

EVALUATION REPORT

Assessment of the **Forum Survey**

| **Istanbul 2009**



5th WORLD WATER FORUM
İSTANBUL 2009



BRIDGING
DIVIDES
FOR WATER

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RESULTS OF THE 5TH WORLD WATER FORUM SURVEY

The 5th World Water Forum proved to be the most widely attended water related event ever. More than 30,000 people were hosted at the Forum venue during the week of 16-22 March 2009. This organization aimed at keeping water related issues on the international limelight not only during the one-week event in Istanbul but also securing permanent recognition on the international political agenda. The Forum was the result of more than two years of international efforts organized into thematic, political and regional sessions on a 7-day schedule. The body responsible for the operation of this demanding schedule was the 5th World Water Forum Secretariat established in Istanbul.

A forum is a public meeting for open discussion where involvement from a diverse audience is of utmost importance. The first criterion of success for the World Water Fora is the number of attendees. Following the Forum, an e-mail survey was conducted by the

Secretariat in order to assess the success of the Forum independent of this criterion. The survey's objective was to evaluate the Forum in terms of participant satisfaction with logistical issues, Forum content and structure, and communication. The survey questions were prepared by the Secretariat under the guidance of Prof. Erkan Türe of the Turkish Institute for Industrial Management (TÜSSİDE).

The 5th World Water Forum Secretariat hosted more than 30,000 people that included members of the press, visitors to the Fair and the Water Expo and staff. Those who wanted to do so could only visit the Fair and the Expo without attending the Forum. The survey was designed for those who attended the Forum and not only the Fair and the Water Expo. It was sent to 24,118 people, the gender distribution of which was 81% male and 19% female. 2,685 responses were received, constituting 12.7% of the total. 77% of the respondents were male and 23% were female (Figure 1). 24% of the respondents expressed

Survey Participation Profile (Gender)

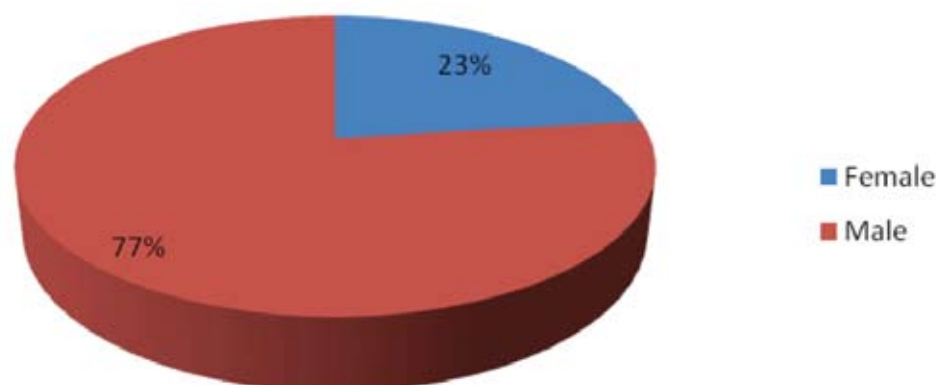


Figure 1 Participant profile of survey respondents (Gender)

Survey Participant Profile (Affiliation)

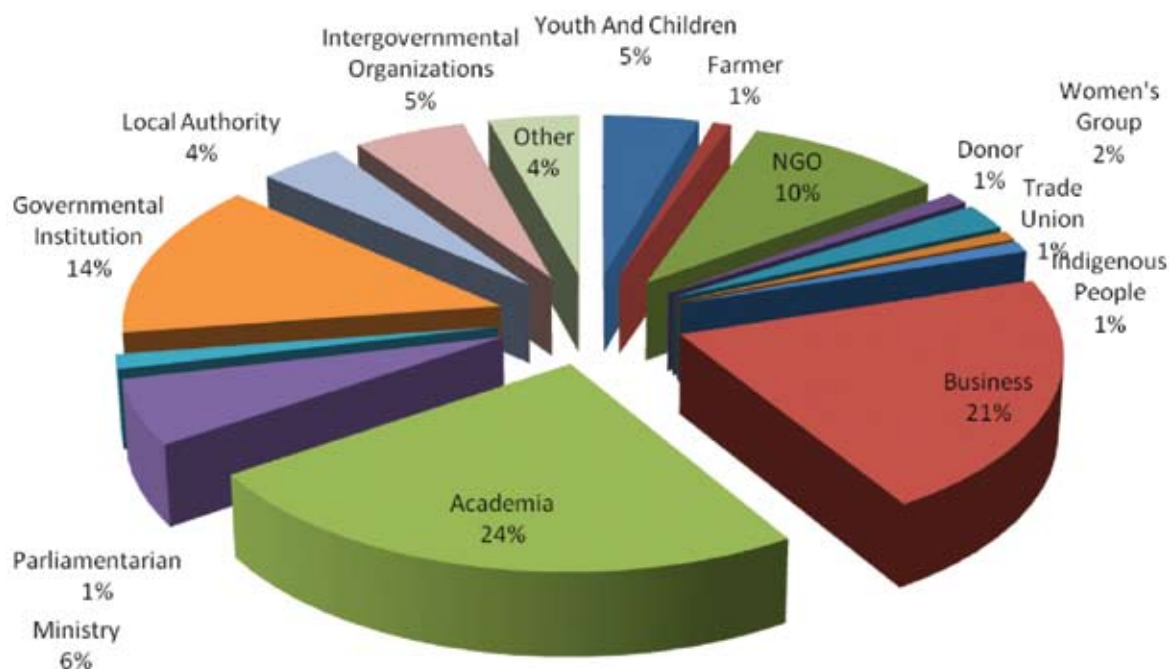


Figure 2 Participant profile of survey respondents (Affiliation)

their affiliation in academia, 21 % in business, 14% in governmental institutions and 10% in nongovernment organizations (NGOs) (Figure 2).

LOGISTICS

The Forum participants were first asked to evaluate logistical issues: venue, transportation, catering facilities, registration process, staff support and attitude, and environmental considerations (Green Forum Initiative). The venue received an approval rate of 90% with 65% of the respondents strongly agreeing that the venue was satisfactory (Figure 3). Two facilities on opposing sides of Haliç (the Golden Horn), Haliç Congress Centre and Feshane were connected by a walk bridge to host 111 sessions, 110 side events, the Fair and the Water Expo of the 5th World Water Forum. The Forum was the inauguration of the venue, Haliç Congress Center which had recently been completed. Both the Feshane and Haliç Congress Centre are former brownfields, redeveloped by the Istanbul Metropolitan Municipality. The Feshane is a facility built in 1826 to as a textile mill to make army uniforms later serving as a factory for making the once traditional gentlemen’s headwear, fes. The main part of the Forum venue, Haliç Congress Centre is the former

Sütlüce slaughterhouse, rebuilt with additions to serve as a congress and performing arts centre. It was built in 1923 and after the slaughterhouse was moved to the city’s periphery, it was used as a storage facility until the 1990s. Both buildings are considered historic landmarks of Haliç.

In Istanbul, a city of 12 million residents, millions of people commute by public transportation, as well as by private means every day. Traffic congestion, especially during rush hours is a part of daily life. Transportation to and from the Forum venue was the next most important aspect of logistics after the venue itself. 81% of the survey respondents were satisfied with the transportation arrangements with 45% strongly agreeing (Figure 4).

Catering was provided both in Sütlüce and Feshane facilities with Sütlüce serving as the main site for lunch-pack distribution. Catering services were also provided upon request to side events held throughout the Forum venue. The Water Expo site included an open buffet restaurant both for Expo visitors and Forum participants. Traditional fishing boats were anchored at the Sütlüce section of the venue. Satisfaction with

Venue Satisfaction

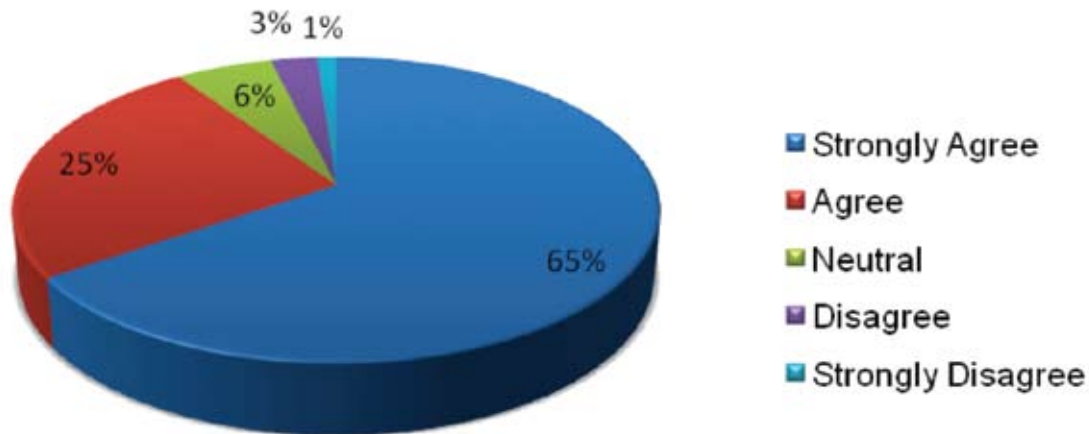


Figure 3 Venue Satisfaction

Transportation Satisfaction

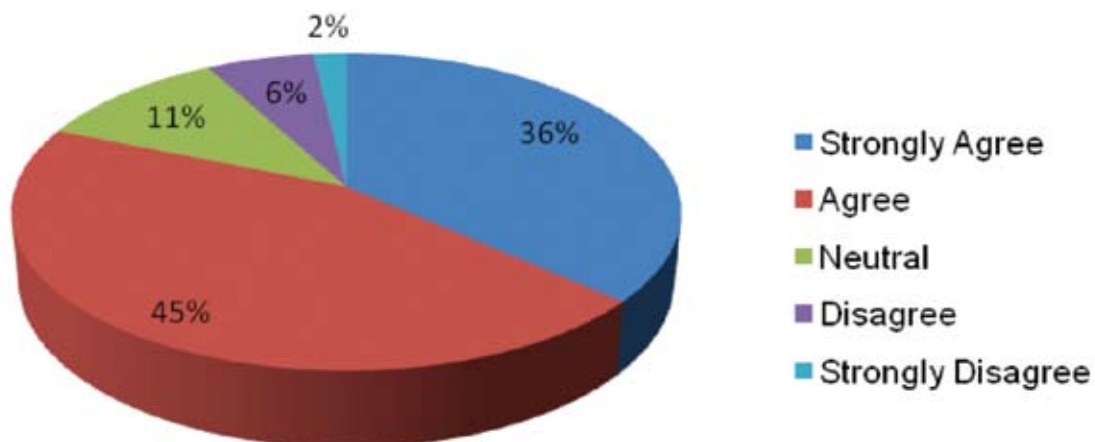


Figure 4 Transportation Satisfaction

catering facilities was rated at 65% with only 24% strongly agreeing. 12% of the respondents strongly disagreed with satisfaction of the catering facilities representing the highest dissatisfaction rate among the logistical aspects of the Forum (Figure 5, next page).

Registration facilities were provided at the Istanbul Atatürk International Airport (in association with TAV Airports), at various hotels serving Forum participants and at the Forum venue. Completion of the registration process was a prerequisite to enter the Forum venue. Participants were given identification badges with bar codes once the registration process was completed which enabled security passage to facilities. Forum

registration was not required for entrance to the Fair and Expo grounds. A separate location was prepared to facilitate registration on the Forum venue. 86% of the respondents were satisfied with the registration process with 66 % strongly agreeing to the success of the registration process (Figure 6, next page).

Support from the staff holds the logistical aspects of an event of this magnitude together. Even the most meticulous logistical planning requires one on one human interaction for efficient operation. Staff support and attitude was rated satisfactory by 89% of the respondents with 66% strongly agreeing (Figure 7, next page).

Catering Facilities

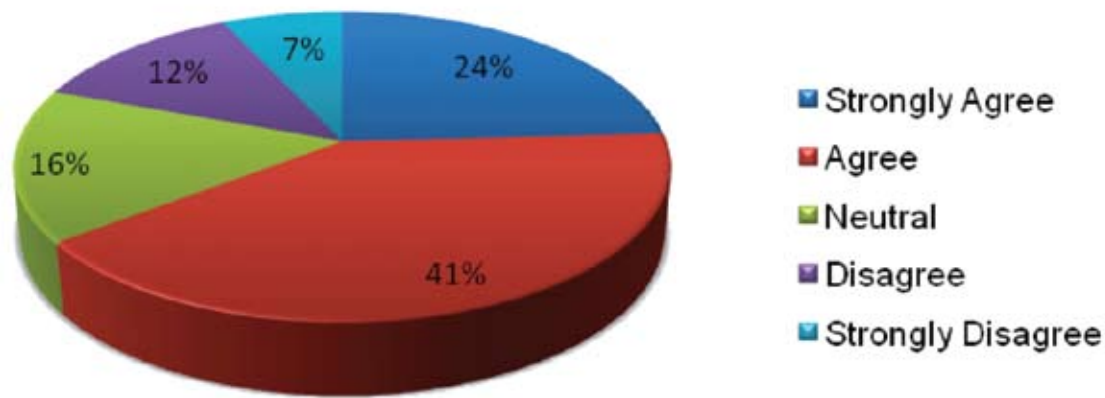


Figure 5 Catering Facilities

Registration Process

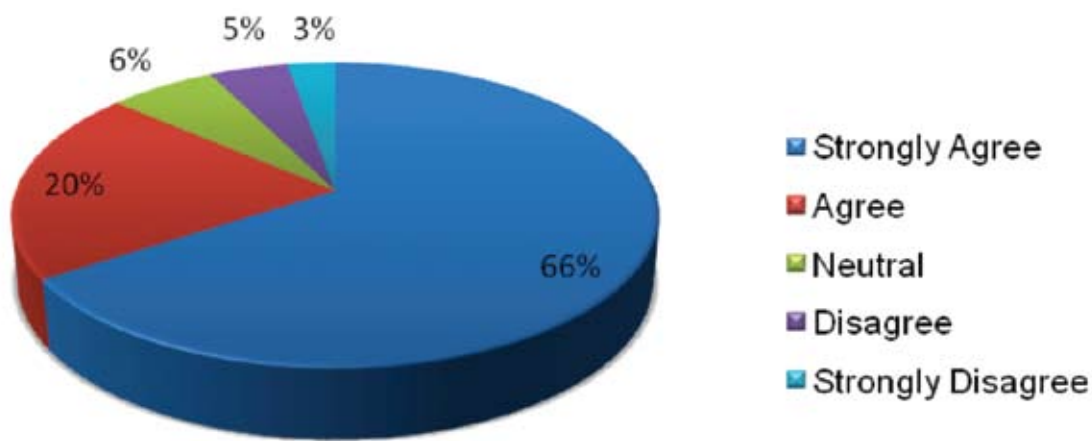


Figure 6 Registration Process

Staff Support & Attitude

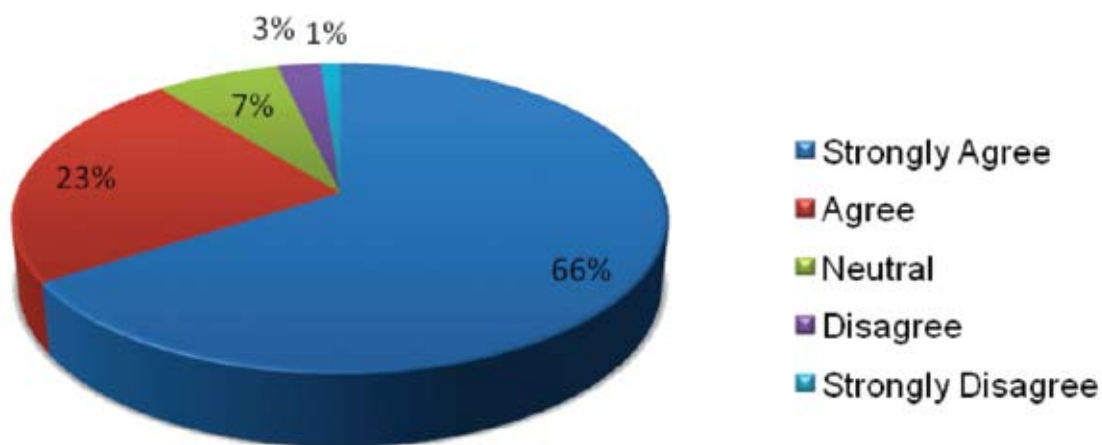


Figure 7 Staff Support and Attitude

The Green Forum Initiative (GFI) was established by the 5th World Water Forum Secretariat to address the environmental impacts of the preparatory process and the event itself. The Green Forum Initiative marked the first time that a focused effort was made by the organizers of the Forum to address the environmental impacts of holding such a large event. 78% of the respondents were satisfied with the environmental consideration shown by the Forum organization with 58% strongly agreeing. 13% remained neutral.

FORUM CONTENT

The survey participants were given a set of statements to analyze the response to the content of the Forum. 82% of the respondents believe that there will be added

value to the world water community with 51% strongly agreeing (Figure 9).

A collaborative approach was used by the organizers to design a thematic programme that examined various aspects of water related issues. 88% of respondents thought that the thematic sessions included current and relevant discussions with 54% strongly agreeing (Figure 10, next page). However, only 68% of the respondents believed that we have come one step closer to finding solutions with 22% strongly agreeing. Another 22% remained neutral (Figure 11, next page). A similar trend continued with whether the Istanbul Water Consensus will encourage local governments to take action for water related urban problems. 71%

Environmental Considerations

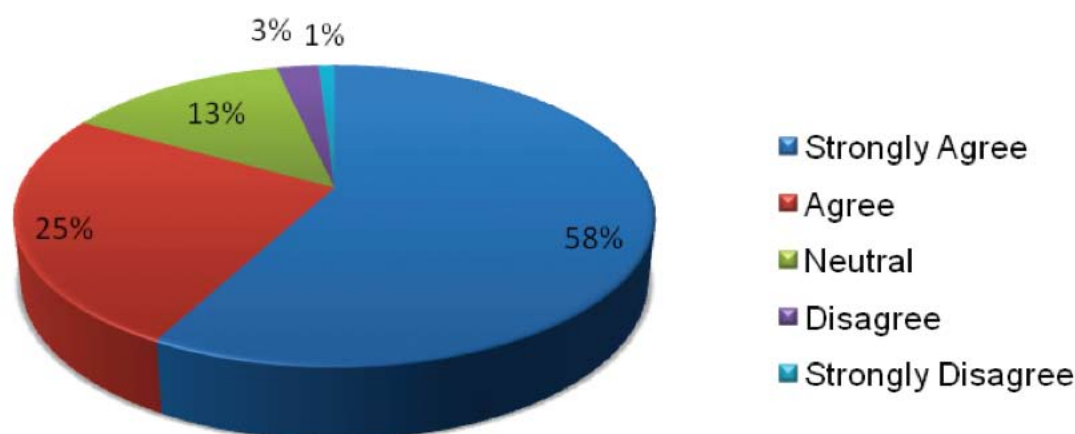


Figure 8 Environmental Considerations (The Green Forum Initiative – GFI)

After the 5th World Water Forum, there will be added value to the world water community and discussions

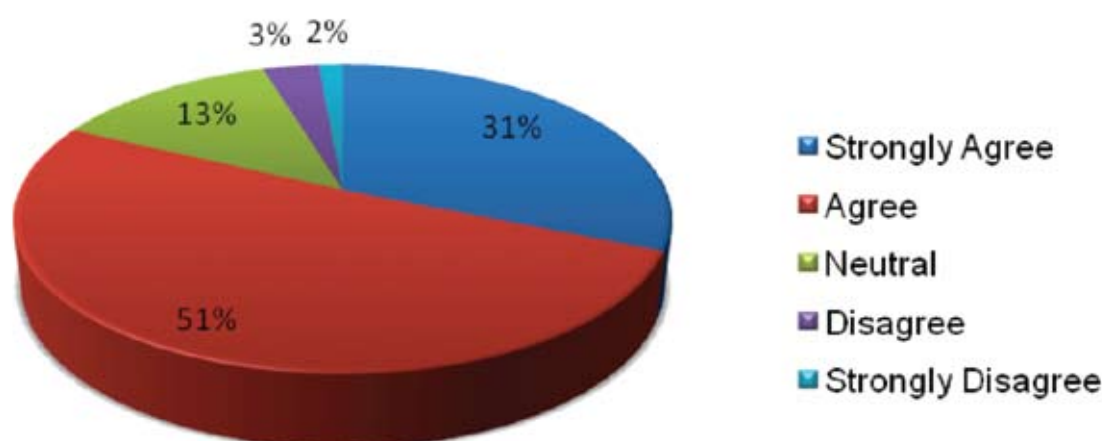


Figure 9 Added value to the world water community

thought so with 25% strongly agreeing, 22% remained neutral (Figure 12). 70% believed that the political process of the Forum will influence the water politics in the region and in the world with 44% strongly agreeing, 21% remained neutral (Figure 13).

FORUM STRUCTURE

Throughout the preparatory process and during the Forum, the goal was to have the political, thematic and regional processes feed into each other. 75 % of the respondents thought that there had been a substantial level of interaction among thematic, regional and political processes of the Forum with 48% strongly agreeing, 18% remained neutral (Figure 14).

Figure 14 Interaction among the thematic, regional and political processes 80% of the respondents believed that the design and conduct of the Forum ensured multistakeholder dialogue with 53% strongly agreeing (Figure 15).

To ensure a balanced stakeholder representation, major groups were invited to share their ideas and lobby for their actions throughout the Forum process. 77% thought that major groups were sufficiently informed about opportunities for participation in the Forum’s preparatory process with 31% strongly agreeing, 16% remained neutral (Figure 16). 76% believed that major groups were provided with sufficient means

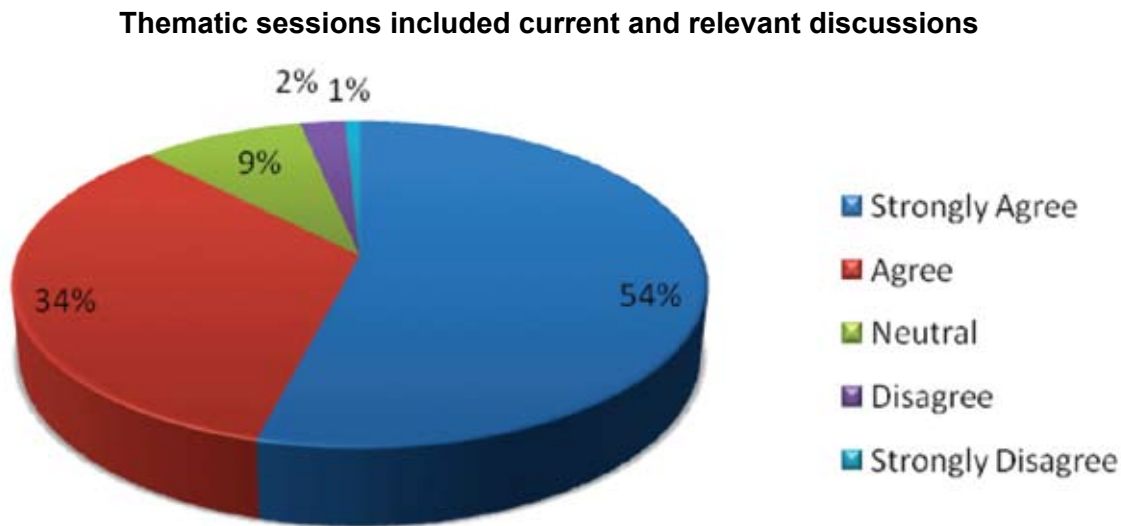


Figure 10 Content of thematic sessions

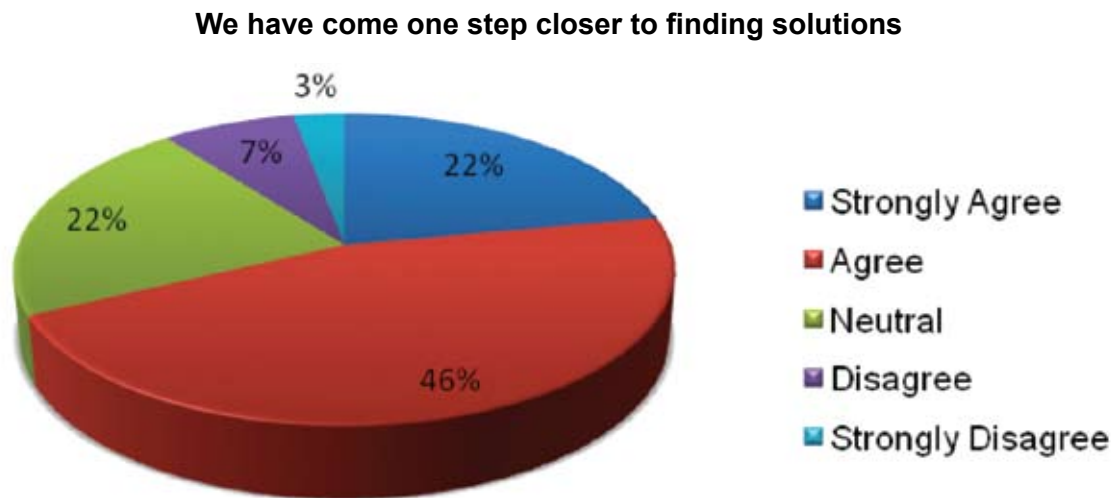


Figure 11 We have come one step closer to finding solutions

The Istanbul Water Consensus will encourage local governments to take action for water related urban problems

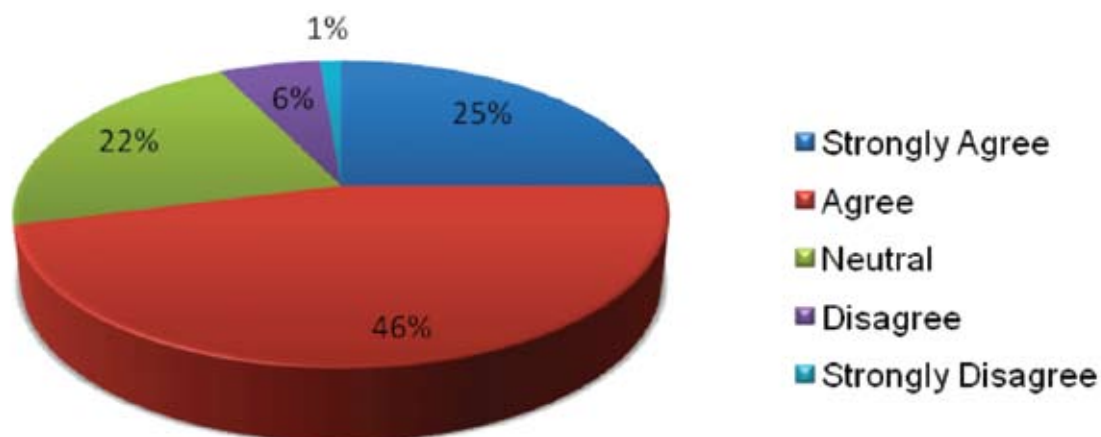


Figure 12 Istanbul Water Consensus

The political process of the Forum will influence the water politics in the region and in the world

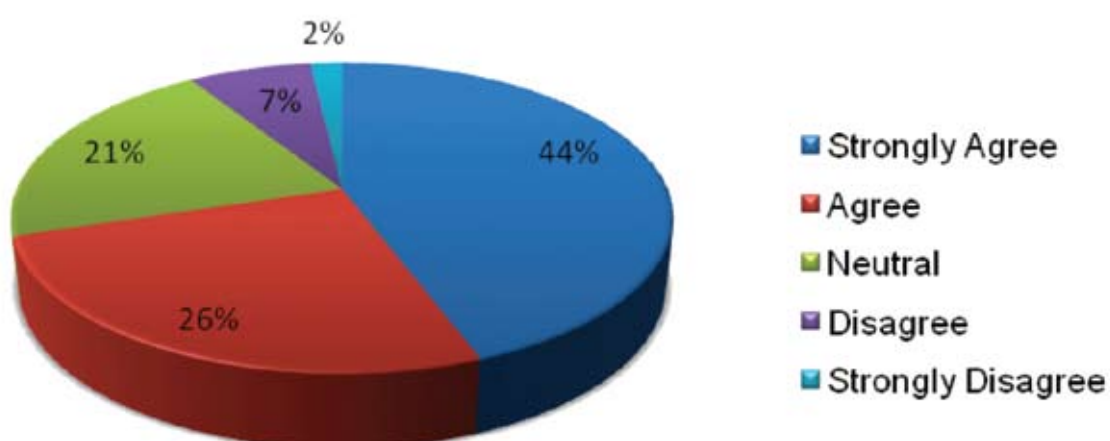


Figure 13 Forum's influence on water politics

There was a substantial level of interaction among thematic, regional and political processes of the 5th World Water Forum

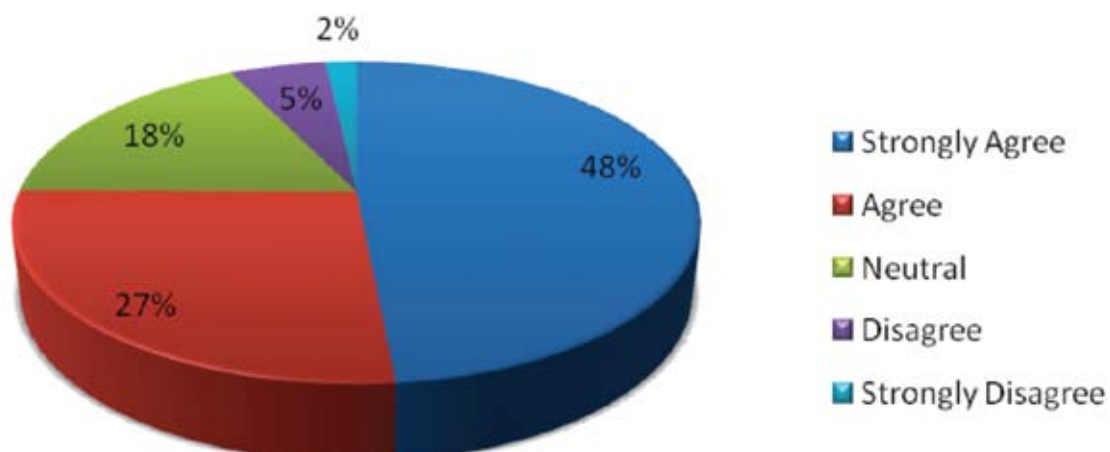


Figure 14 Interaction among the thematic, regional and political processes

of participation during the Forum with 31% strongly agreeing. 17% remained neutral (Figure 17).

The survey respondents were 77% male and 23% female (Figure 1). 62% of the female respondents believed that there was gender balance within the Forum, with 31% strongly agreeing. 21% remained neutral (Figure 18). In comparison, 77% of the male respondents thought that there was gender balance with 29% strongly agreeing. 17% remained neutral (Figure 19).

Along the same lines, 68% of the female respondents believed that gender/equity issues were part of the discussions with 34% strongly agreeing. 23% remained neutral (Figure 20). 78% of the male respondents thought so with 56% strongly agreeing. 17% remained neutral (Figure 21).

The Forum Secretariat and the World Water Council agreed with the Women for Water Partnership to support equity mainstreaming before and during the Forum. Accordingly, training sessions for equity were held during the preparatory meetings.

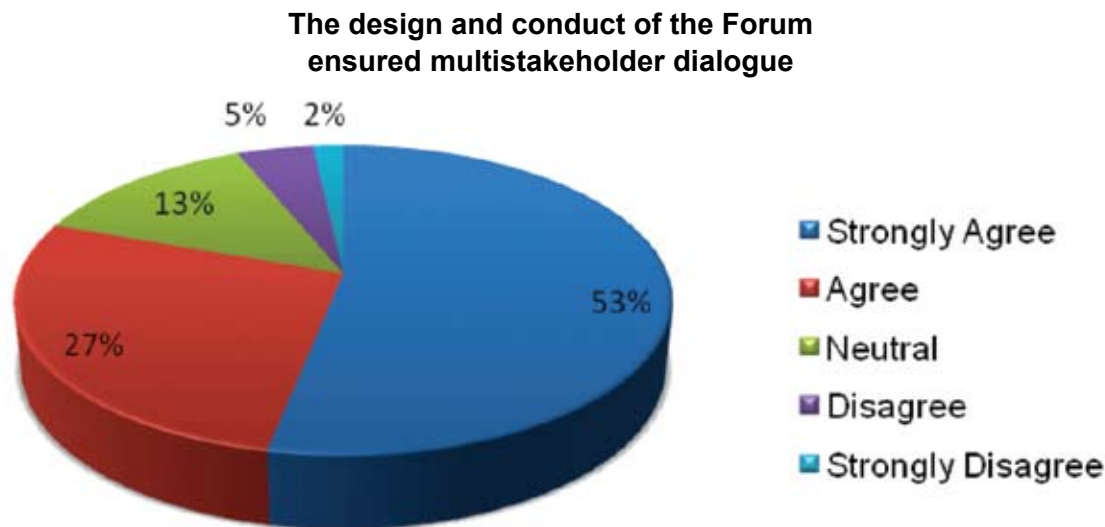


Figure 15 Multistakeholder dialogue

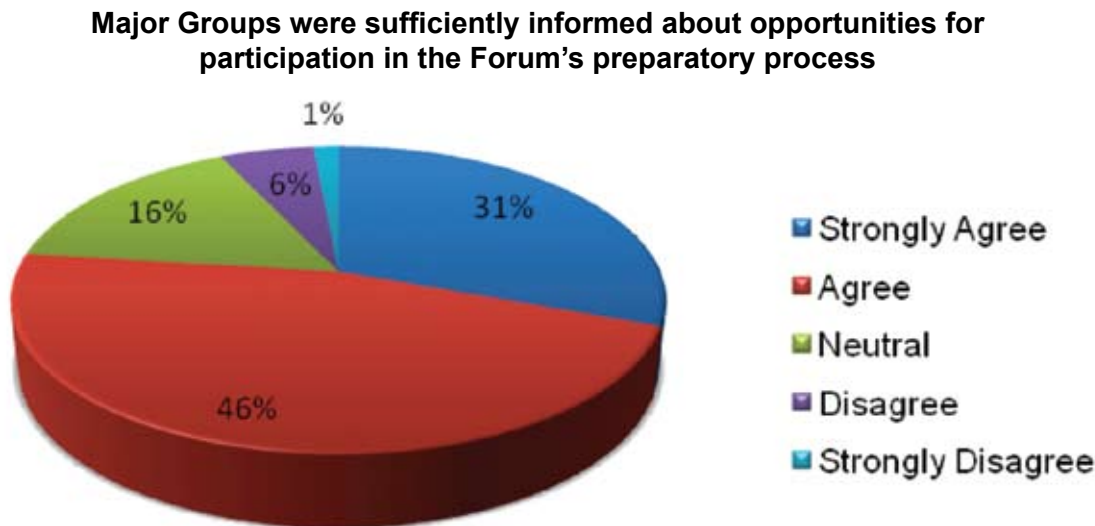


Figure 16 Major Groups’ participation in the Forum’s preparatory process

Major Groups were provided with sufficient means of participation during the Forum

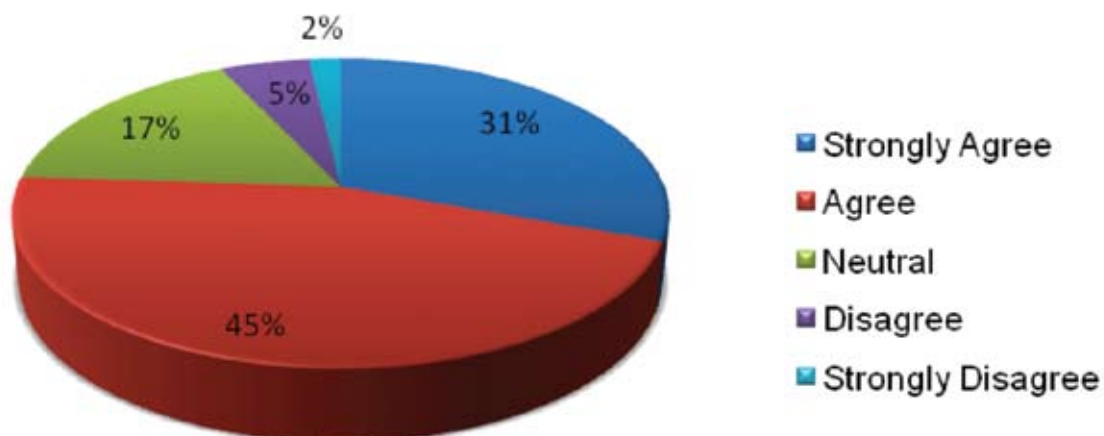


Figure 17 Major Groups participation during the Forum

There was gender balance within the Forum - Female Responses

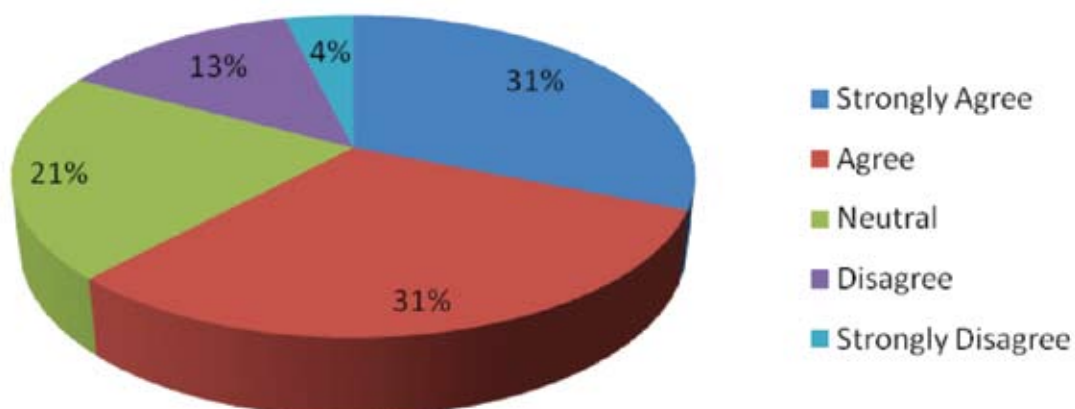


Figure 18 Gender balance at the Forum (Female responses)

There was gender balance within the Forum - Male Responses

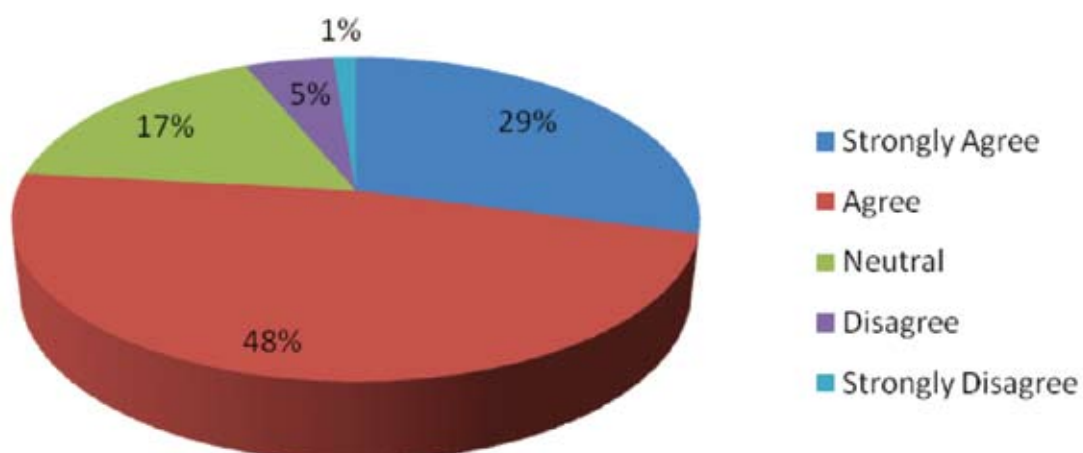


Figure 19 Gender balance at the Forum (Male responses)

Gender/equity issues were part of the discussions - Female Responses

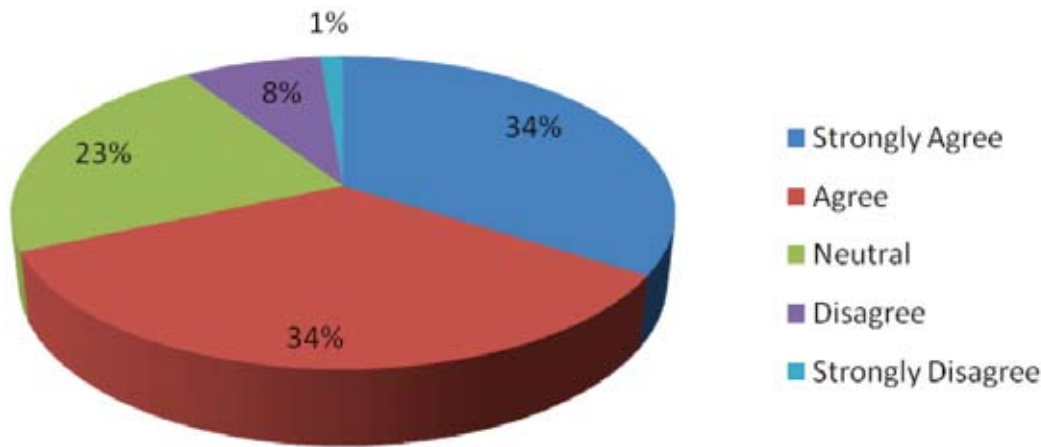


Figure 20 Discussions included gender/equity issues - (Female Responses)

Gender/equity issues were part of the discussions - Male Responses

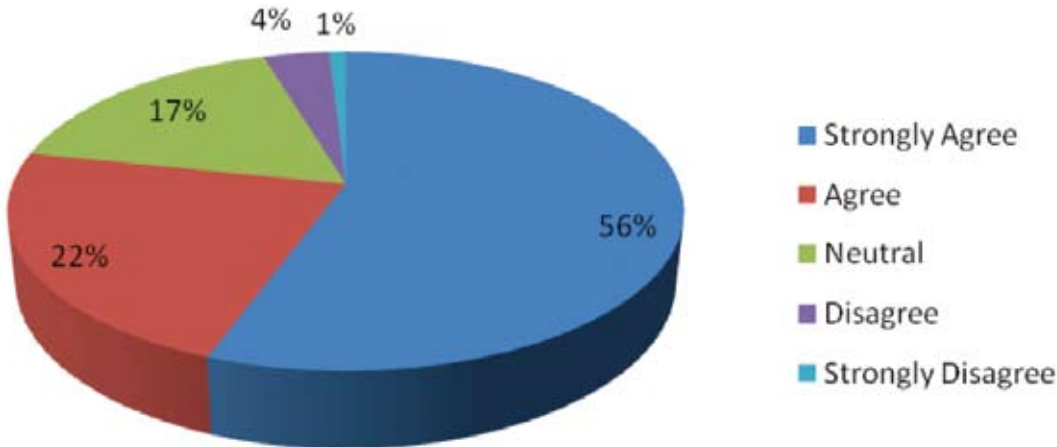


Figure 21 Discussions included gender/equity issues - (Male Responses)

COMMUNICATIONS

The World Water Forum is not an event that offers only scheduled interaction. One of the major aims of the Forum is to provide a medium where participants can interact outside of the formal meeting halls. The 5th World Water Forum Secretariat made sure that the Forum layout included networking areas for informal interaction. 82% of the respondents found the informal networking areas adequate with 56% strongly agreeing (Figure 22). 89% of the respondents also declared that the Forum provided them with new contacts with 39% strongly agreeing (Figure 23).

The world wide web was extensively used by the organizers to communicate information before and

during the Forum. The Forum website included a Virtual Meeting Space (VMS) for all to be active participants in the Forum, a Content Management System (CMS) for document sharing, an interactive map and an interactive schedule for the Forum week. 80% of the respondents believed that the website was informative enough with 55% strongly agreeing. 12% remained neutral (Figure 24). 24% stated that they used the website before the Forum more than once a day, 7% every day, 22% every two days, 38% every week. 22% indicated they had never used the website before the Forum (Figure 25, next page). Moreover, live broadcasting was provided for those who could not attend the sessions. 61% used the system everytime that they needed and 29% never tried. 10% said that the system did not work (Figure 26, next page).

The 5th World Water Forum included adequate informal areas for networking

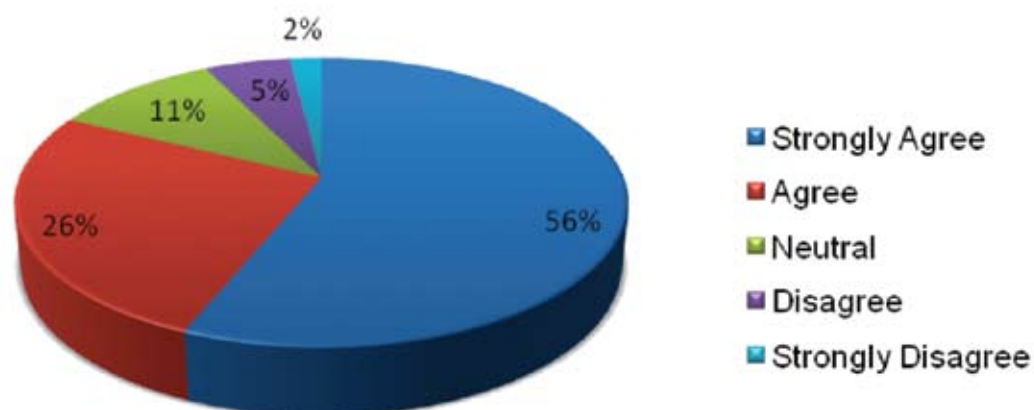


Figure 22 Informal networking areas

The 5th World Water Forum provided me with new contacts

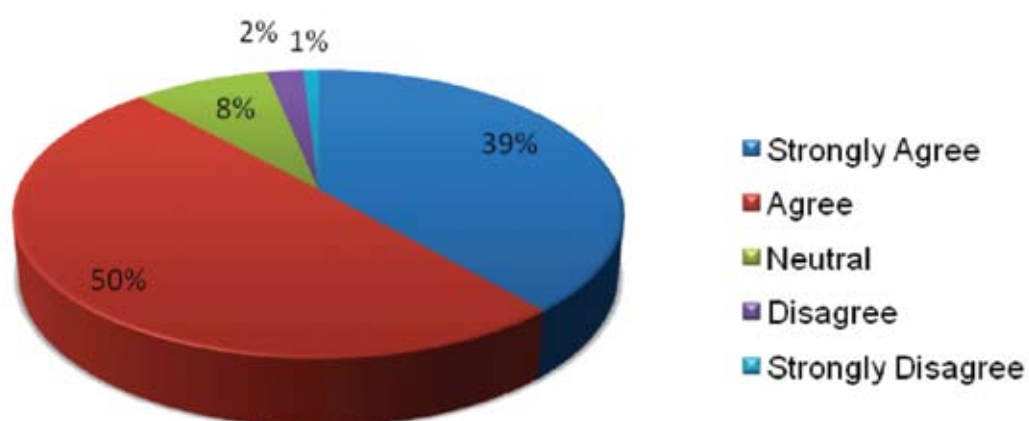


Figure 23 Meeting new contacts

The Forum web site was informative enough

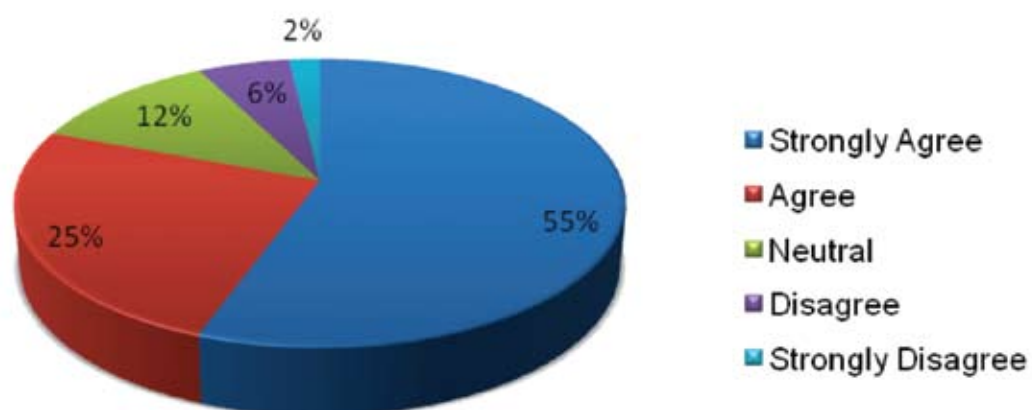


Figure 24 Informing via the Forum web site

I used the Forum website before the Forum

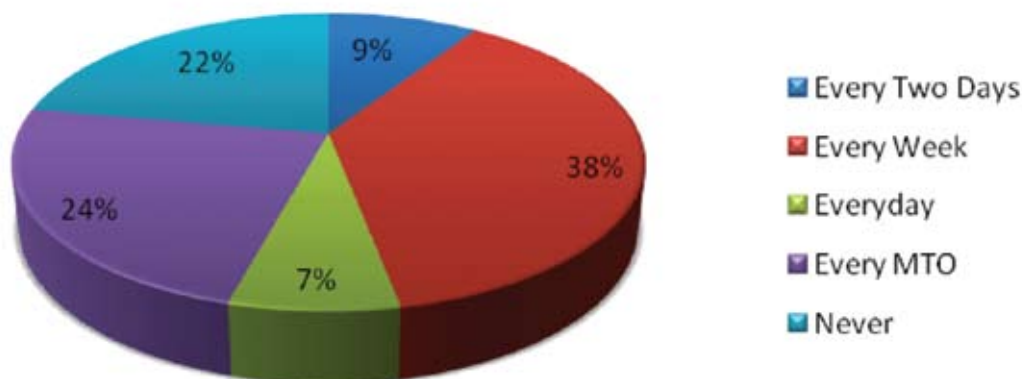


Figure 25 Forum web site use

I used the live broadcasting system to view sessions

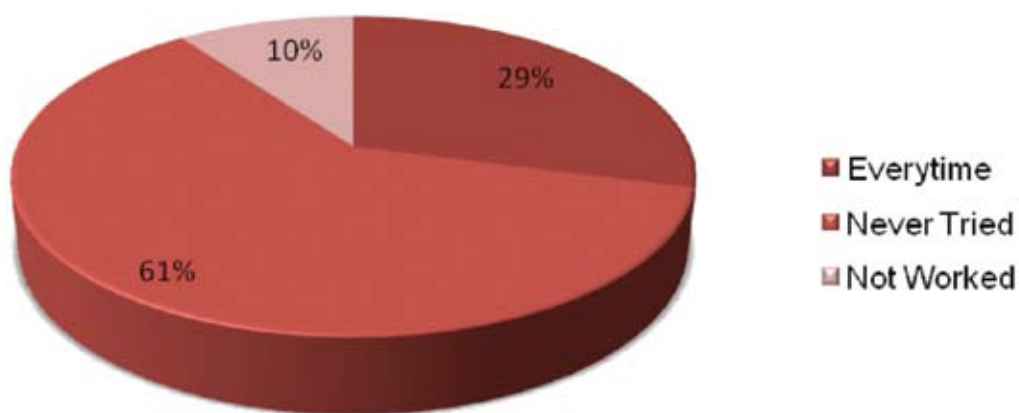


Figure 26 Live broadcasting system

Various media were utilized to inform the water community about the Forum. 37% said that they heard about the Forum from colleagues and friends and 28% from the website indicating that this is still a Forum of the water community and outside stakeholder involvement still needs encouragement. 9% heard it from the media, 7% by the e-newsletter and 5% through advertisements. 14% used other means (Figure 27). However, 79% declared that the Forum was

sufficiently reflected to the international media with 56% strongly agreeing, 16% remained neutral (Figure 28). The international media was present in the Forum, with 390 foreign journalists and international media networks like Reuters, Le Monde, BCC and CNN. In the visual media, the Forum was broadcasted in about 1000 news, and over 2,000 articles and news in 90 different countries brought the Forum to the wider audience worldwide.

How did you hear about the Forum?

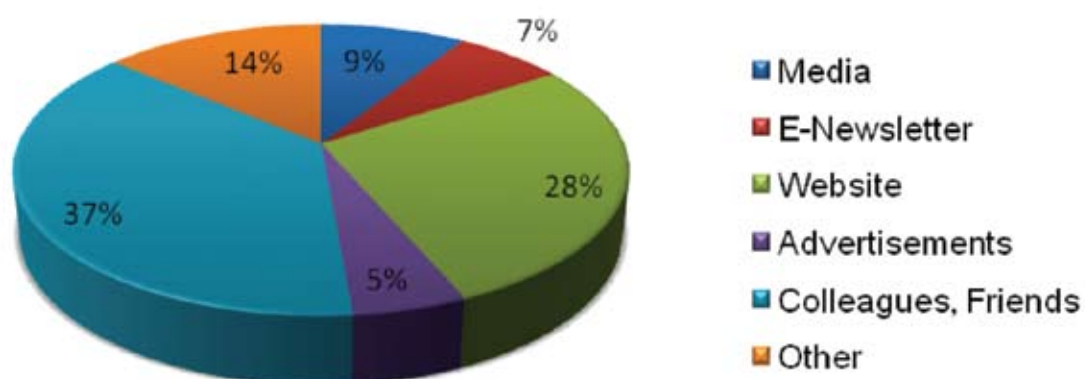


Figure 26 How did you hear about the Forum?

The Forum was sufficiently reflected to the international media

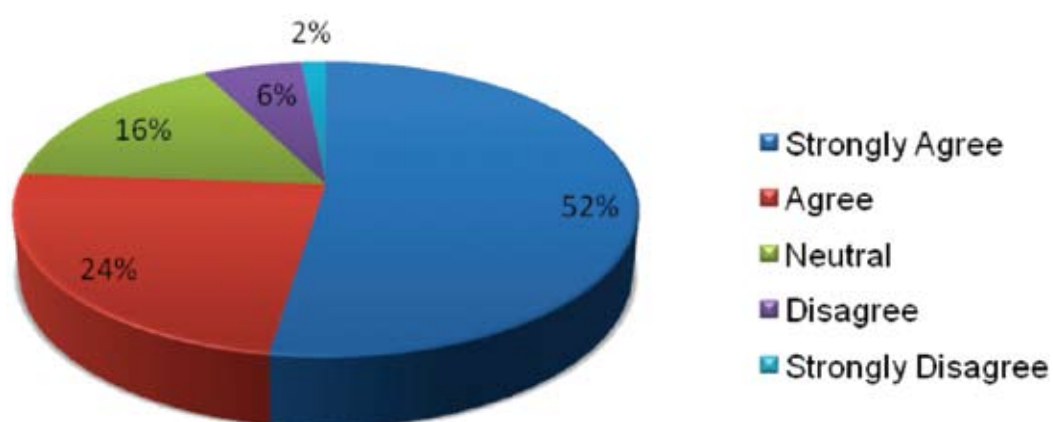


Figure 27 The Forum was sufficiently reflected to the international media

According to the results of the survey, the Forum left a positive impression on the participants. Nevertheless, the in depth analysis of the structure, content, organization and logistics of the Forum will be conducted through the upcoming Analysis Report.

FIFTH WORLD WATER FORUM EVALUATION

APRIL 13th 2009

1. Gender Male / Female
2. Please mark the category boxes that best express your affiliation:

Youth and Children	Farmer	NGO	Donor	Women’s Group
Trade Union	Indigenous People	Business	Academia	Ministry
Parliamentarian	Governmental Institution	Local Authority	Intergovernmental Organizations	Other

3. I believe the 5th World Water Forum was successful in the following organizational aspects:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Venue					
Transportation					
Catering facilities					
Registration process					
Staff support and attitude					
Environmental Considerations (Green Forum Initiative)					

4. Please identify the extent to which you agree with the following statements

A = Strongly Agree B = Agree	C = Neutral	D = Disagree E = Strongly Disagree					
			A	B	C	D	E
After the 5th World Water Forum, there will be added value to the world water community and discussions.							
The thematic sessions included current and relevant discussions.							
We have come one step closer to find solutions.							
The Istanbul Water Consensus will encourage local governments to take action for water related urban problems.							
The Political Process of the 5th World Water Forum will influence the water politics in the region and in the world.							

There has been substantial level of interaction among Thematic, Regional and Political Processes of the 5th World Water Forum.					
The design and conduct of 5th World Water Forum ensured a multistakeholder dialogue.					
Major groups were sufficiently informed about opportunities for participation in the Forum's preparatory process.					
Major groups were provided with sufficient means of participation during the Forum.					
There was a gender balance within the Forum.					
Gender /equity issues were part of the discussions.					
The 5th World Water Forum included adequate informal areas for networking.					
The 5th World Water Forum provided me with new contacts.					
The Forum website was informative enough.					
The Forum was sufficiently reflected to the international media.					

5. How did you hear about the 5th Forum?

Media	E-newsletter	Website	Advertisements	Colleagues, friends	Other
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6. I used the Forum website before the Forum.

Never	Every week	Every two days	Everyday	Everyday more than once
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7. I used the live broadcasting system to view sessions.

Never tried	Tried but it did not work	It worked and i used it often
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8. Please provide your comments or suggestions about the 5th Water Forum in Istanbul.

Thank you for your kind contributions. We wish you the best.

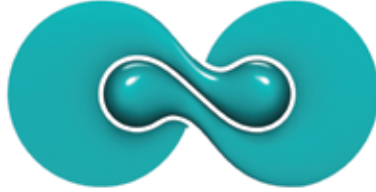
NOTES

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NOTES

[illegible]

5th WORLD WATER FORUM
İSTANBUL 2009



BRIDGING
DIVIDES
FOR WATER



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