Water Reuse Action Plan (WRAP). The first action objective, promote water reuse globally, supported the U.S. Global Water Strategy's strategic objectives, including increasing sustainable access to safe drinking water, sanitation, and hygiene and encouraging the sound management and protection of freshwater resources. Through existing public diplomacy tools and U.S. embassies and consulates worldwide, this action created opportunities to share key information and best practices for water reuse and demonstrated how the WRAP is a whole-of-government effort and a model for how societies can strengthen water governance, financing, and institutions for improved water security.

The second action objective aimed to build global water reuse capacity to help countries develop policies and tools needed to increase their water supplies. Capacity-building programs facilitate understanding of how water supplies can meet human, economic, and ecological needs through water reuse. Examples include the Ambassador's Water Expert Program (AWEP), which sends water experts abroad, and the International Visitor's Leadership Program (IVLP), which brings influential foreigners to the United States.

Accomplishments

During action implementation, the action team achieved several intended outcomes, including promoting water reuse globally and institutionalizing water reuse in DOS programs.

- Launched a webinar series that shared U.S. water reuse technologies and approaches for stakeholder engagement, messaging, and regulations with a global audience reaching over 42,000 people from 78 countries.
- Integrated water reuse into State Department-led water foreign assistance programs including AWEP, which sends U.S. experts abroad to consult on key water issues; the Water Smart Engagements Program, which pairs leading U.S. water utilities with water and wastewater utilities in Association of Southeast

Action Team

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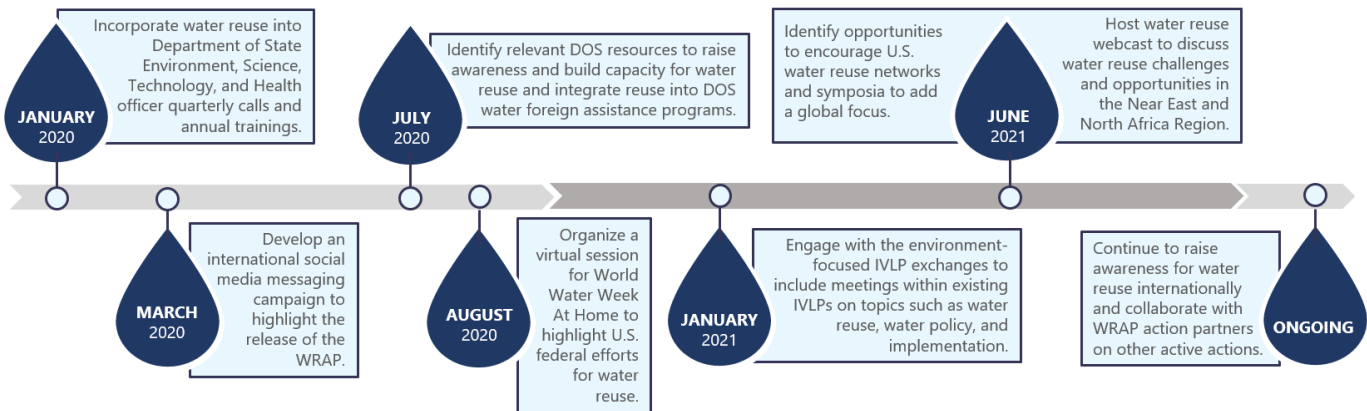
Asian Nations (ASEAN) Smart Cities; and the Integrated Urban Services program, which is piloting integrated water, food, and energy systems and business plans in ASEAN Smart Cities.

- Communicated the importance of water reuse and shared the example of the WRAP at international meetings including Stockholm World Water Week, Singapore International Water Week, the Water Environment Federation's Technical Exhibition and Conference (WEFTEC), and in multilateral fora.
- Developed and launched an international social media campaign to highlight the release of the WRAP, its one-year anniversary, and key messages on the importance of water reuse. The social media campaign included widespread interagency support and uptake, and more than 100 U.S. embassies and consulates around the world participated.
- Engaged with the IVLP and presented U.S. approaches to water reuse, water policy, and the WRAP to at least eight groups including representatives from Turkmenistan, Thailand, and the Palestinian Territories.
- Through courses at the Foreign Service Institute, quarterly calls with Environment, Science, Technology, and Health officers, and webinars, this action built the State Department's capacity to understand and promote water reuse globally, and institutionalized water reuse in Department water policy as a key pathway to water security.

Action Impact

- Improved awareness globally of the role of water reuse in strengthening global water security and building climate resilience.
- Institutionalized water reuse as a key component of the State Department's policy on water security challenges.
- Created an ongoing webinar and outreach effort that shares U.S. best practices and experiences with water reuse with a global audience.

Action Implementation Process



Future Activity

- DOS will continue to build capacity and advance action on water reuse internationally using public diplomacy resources and through efforts such as the Ambassadors Water Experts Program, the Integrated Urban Services Program, and the Water Smart Engagements utility pairing program.
- DOS is exploring ways to further strengthen links between U.S. and international water reuse experts.
- DOS will support new and ongoing international collaboration WRAP actions including:
 - [Action 11.1](#) **Facilitate U.S. - Israel Collaboration on Technology, Science, and Policy of Water Reuse:** Efforts include supporting a U.S. delegation mission to Israel to observe water reuse science, technology, and policy.
 - [Action 11.3](#) **Develop and Highlight Case Studies Relevant to the Water in Circular Economy and Resilience (WICER) Framework:** EPA and the World Bank are leading an effort to develop case studies tailored to the needs of underserved communities, including international communities. As an action partner, DOS plans to help share information about the action and case studies by leveraging international connections.

Additional Resources

- World Water Day webinar highlighting U.S. approaches to water reuse in Virginia, Florida, and California: <https://www.youtube.com/watch?v=1x-zeFRdGzU&feature=youtu.be>
- Webinar on drought and salinity in the Mekong Delta, including how water reuse can help address these water management issues: <https://www.mekongwater.org/1st-mvs>
- Stockholm World Water Week at Home panel discussion, *Water Reuse: An Integrated Approach to Building Water Resilience*: <https://www.worldwaterweek.org/event/9039-water-reuse-an-integrated-approach-to-building-water-resilience>
- Webinar on Water Security through Transboundary Cooperation: Examples from the United States, Canada, and Mexico: <https://vimeo.com/466651287>